



# AUDIENCE MEASUREMENT 7.0

THE WORLD'S LARGEST AUDIENCE MEASUREMENT CONFERENCE

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Marriott Marquis, New York City



**ADVERTISING  
RESEARCH**  
FOUNDATION

# How Multi-Screen Consumers Are Changing Media Dynamics

Findings from a comScore Study for the  
Coalition for Innovative Media Measurement

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# What is CIMM?

**CIMM** is a coalition of buyers and sellers of media working to innovate and test new methods for the industry to:

1. Improve TV Audience Measurement Through Use of Return-Path Data
2. Solve the Cross-Platform Measurement Challenges

# Our Members



PUBLICIS GROUPE



HEARST television inc



Microsoft



OmnicomMediaGroup



# Cross-Platform Measurement

**Plan**



**Verify  
Exposure**



**Evaluate  
Effectiveness  
& ROI**

# comScore Cross-Platform Measurement



**Set Top Box Data**  
TV viewing and exposure



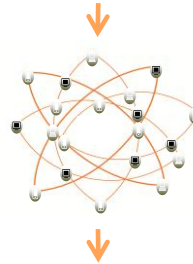
**Census Tags**  
web usage, exposure



**Mobile Handset**  
mobile web usage, exposure



**Online Panel**  
demos, search, site visitation



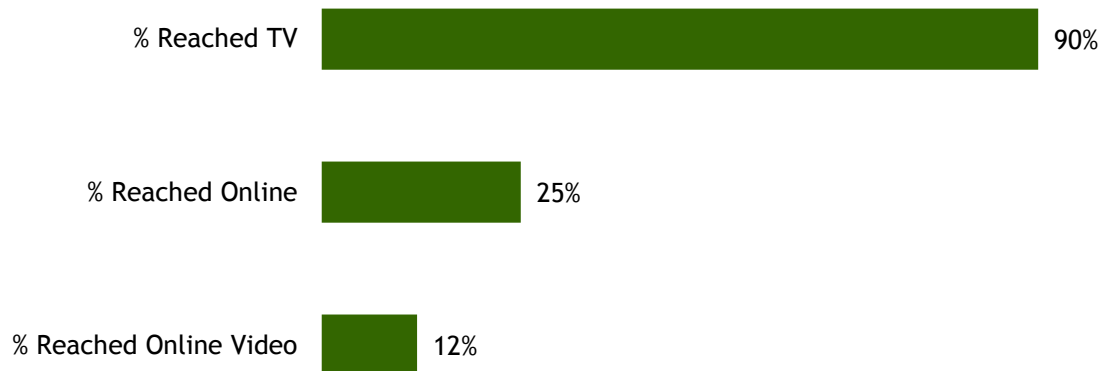
## Cross-platform Media Measurement and Campaign Delivery

Understand reach and usage lifts going from one screen to multiple screens,  
and maximize campaign effectiveness

# Study Findings

# Major Media Brands Are Extending Their Content to Digital Platforms – and Consumers Are Taking Advantage of the Opportunity

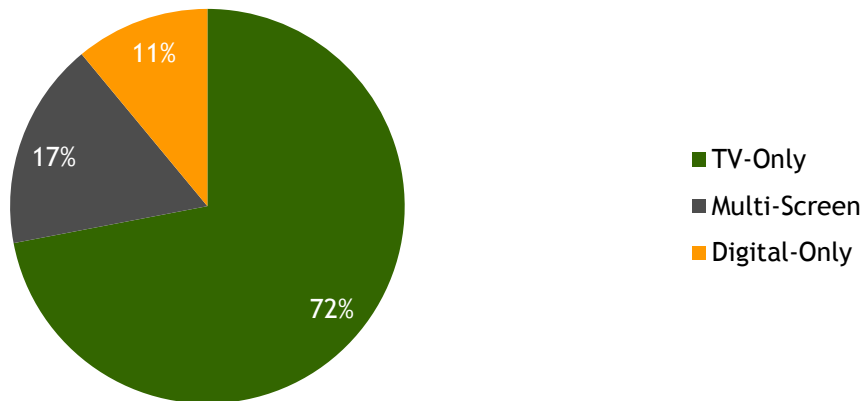
% Reach During 5-Week Study Period  
Average Across 10 Broadcast and Cable  
Networks/Network Groups





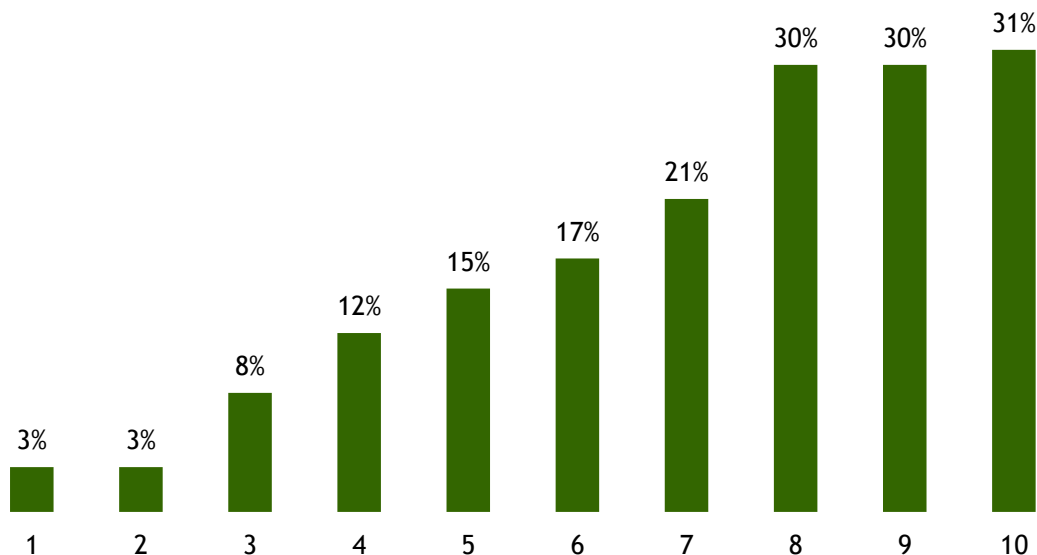
# A Significant Multi-Screen and Digital Only Audience is Emerging for Major Media Brands

% Reach During 5-Week Study Period  
Average Across 10 Broadcast and Cable  
Networks/Network Groups



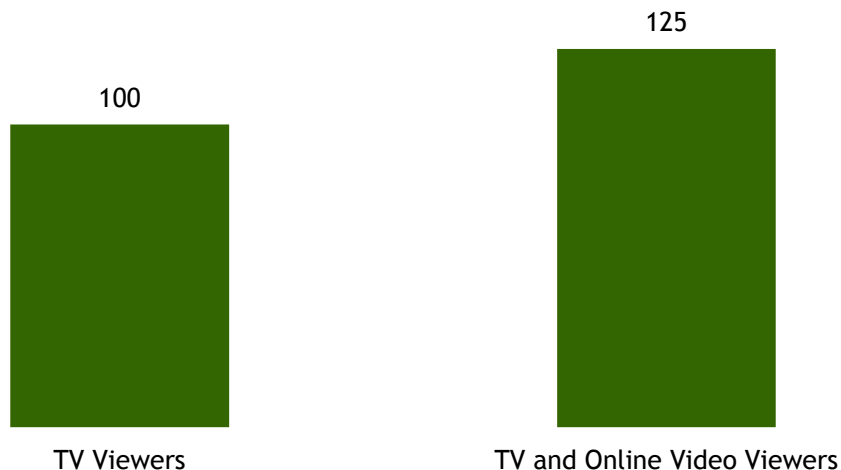
# The Size of The Multi-Screen Audience Shows Wide Variation Across Media Brands

Multi-Screen by Network/Network Group  
% Who Use Network/Network Group's Content  
On Multiple Screens



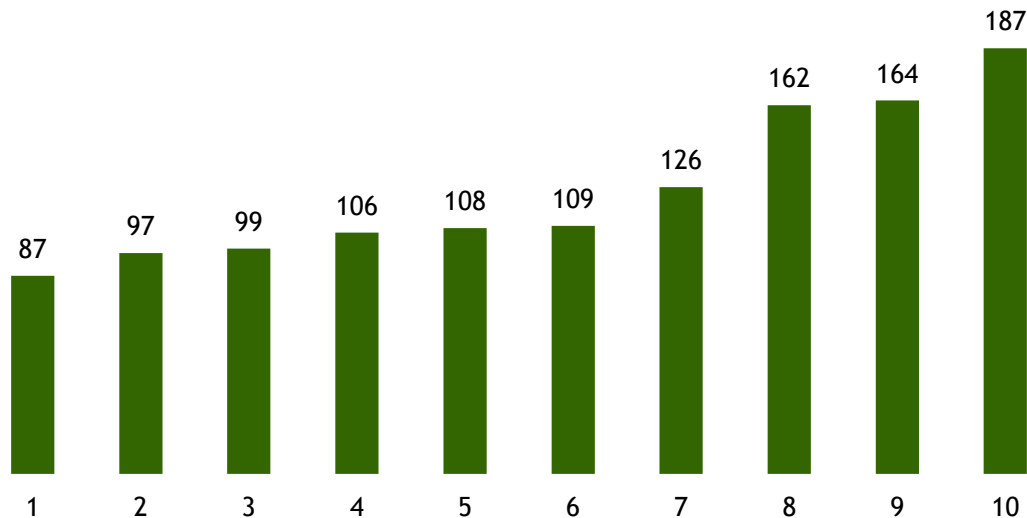
# Online Video is Key Driver to Viewer Engagement, Particularly on TV

Index of Minutes Spent Using TV  
Average Across 10 Broadcast and Cable  
Networks/Network Groups



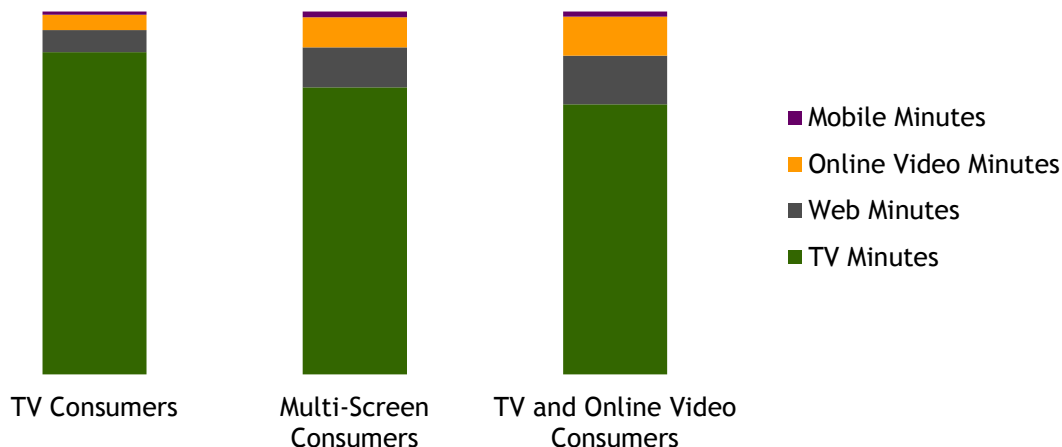
# Consumers Using TV and Online Video Spent the Most Time With the Media Brand on TV

Index of Minutes Spent with TV by  
Network/Network Group  
Consumers Using TV and Online Video  
Compared to Consumers Using TV



# Multi-Screen Consumers are Building “Media Minutes” Into Their Experience with the Media Brands

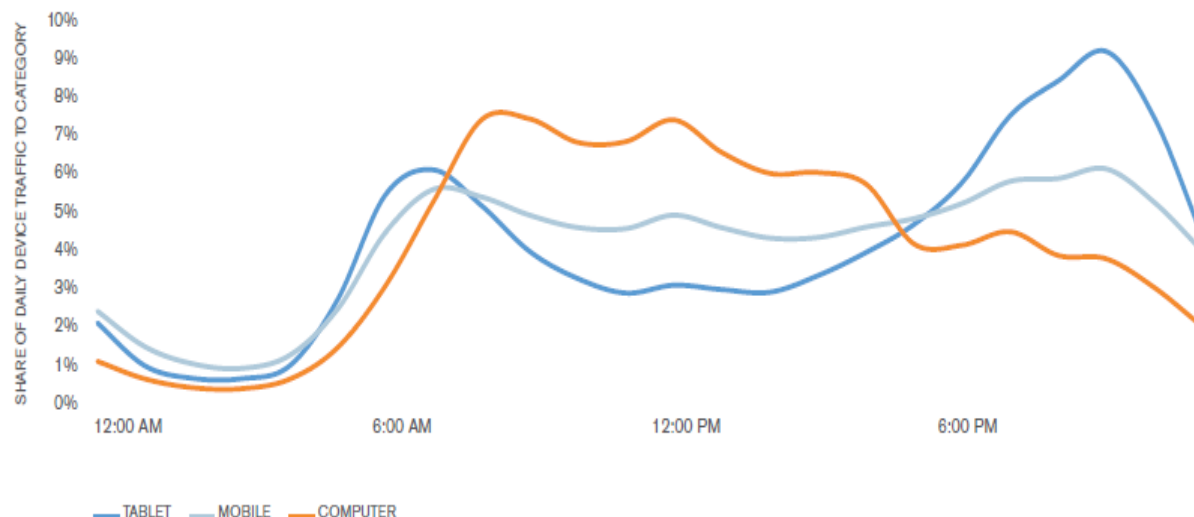
## Case Study: How Minutes Build by Platform for Major Network/Network Group



# Digital Platforms Create New “Dayparts” of Usage and Viewing – Which Means New Opportunities for Media Brands

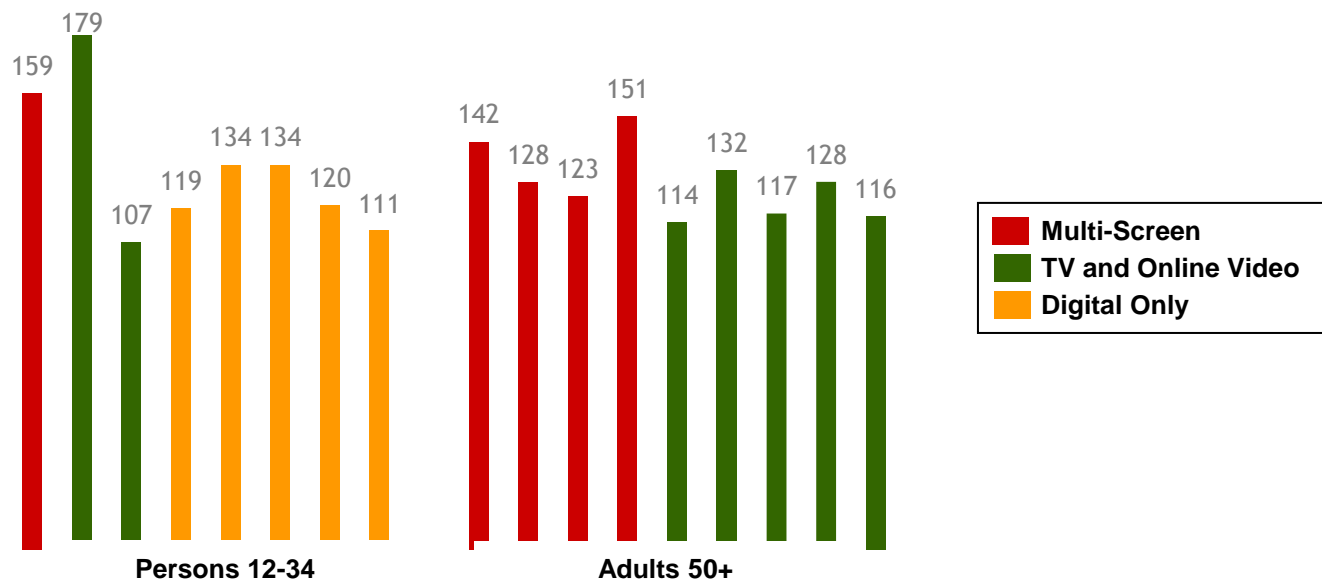
Share of U.S. Device Page Traffic for the Newspaper Category Over a Day (Weekday)

Source: comScore Custom Analytics, January 24, 2012 (Tuesday), U.S.



# Multi-Screen Consumers Are More Likely to be Key Demographic Target for the Media Brands

High Propensity Indices  
for Network/Network  
Groups by Age



# Social Media Presents New Opportunities for Media Brands to Engage With Consumers

% Reach - Average Across 10 Networks/Network Groups

Used Facebook Concurrently with TV



29%

Used Internet Concurrently with TV



61%



# Scaling Multi-Screen Measurement: Hybrid Approach

