	comScore Cross-Platform	Nielsen Total Audience
Panel / Hybrid?	Hybrid (Digital Census, RPD STB & Panel) across TV, Computers, Smartphones, Tablets, OTT	Probability Designed TV Panel representing all cross sections of TV Universe; Hybrid (Census + Panel) for Desktops, Smartphones, Tablets, OTT
Sample / Panel Size	<u>Digital Panel</u>: 1M incl. Mobile; <u>VOD</u>: 120M (census); <u>Linear TV</u>: 31M+ Return Path Households Representing all 210 Markets & National <u>Digital Demos</u>: Digital Panel, Partner network (Multiple) <u>Cross-Platform</u>: 8M HH (RPD TV-Digital Census); Cross-Platform 70K PPM Panel	<u>TV Panel</u>: 42K HH+, 110K Persons +, Persons 2+; 11K XP Cross-Platform HH; Represents TV Universe & US Census <u>Digital Panel</u>: 140K Persons+ <u>Digital Demo Provider (FB)</u>: 180M Persons in US <u>Radio/OOH Panel</u>: 77K+ Persons
Source of Usage / User Data	Digital Panel (users & usage) + Tags/Server-Side (digital census usage); RPD STB/VOD Census data (usage) + Router Meter (usage) for connected devices + Blinded Match with third party providers (users)	TV panel (users/usage across STB/Connected Devices for watermarked content) + STB (usage) + Router Meter (usage); Digital Panel (users/usage); Digital Census: Tags, Browser & App SDKs, Cloud API, Server-Side (usage) + census level match with third party providers (users); Radio Panel (users/usage for watermarked content)
Media Measured	Linear Live/Time-Shifted TV; MVPD VOD; Virtual MVPD datasets; Digital Video – PC, Mobile & Connected TV devices; Text across all browsers; Mobile Video, Apps & Browser; FB Instant Articles	Linear Live/Time-Shifted TV, VOD/SVOD, Out of Home TV, Connected TV/OTT, Game Console Devices, Radio, Digital Video, Text & Audio, Mobile Apps/Browser, Computer Browser, Crediting of distributed digital content on MVPDs, vMVPDs, Facebook, Hulu, YouTube
De-dupe Methods	8M HH TV-Digital Observed Overlap; Observed volumetric across each and every platform: Linear/ Time-shifted/ VOD/ PC/ Smartphone/ Tablet/ Connected-TV	Persons-based single source respondent-level data set built to understand true duplicated TV (Linear/Time-shifted/VOD; STB/OTT) - Digital (PC/Mobile) exposure/behavior
OOH?	Custom for TV; Yes for Digital	Yes for both TV and Digital
Metrics	Cross-Platform Daily, Weekly and Monthly Unduplicated Reach, AA, AA Ratings, Time spent at the episodic level. Advanced Audiences across Linear TV HH	Daily Reach & Ratings down to the episode/asset level; Deduplicated TV+Digital Audience. Representative Advanced Demographics