comScore Multi-Screen Measurement Study

Coalition for Innovative Media Measurement

Joan FitzGerald
jfitzgerald@comscore.com
703-927-2744
Multi-Screen Measurement

Single Source

Foundation for Scale

Mobile = Cell Phones and Tablets
Multi-Screen Consumers Spend the Most Time with the Content

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

User Group

- TV and Web and Online Video
- TV and Web
- Online Video
- TV and Web and Online Video and Mobile
- Web Traffic
- TV
- TV Only
- Mobile
- TV and Mobile
- Total

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

Results are illustrative and may not be generalizable to the population.
Online Helped Boost Exposure Frequency Among Multi-Screen Consumers

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

Aggregated results across the campaigns measured during the Study period. Results may not be generalizable to the population.
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.

Aggregated results across the campaigns measured during the Study period. Results may not be generalizable to the population.
Online Advertising Improved Targeting of Overall Campaign

TV Exposed Consumers

Aggregated results across the campaigns measured during the Study period. Results may not be generalizable to the population.
“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