



A Hybrid Solution for Cross-Platform Measurement



No New Metrics

How Many
Reach



How Often
Frequency



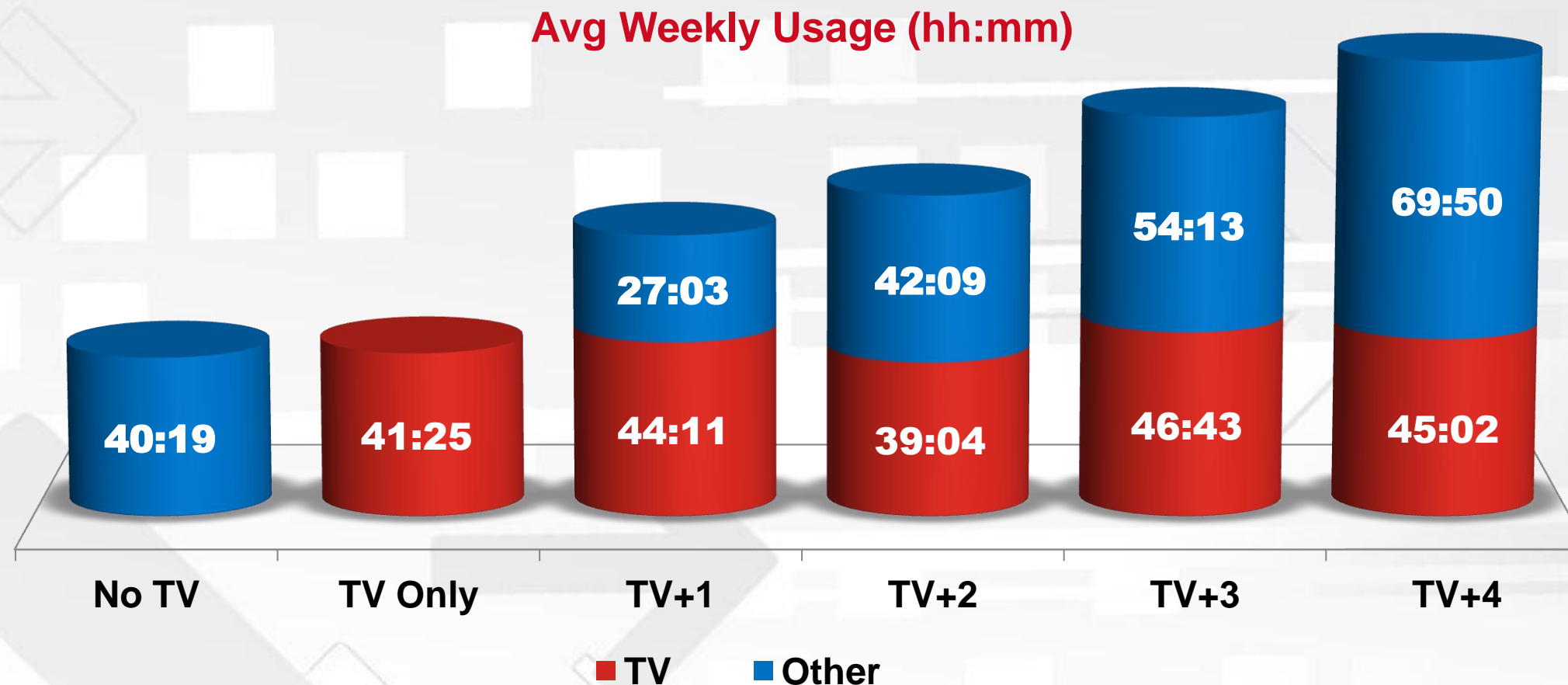
How Long
Time



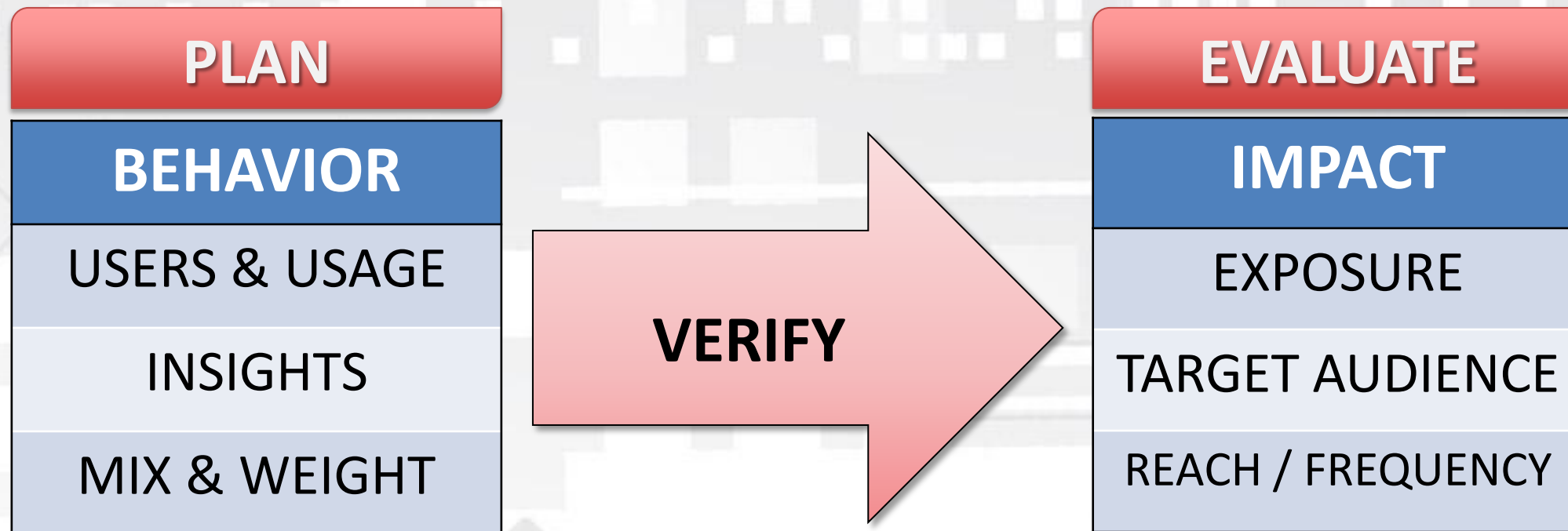
AVERAGE MINUTE AUDIENCE

Media Usage is Not Zero-Sum

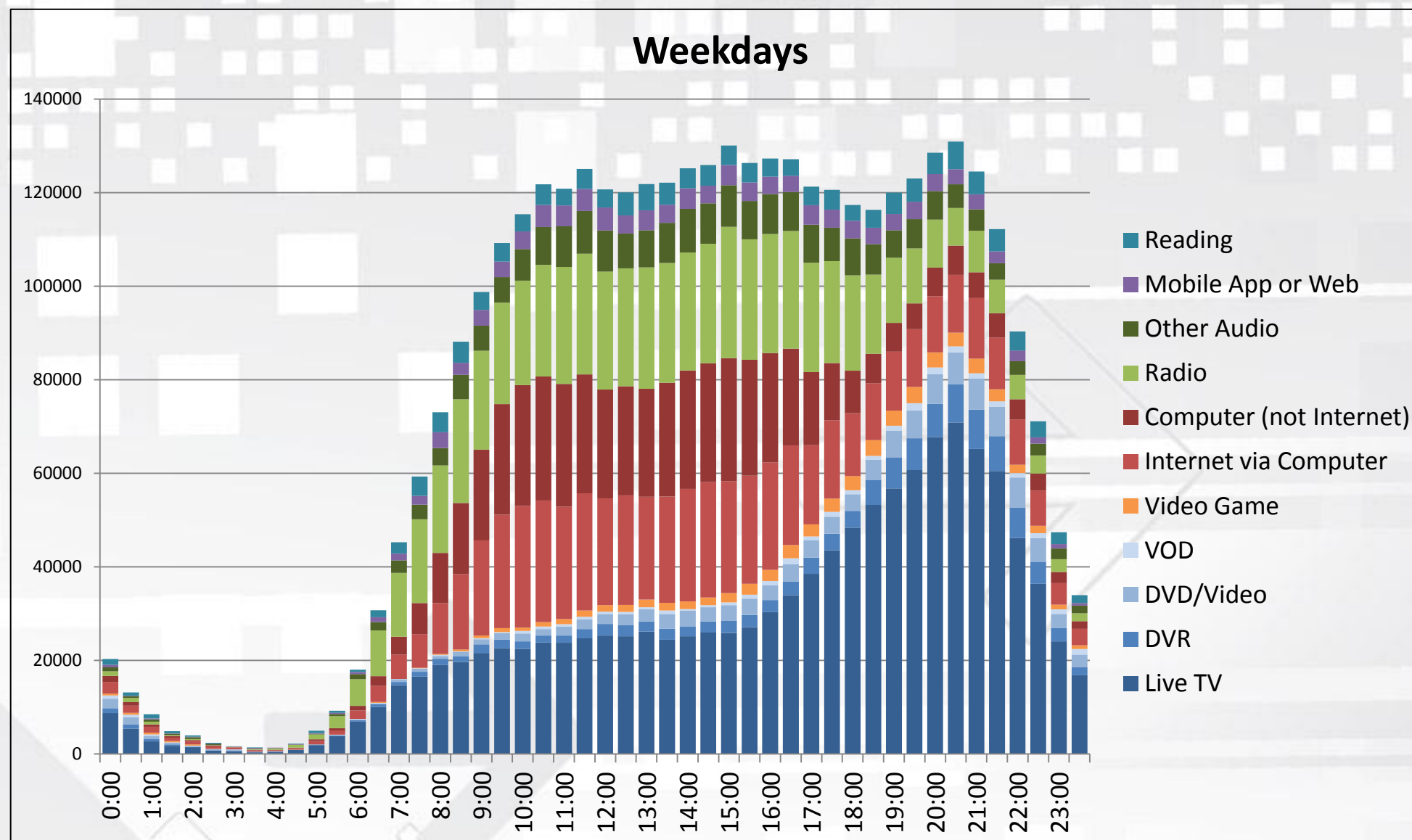
- Additional media choices **add** incremental time to the base choice
- Watching more platforms does not mean less time with TV



Measurement Goals



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.”

Ad Measurement

Content Measurement



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?





ARBITRON

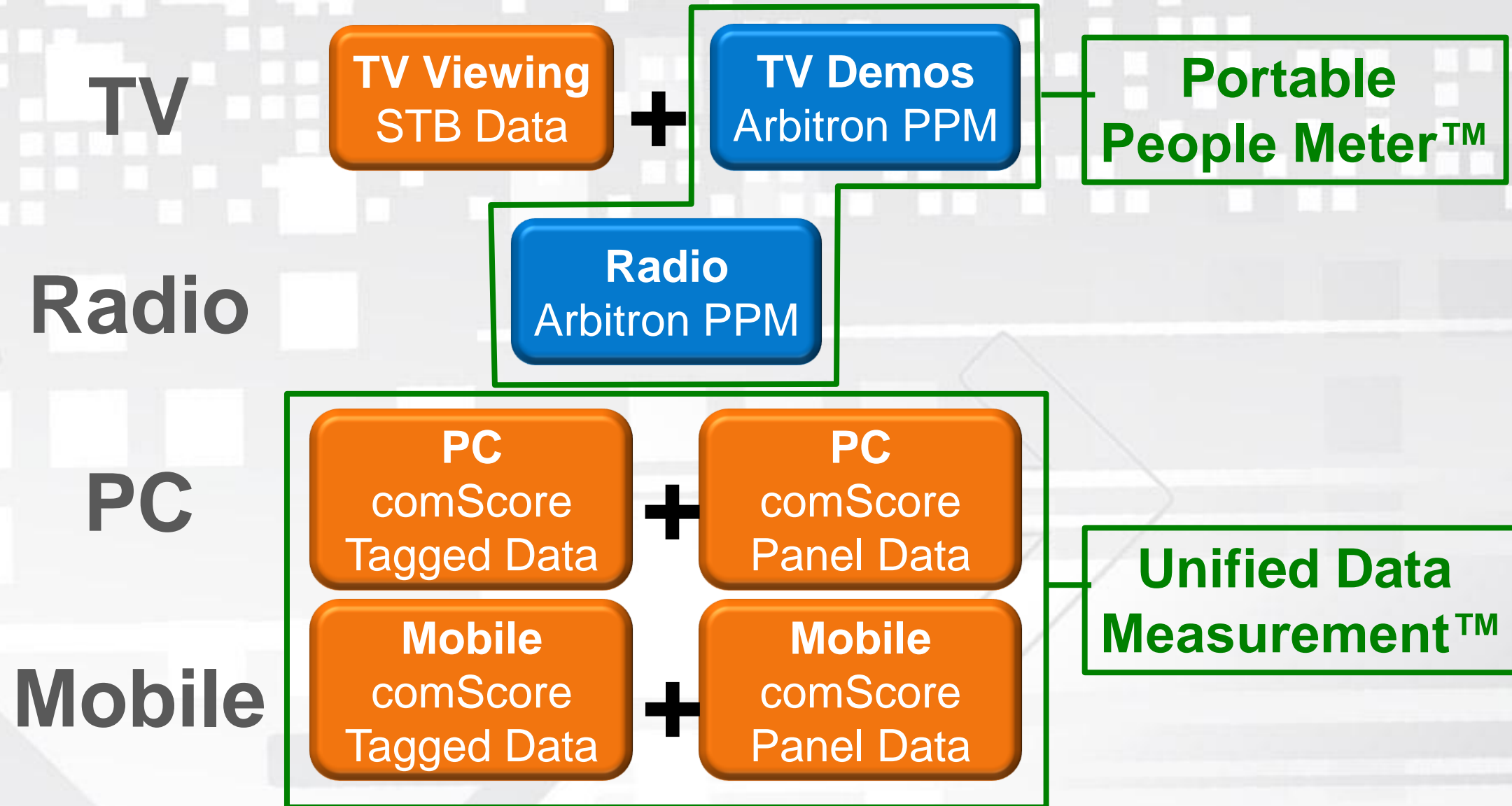


comSCORE®

The First

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

Project Blueprint



comScore technology/input

Arbitron technology/input

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



ARBITRON

PPM® Code Detection
(Measuring **TV-Radio**)



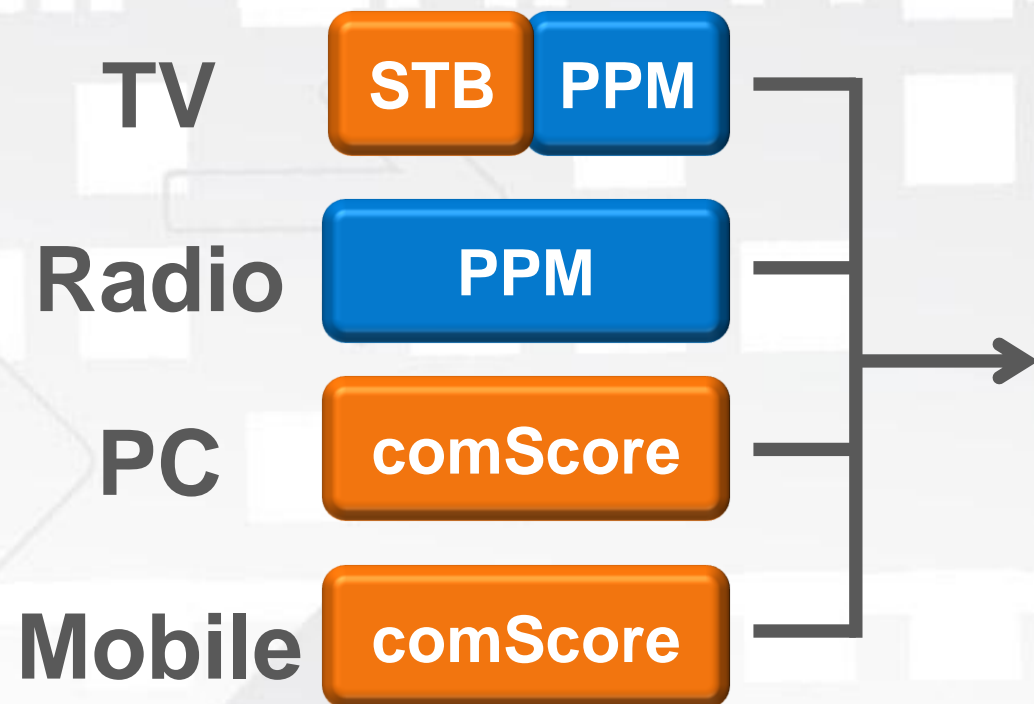
comSCORE®

Download comScore Meter
(Measuring **PC-Mobile**)

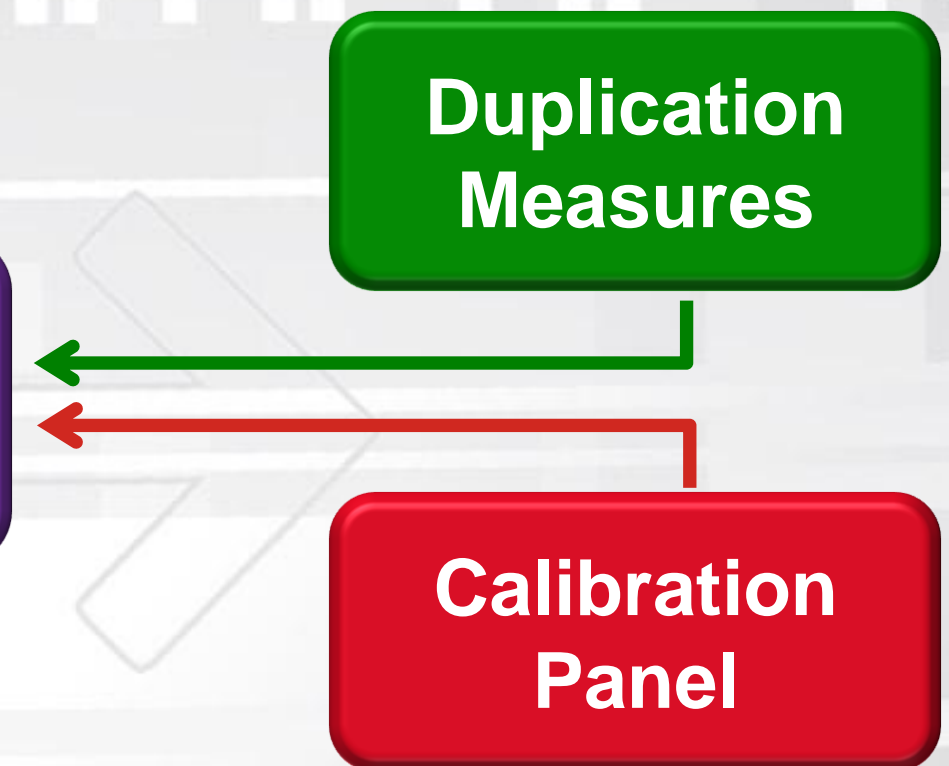
2000 Arbitron PPM® Panelists

Project Blueprint

Platform Usage



Platform Duplication



Project Blueprint

Calibration Panel is Completed

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

DEMOS

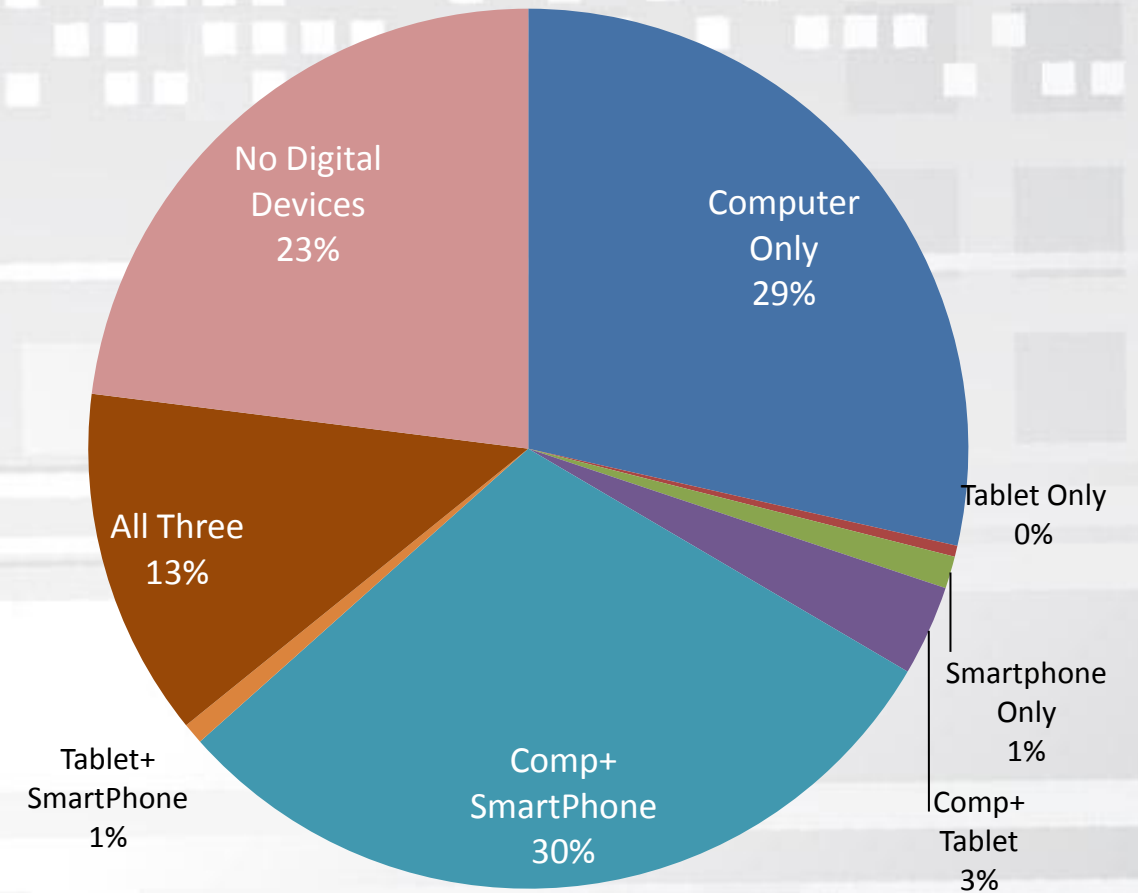
| | iBoard | Total Panel |
|-------------|--------|-------------|
| Sex | | |
| Female | 56.0% | 55.7% |
| Male | 44.0% | 44.3% |
| Race | | |
| Black | 13.5% | 17.6% |
| Hispanic | 12.6% | 15.6% |
| Other | 74.0% | 66.8% |
| Age | | |
| 13-17 | 2.6% | 3.2% |
| 18-34 | 32.3% | 28.5% |
| 35-54 | 37.7% | 35.3% |
| 55+ | 27.4% | 33.0% |

Project Blueprint

Calibration Panel is Completed

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

DEVICES

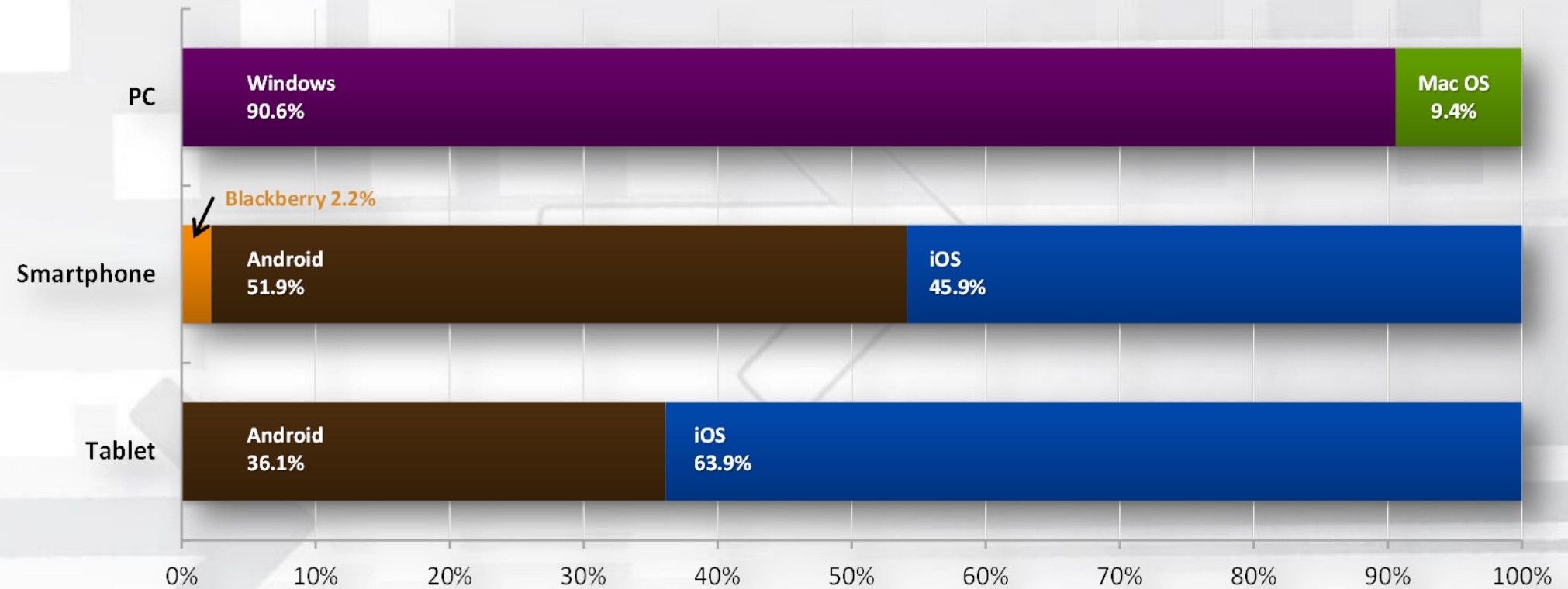


Project Blueprint

Calibration Panel is Completed

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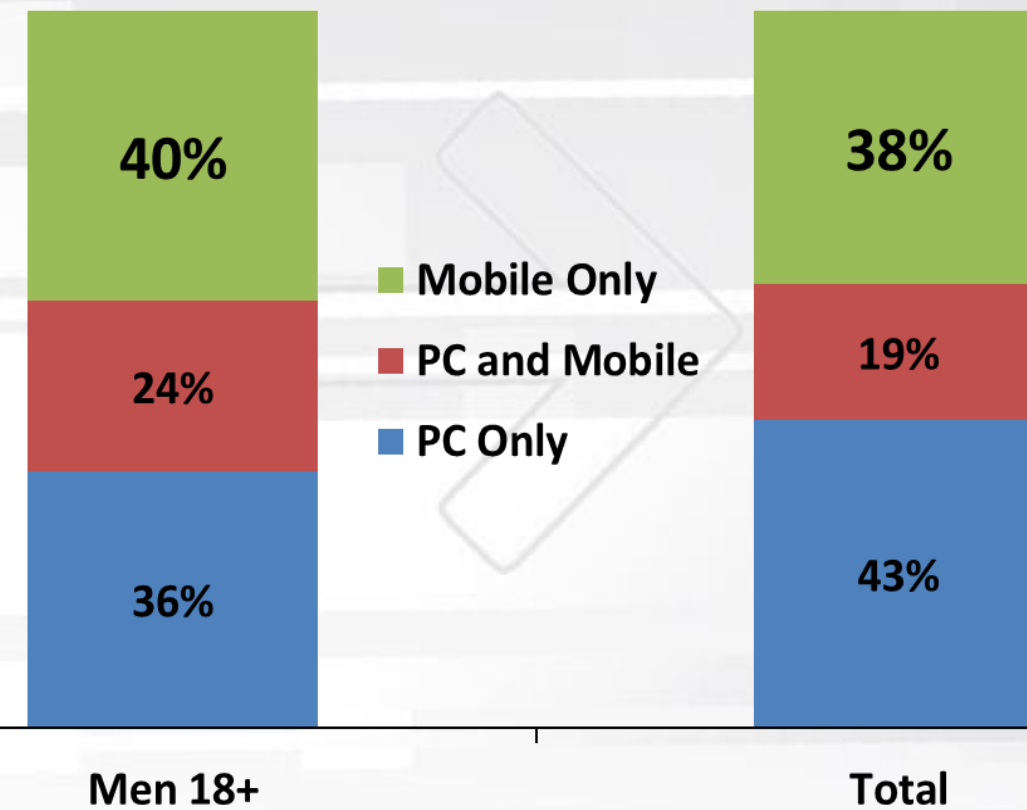
OS



Project Blueprint

ESPN Share of Audience Reach by Platform

Duplication



Source: comScore January 2013



Project Blueprint



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



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