



comScore Multi-Screen Measurement Study

Coalition for Innovative Media Measurement



Joan FitzGerald
jfitzgerald@comscore.com
703-927-2744



Multi-Screen Measurement



Single Source



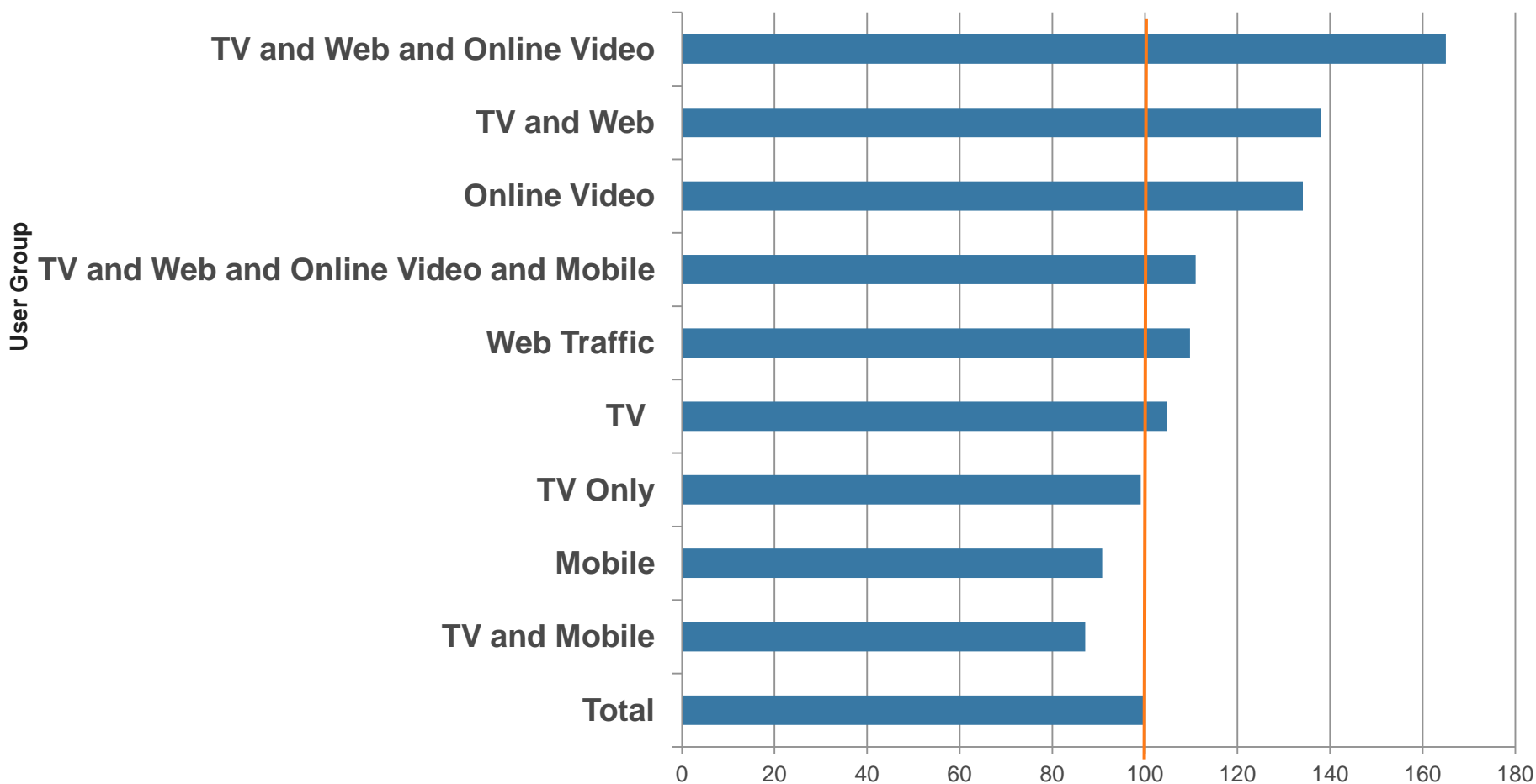
Mobile = Cell Phones and Tablets



Foundation for Scale

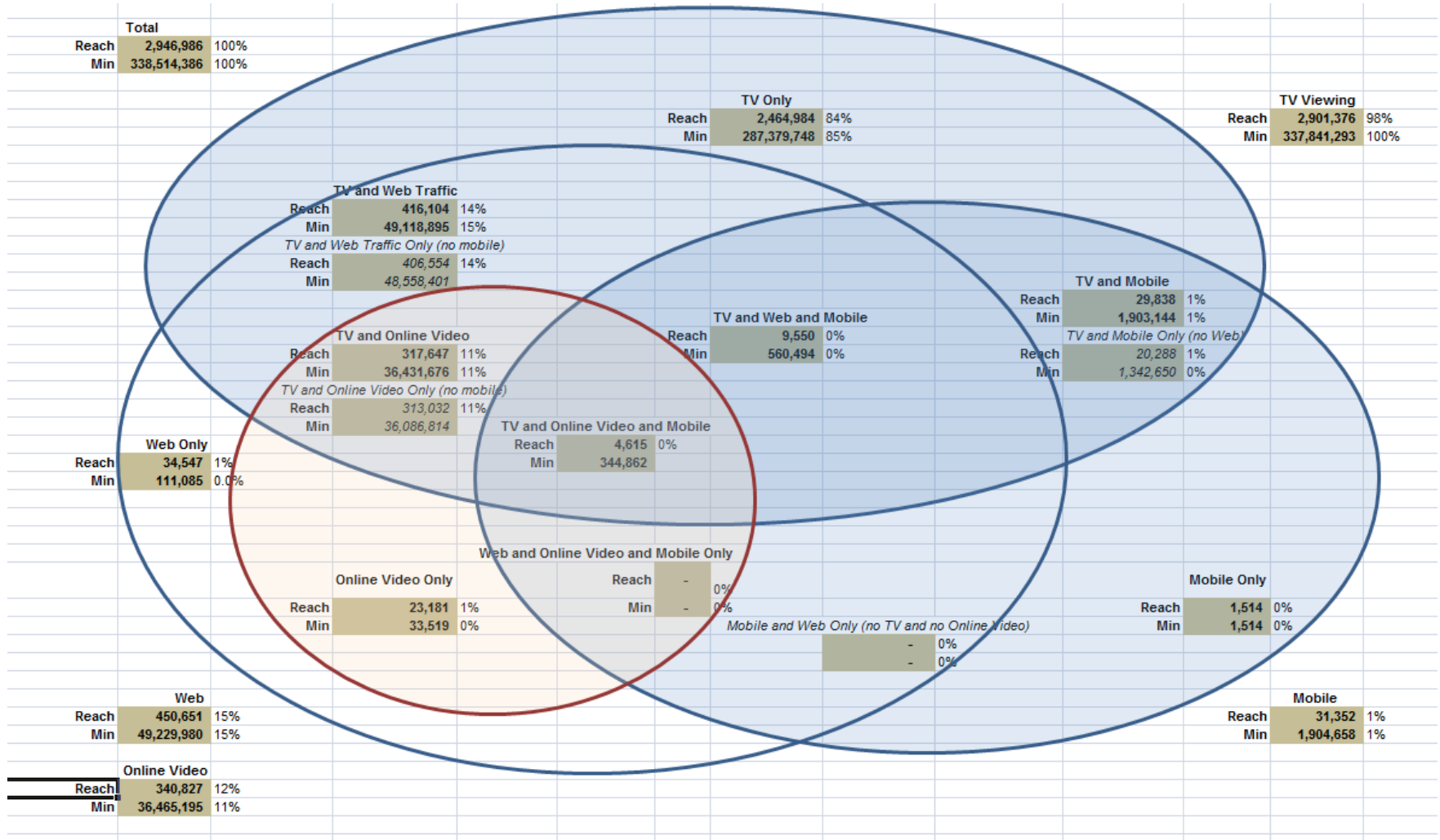
Multi-Screen Consumers Spend the Most Time with the Content

Time Spent Per User Index for Single and Multi-Screen User Groups



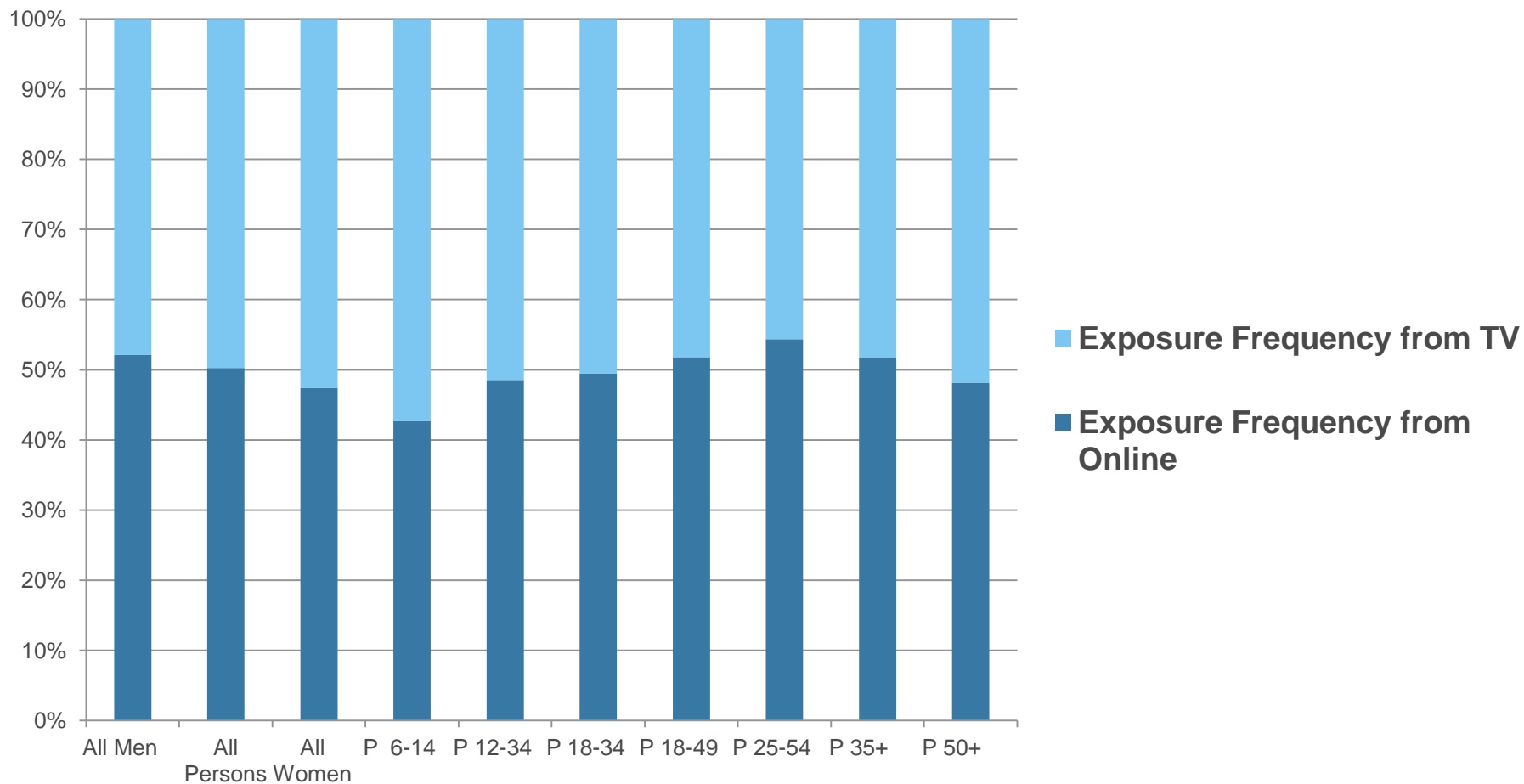
Aggregated results across specific broadcast and cable networks and cable network groups. Results may not be generalizable to the population.

Understanding the Overlap



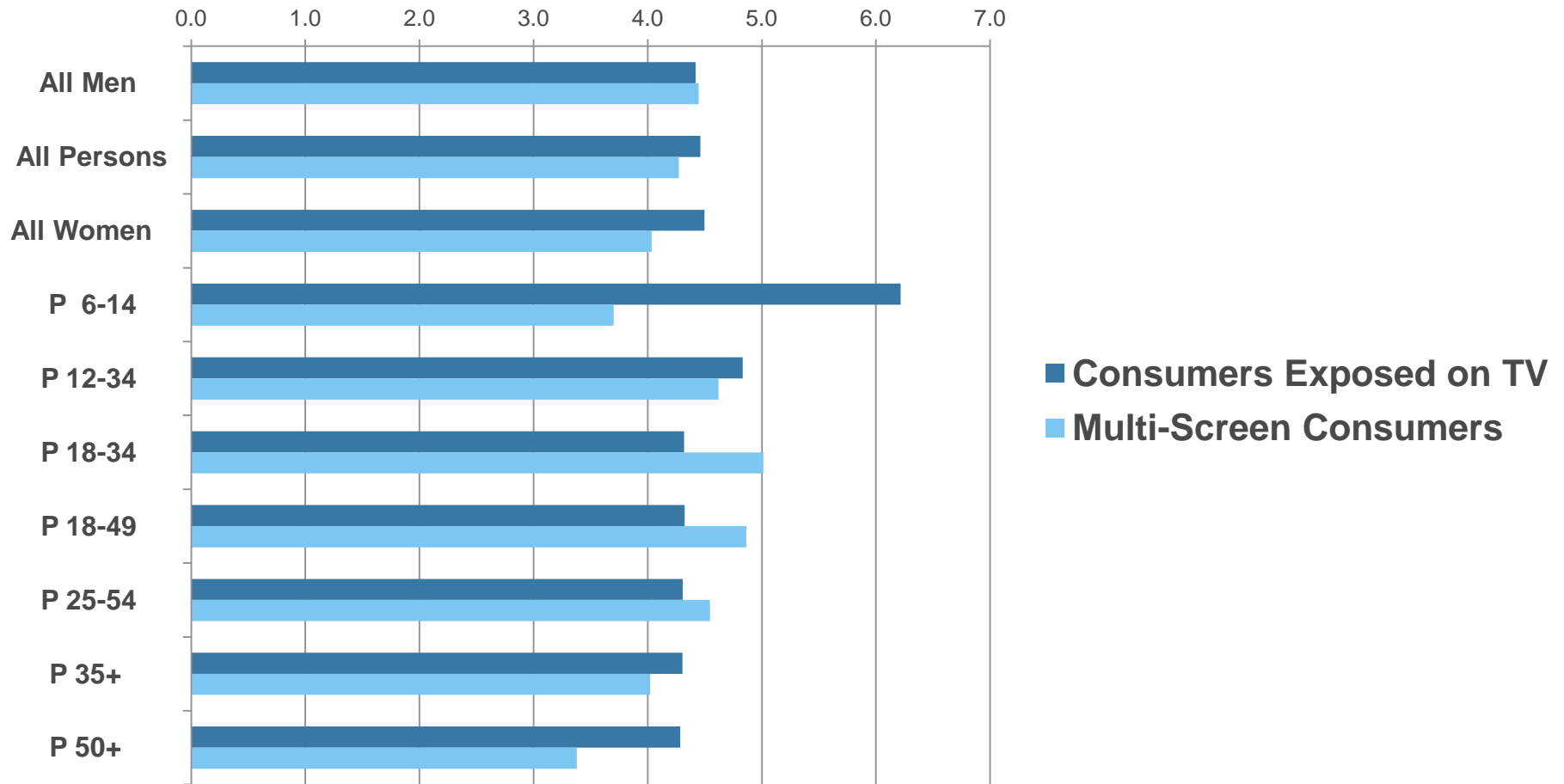
Online Helped Boost Exposure Frequency Among Multi-Screen Consumers

Approximately 50% of exposure frequency among Multi-Screen consumers happened online

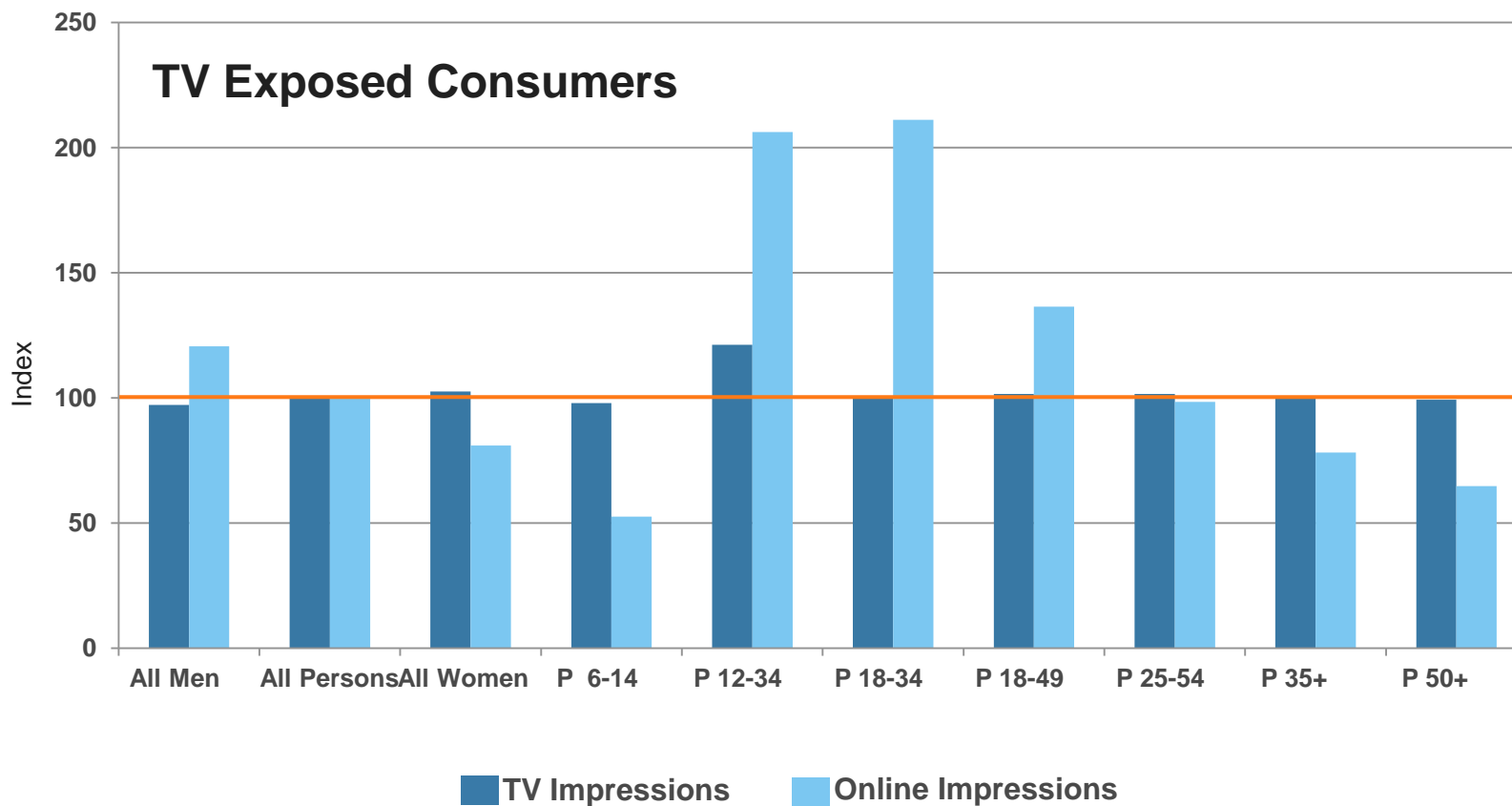


... Total Exposure Frequency to be “On Par” with Consumers Exposed on TV

Average Frequency was between 4.0 and 5.0 for all demographic segments except children and older adults



Online Advertising Improved Targeting of Overall Campaign



Next Steps

“Scalable, such that it can affordably track exposure across platforms to different combinations of cross-platform content delivery for a majority of video content producers (one estimate is that at least 1M respondents might be required).”

– CIMM



Thank you



Joan FitzGerald jfitzgerald@comscore.com