A Hybrid Solution for Cross-Platform Measurement
Media Usage is Not Zero-Sum

- Additional media choices **add** incremental time to the base choice
- Watching more platforms does not mean less time with TV

### Avg Weekly Usage (hh:mm)

<table>
<thead>
<tr>
<th>Category</th>
<th>TV</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>No TV</td>
<td>40:19</td>
<td></td>
</tr>
<tr>
<td>TV Only</td>
<td>41:25</td>
<td></td>
</tr>
<tr>
<td>TV+1</td>
<td>44:11</td>
<td>27:03</td>
</tr>
<tr>
<td>TV+2</td>
<td>42:09</td>
<td>39:04</td>
</tr>
<tr>
<td>TV+3</td>
<td>54:13</td>
<td>46:43</td>
</tr>
<tr>
<td>TV+4</td>
<td>69:50</td>
<td>45:02</td>
</tr>
</tbody>
</table>

Source: Multimedia Mentor (Knowledge Networks) Fall 2012
Measurement Goals

PLAN

BEHAVIOR
- USERS & USAGE
- INSIGHTS
- MIX & WEIGHT

EVALUATE

IMPACT
- EXPOSURE
- TARGET AUDIENCE
- REACH / FREQUENCY

VERIFY
USA TouchPoints: Clearer Vision

Source: USA TouchPoints Oct 2010-Feb 2011
“Ad impressions measure what has potentially been seen or heard, but we also need **content** measures to understand media behavior and to identify new and best opportunities for exposure in the future.”
MOVE Cross-Platform Research from Special Project to Standard Practice

INFORM Media Plans With Predictive Measures and Consumer Insights

LINK to Existing Media Currencies and Ad Performance Research
WHAT'S NEXT?
The First

- Nationally-Projectable
- 5 Platform
- Continuously-operating
- Persons-based
- Programmer-Inclusive
- Integrated Media Solution
**Project Blueprint**

- **TV-PC**
  - comScore panelists within STB subscribers

- **TV-Radio**
  - Arbitron PPM® Panel

- **PC-Mobile**
  - comScore Census Data

- **TV-PC-Mobile**
  - comScore panelists within STB subscribers
Project Blueprint

PPM® Code Detection
(Measuring TV-Radio)

Download comScore Meter
(Measuring PC-Mobile)

2000 Arbitron PPM® Panelists
Project Blueprint

Platform Usage

- TV
  - STB
  - PPM
- Radio
  - PPM
- PC
  - comScore
- Mobile
  - comScore

Platform Duplication

- Duplication Measures
- Calibration Panel

Client Interface
Calibration Panel is Completed

- 2,708 Panelists as of 3/27/2013

<table>
<thead>
<tr>
<th></th>
<th>iBoard</th>
<th>Total Panel</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sex</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>56.0%</td>
<td>55.7%</td>
</tr>
<tr>
<td>Male</td>
<td>44.0%</td>
<td>44.3%</td>
</tr>
<tr>
<td><strong>Race</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>13.5%</td>
<td>17.6%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>12.6%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Other</td>
<td>74.0%</td>
<td>66.8%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13-17</td>
<td>2.6%</td>
<td>3.2%</td>
</tr>
<tr>
<td>18-34</td>
<td>32.3%</td>
<td>28.5%</td>
</tr>
<tr>
<td>35-54</td>
<td>37.7%</td>
<td>35.3%</td>
</tr>
<tr>
<td>55+</td>
<td>27.4%</td>
<td>33.0%</td>
</tr>
</tbody>
</table>
Calibration Panel is Completed

- 2,708 Panelists as of 3/27/2013
Calibration Panel is Completed

- 2,708 Panelists as of 3/27/2013
ESPN Share of Audience
Reach by Platform

Duplication

40% 24% 36%
Men 18+

38% 19% 43%
Total

Source: comScore January 2013
**COMPLETE** phase 1 with total usage and ESPN level reporting – Summer ‘13

**SHARE** general findings and methods with industry – ARF AM8.0

**ASSESS** accuracy & reliability of results … Viability of syndicated service