CYNOPSIS RATINGS MASTER CLASS

The Data Dig:
Going Deep With Advanced Consumer Metrics

Jeff Boehme
Senior Vice President, Television Research

comScore

For info about the proprietary technology used in comScore products, refer to http://comscore.com/About_comScore/Patents

Session #1

Advanced Segmentation Enables:

- Smarter Program Schedules
- Optimized Media Investments

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AGENDA

- comScore Credentials
- Understanding Audiences as Consumers/Privacy Protocols
- Innovative & Effective Tools
- Case Studies/Determining Impact & Success
- Q&A

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Credentials

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TV ADVERTISING LANDSCAPE

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Who: comScore - Global Cross-Platform Measurement Leader

NASDAQ	**SCOR**
CLIENTS	**3,200+ worldwide**
EMPLOYEES	**1,800+**
HEADQUARTERS	**Reston, Virginia, USA**
GLOBAL COVERAGE	**75 countries reported**
LOCAL PRESENCE	**80+ locations in 30+ countries**
BIG DATA	**1.8 trillion global interactions per month**

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What: Solutions Span the Needs of the Media Ecosystem

Audience Measurement	Activation	Advertising Performance

Cross-Platform	Digital	TV	Movies

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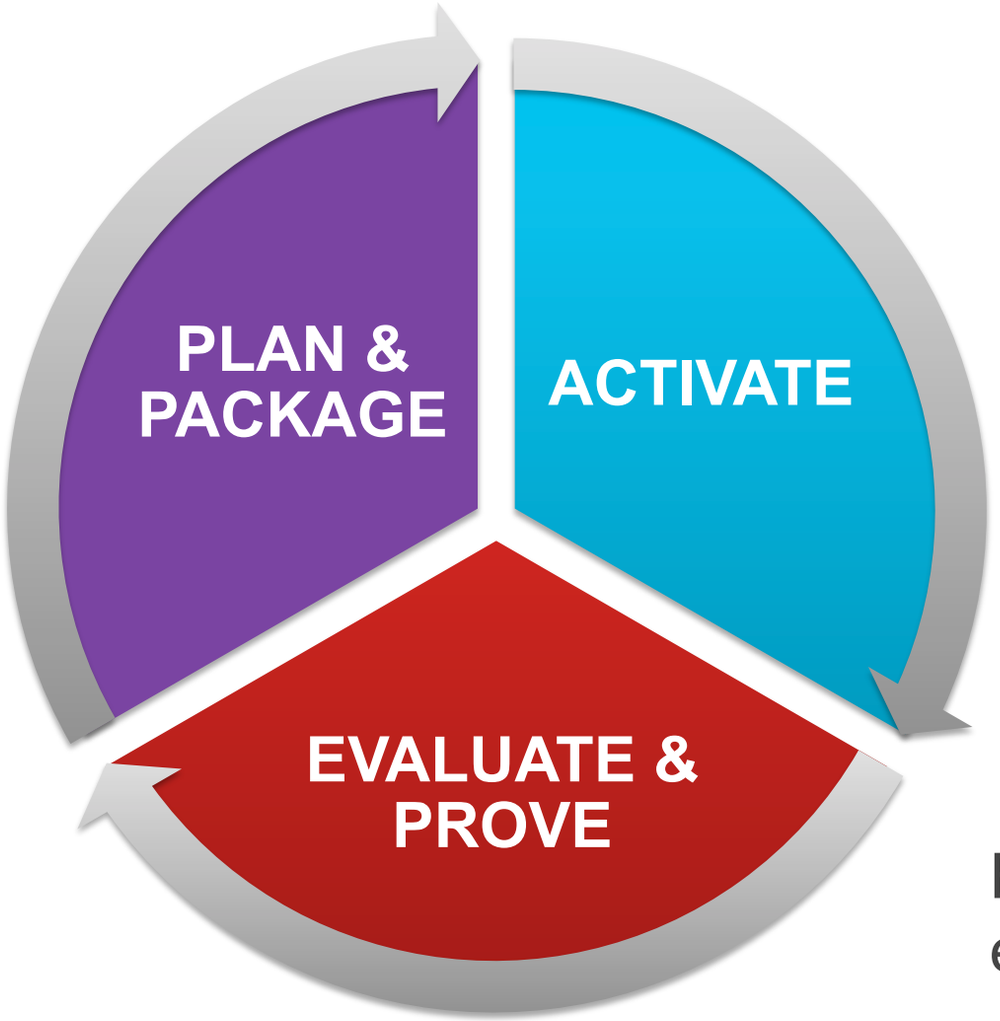
The Data Dig: Help Buyers & Sellers…

Find the best inventory for campaign goals

Package inventory to maximize revenue



Build powerful campaign target segments

Showcase audience demographics and behaviors

Prove branding, behavioral and sales lifts

Evaluate campaign effectiveness

What Is…

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Traditional vs. Advanced Audience Measurement

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TV Measurement Challenges & Solutions

Requirement	Traditional (Meters/Diaries/ Code Readers)
Broadcast & Established Networks	√
Emerging Channels/Regional/ Sub-channels/Platform Measurement	X
Commercial Ratings/Ad Avoidance	X
Promo Evaluation	X
Data Integration & Segmentations	X
VOD	X
Advanced Advertising (Interactive/T-commerce/Addressable)	X
TV Everywhere/Cross-platform, Cross-device	X

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Background: Methodology Overview/Transparency

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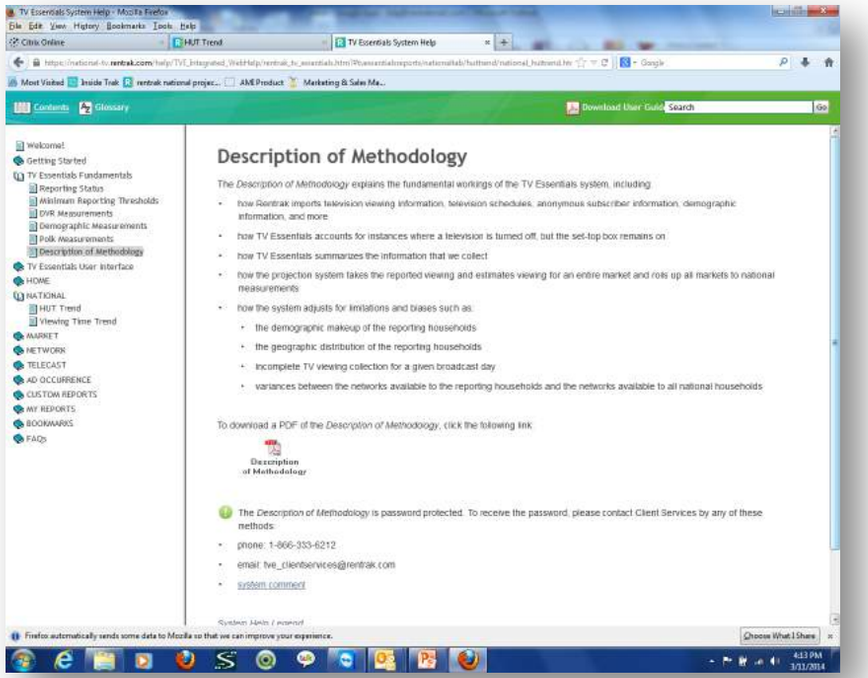
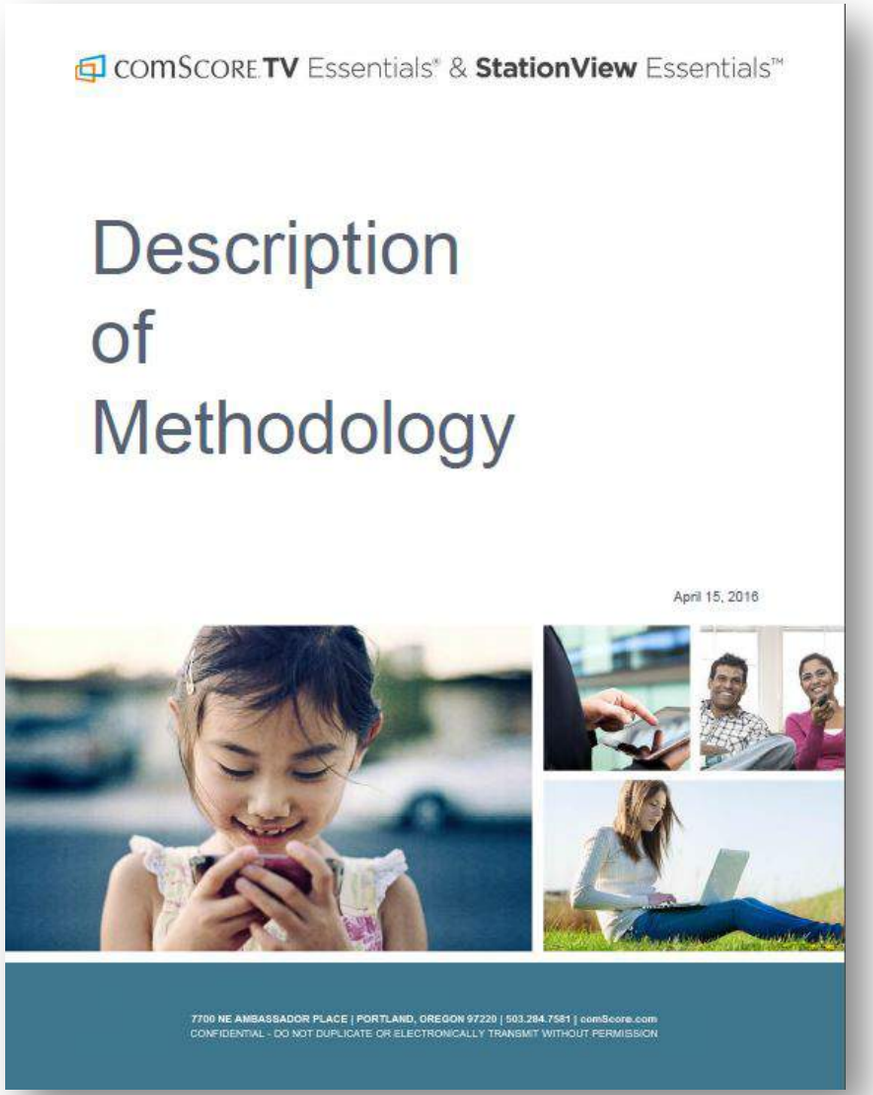
Methodology Transparency

Client Outreach

- Webinars/meetings
- Full Disclosure
  - Method
  - Data sources
  - Calibrations





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Return Path Data (RPD)

RPD is any user activity collected from a digital device defined by a start time and a duration returned to the platform provider

- Second/second precision
- Passive collection
- PII-compliant
- Device-specific
- Larger samples

RPD Advantages include:

- Large sample/consumer segmentation
- Software instead of hardware solutions
- Observational research
- No response bias/respondent fatigue
- Supports cross-platform measurement

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Massive, multiple datasets

to measure who consumes what, when, where – for how long

260M
DESKTOP SCREENS

280M
MOBILE PHONES & TABLETS

25M
OVER-THE-TOP DEVICES

1M
DIGITAL PANELISTS

52M+
TV SCREENS

114M
VOD SCREENS

70,000
TV PANELISTS

40,000
U.S. MOVIE THEATER SCREENS

125,000
GLOBAL MOVIE THEATER SCREENS

All numbers are U.S. only, except where noted.

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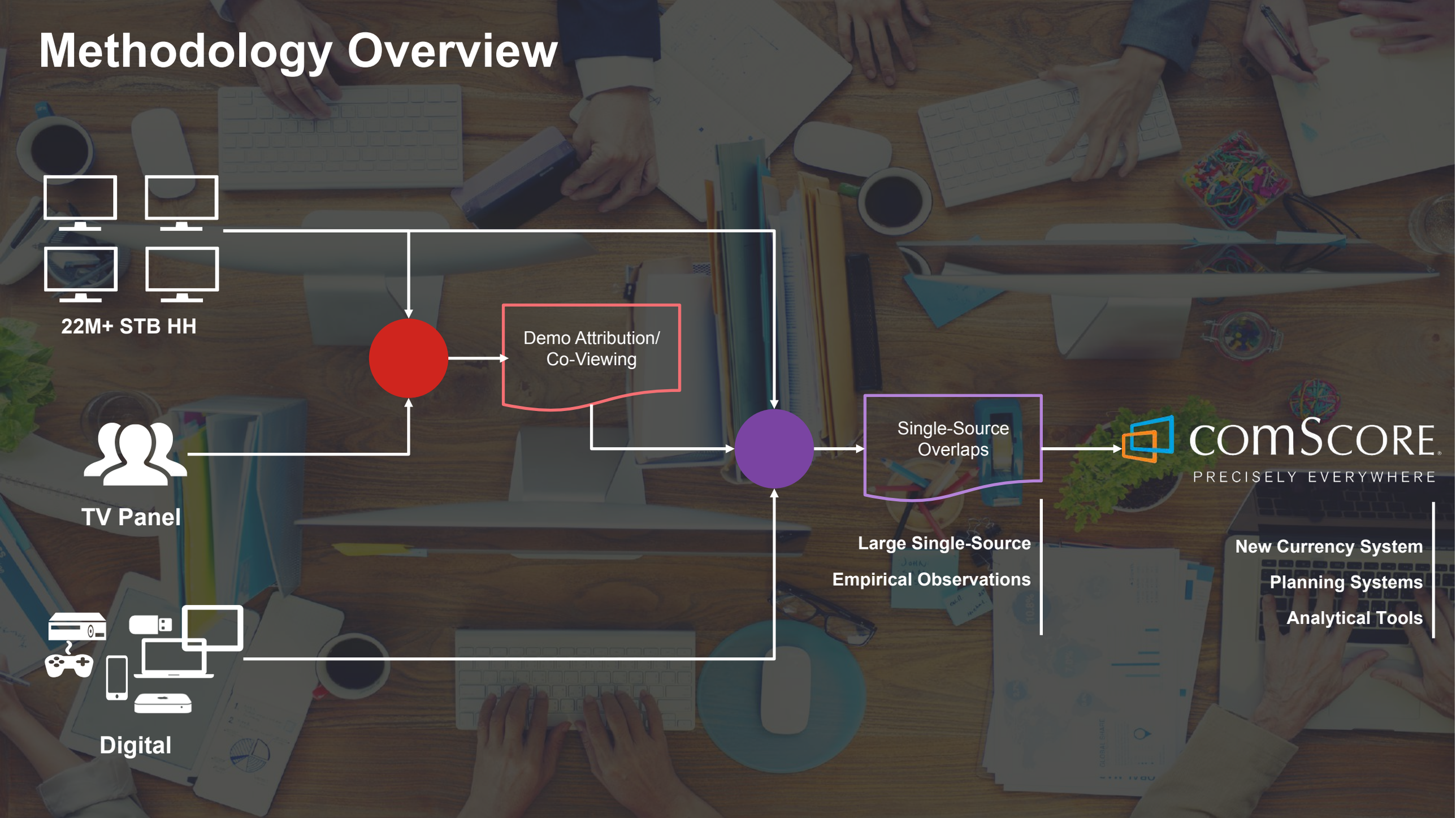
Methodology Overview

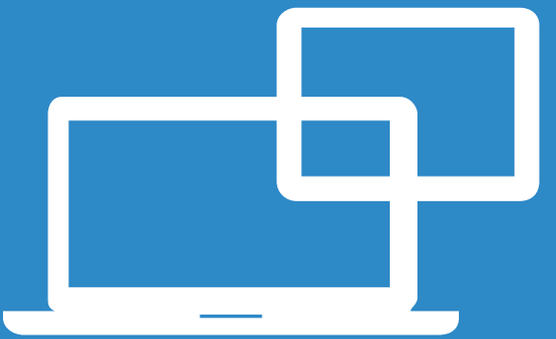


Three Core comScore TV Offerings

comScore TV

Extended TV

XMedia



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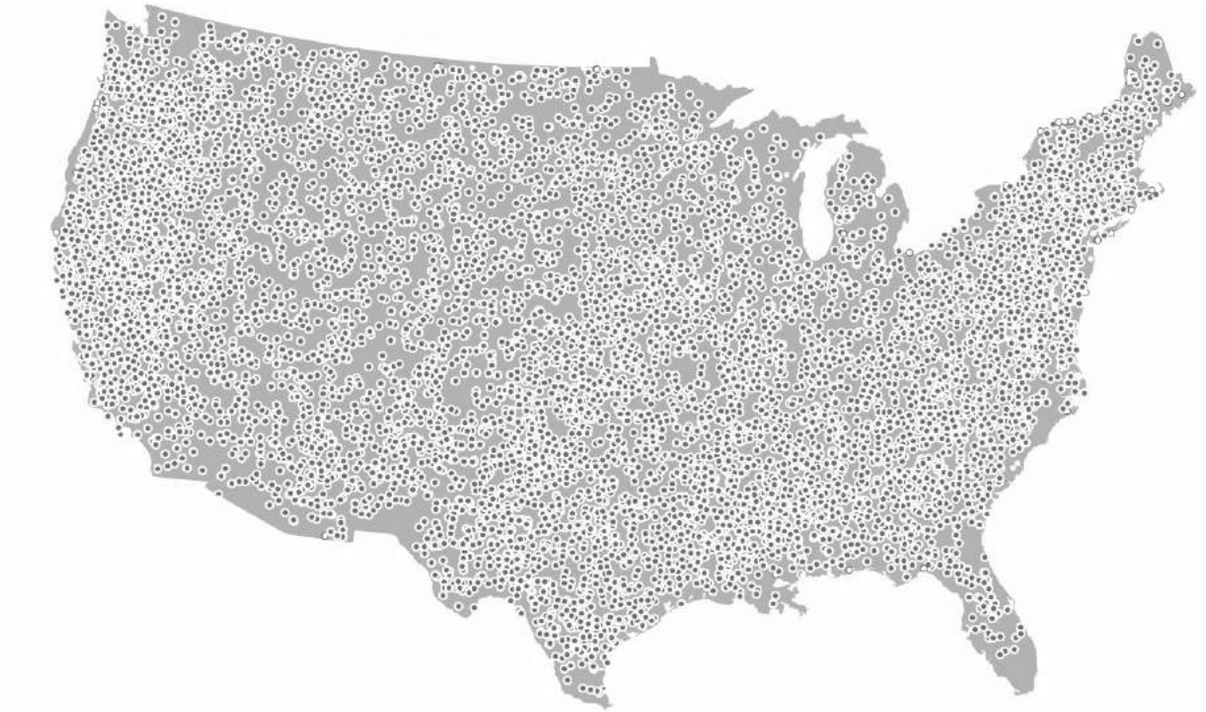
Massive scale nationwide measurement

52 MILLION TELEVISIONS

22 MILLION+ HOUSEHOLDS* • ALL 210 LOCAL MARKETS MEASURED • 250+ NETWORKS

Reporting HHs in Virtually All Populated ZIP Codes



dish

DIRECTV

Charter COMMUNICATIONS

COX

at&t

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comScore TV Methodology

210 Local Markets & National

Singular Methodology

- Second-by-second intelligence from more than 22+ million HHs
- All 210 local markets
- >52 million TVs
- StationView Essentials measures TV stations/selected cable networks in all 210 local markets
- TV Essentials provides national measurement across all U.S. TV HHs
- Today – HHs with demographic/consumer attributes
- Tomorrow – persons-based cross-platform

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Understanding Audiences As Consumers

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Media Planning & Buying: Age/Gender vs. Consumer Behavior

Age/Gender

Media Placements Designed by Surrogate Segments

Significant Waste

Consumer Behavior

Media Placements To Specific Consumer Segments

High Efficiencies

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Behavior-based Planning/Buying

PLANNING THEN:
Adults 18-49; family of four

PLANNING NOW:
Mid-size van owner seeking upgrade

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MATCHING VIEWERSHIP WITH CONSUMER BEHAVIOR

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The Matching Process: PII Compliance

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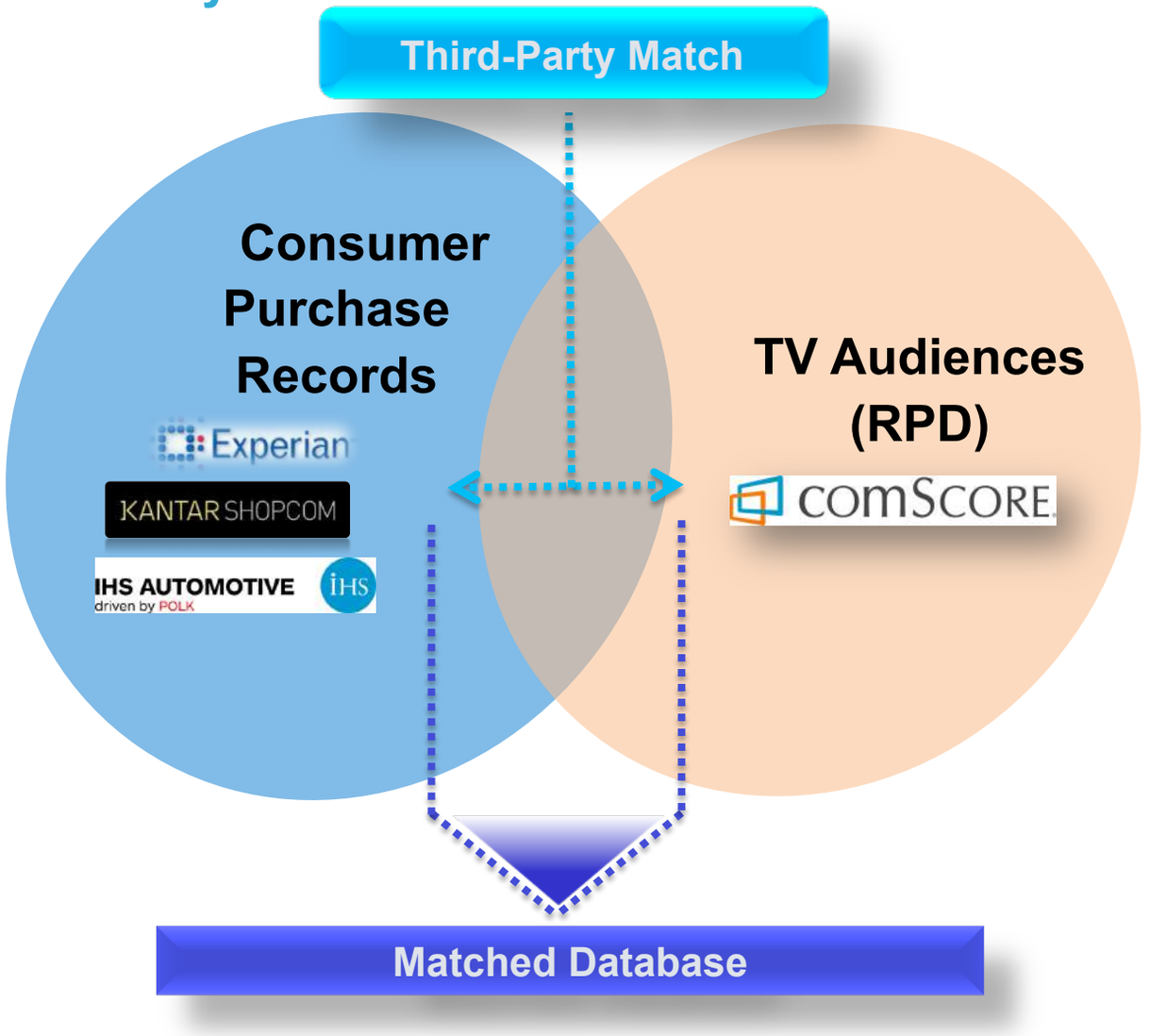
Behavior Segmentation

Matching HH Tuning & Consumer Activity

Actual HH TV tuning Is matched with actual consumer purchases through third-party privacy-protected procedures.



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comScore HH Matching Process

Information is linked by through trusted third-party matching partner (Experian)

- comScore never possesses PII of any HHs
- Each contributor gains no visibility into absence/presence of records in any of the other datasets
- Matching partner, Experian, does not handle any transactional data
  - TV viewing, shopping, or online activity
- Data contributors never distribute files that simultaneously contain PII & transactional data

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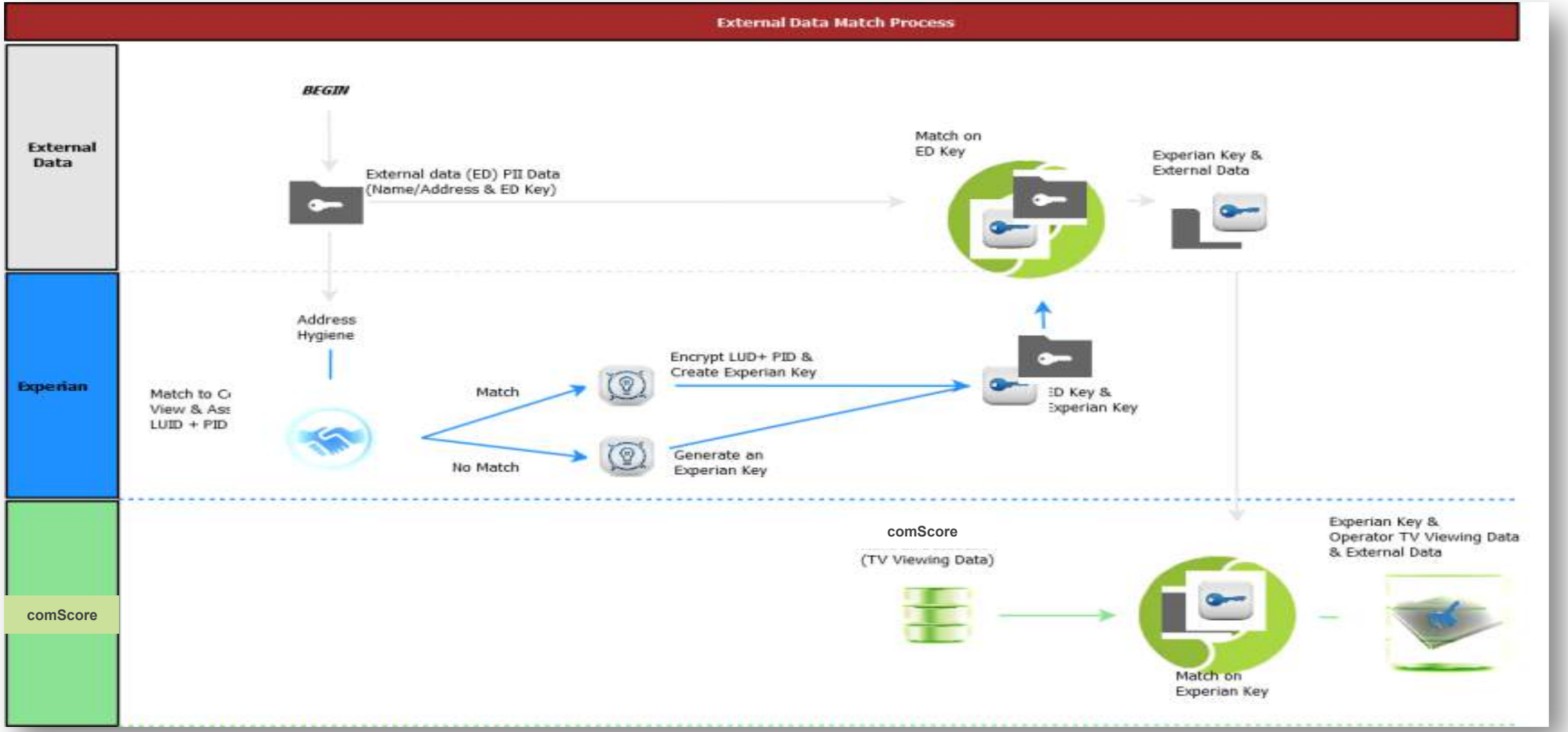
Third-Party Data Name/Address Match



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comScore Data Partners

Acxiom — PersonicX Consumer Segmentation

- Working with Acxiom, comScore matches the unique characteristics of Acxiom's PersonicX consumer segments to the comScore reporting households. The PersonicX system clusters households into unique segments based on specific consumer behavior and demographic characteristics.•

Financial Module — Creditworthiness

- comScore matches its TV viewing information with Experian financial scores and credit statistics to target audiences based on creditworthiness and household income levels.

comScore Automotive

- comScore matches its TV viewing information -- household for household -- with automotive research to measure viewing among vehicle buyers, prospective buyers, and service preferences

comScore Demographics

- comScore leverages an anonymous match of our DISH, DIRECTV, and COX households with Experian Marketing Services demographic information to pinpoint audiences by a wide range of demographic and qualitative characteristics, from age / gender to hobbies and much more

comScore Political Segments

- comScore matches its TV viewing information with voter file information at the household level to report viewing for a variety of political segments. Through comScore's political segmentation, buyers and sellers of political advertising can identify which TV programs will be more receptive to candidate messages

Shopcom Segments - Consumer Purchasing Behavior

- comScore matches its TV viewing information with Shopcom’s Retailer Class of Trade Propensity Scores which predict likelihood to purchase in the future by identifying the top spenders in each category. Shopcom’s consumer purchasing data aggregates merchant level ACH bank account, credit card and debit card transactions from American Express, Visa, and MasterCard, representing approximately 80% of all U.S. household transactions

MRI — Consumer Purchase Survey

- comScore matches its TV viewing information with consumer purchase surveys from GfK Mediamark & Intelligence (MRI). With these matches, TV Essentials can measure viewing for all MRI variables, covering a wide range of consumer attitudes, lifestyles, shopping habits, and brand preferences

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comScore Advanced Metrics

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Advanced Consumer Metrics

	AUTOMOTIVE *Vehicle ownership and plan-to-purchase data*	**CONSUMER SPEND** *Actual spending intelligence to predict "most likely to purchase"*	**DEMOGRAPHICS** *Demographic information*	**FINANCIAL/CREDIT-WORTHINESS** *Financial scores and credit statistics*
Segment Details	**Over 200 segments:** • **Type:** 24 Targets *e.g. Non-Luxury Sport, Commercial Truck* • **Make:** 27 Targets • **Make/Model:** 107 Targets • **Affinity – Most Likely To Purchase:** 63 Targets • **Affinity – Vehicle Budget:** 10 Targets • **Affinity – DIY vs DFM:** 4 Targets	• **Classes of Trade:** 11 *e.g., Auto Retail, Entertainment, Financial Services, Grocery, Restaurant, Retail* • **Channels:** 52 *e.g., Auto Part Stores, Movies, Insurance, Optical Stores, Causal Restaurants, QSR, Mass Merchants* • **Retail Brands:** 191 *e.g., Ace, Autozone, Subway, Best Buy, Target*	• Age Range • Education • Household Composition • Household Income • Race/Ethnicity	**Over 100 segments:** • VantageScore 2.0/3.0 • VantageScore 2.0/3.0 By Household Income • Home Ownership & Home Equity • Household Type • VantageScore 2.0/3.0 Household Type • Levels of Seeking Credit • Levels of Revolving Credit • ChoiceScore (Indication of Underbanked/ Emerging Customers)
Source	IHS	Shopcom	Experian	Experian

	CONSUMER PURCHASE REPORTING *Survey-based research & Intelligence variables, covering a wide range of consumer attitudes, lifestyles, shopping habits, and brand preferences*		**CONSUMER LIFESTYLE SEGMENTATION** *Consumer socio-economical lifestyles, behaviors, and culture*	
Segment Details	**Over 45 segment groups and tens of thousands of responses that can be combined to create a single target** • Consumer attitudes: *e.g., Purchasing Decisions - Products bought last 12 months* • Lifestyles: *e.g., Kind of Residence* *e.g., Your Pets - HH currently have any?* • Shopping habits: *e.g., Home Electronics Stores - Shopped last three months*		**Over 70 unique segments in 19 overarching groups including:** • Autumn Years • Cultural Connections • Economic Challenges • Flourishing Families	**70 Consumer segments within 21 life stage groups including:** • Career Building • City Mixers • Farmland Families • Platinum Oldies
Source	Experian Simmons	GfK MRI Fusion	Experian Mosaic	Axciom Personicx

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comScore Syndicated Analytics Suite

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comScore Syndicated Analytics Suite

comScore TV ESSENTIALS	comScore STATIONVIEW ESSENTIALS	comScore RUBIK	EXPERIAN DEMOGRAPHICS	ADVANCED TARGETING	MRI
Measuring national viewing across **52M+ TVs and 22M+ households** in the U.S.	12 months, **continuous** reporting in all 210 local markets & **99% +** populated ZIP codes	Comprehensive TV analytics platform allowing **custom analyses** of dynamic viewing metrics	**HH level demo characteristics**: age, gender, education, race/ ethnicity, HH income, composition & behavioral segments	**IHS (Polk)** auto registration data & **Shopcom** retailer information	Survey-based consumer profiles **matched to comScore TV viewing**

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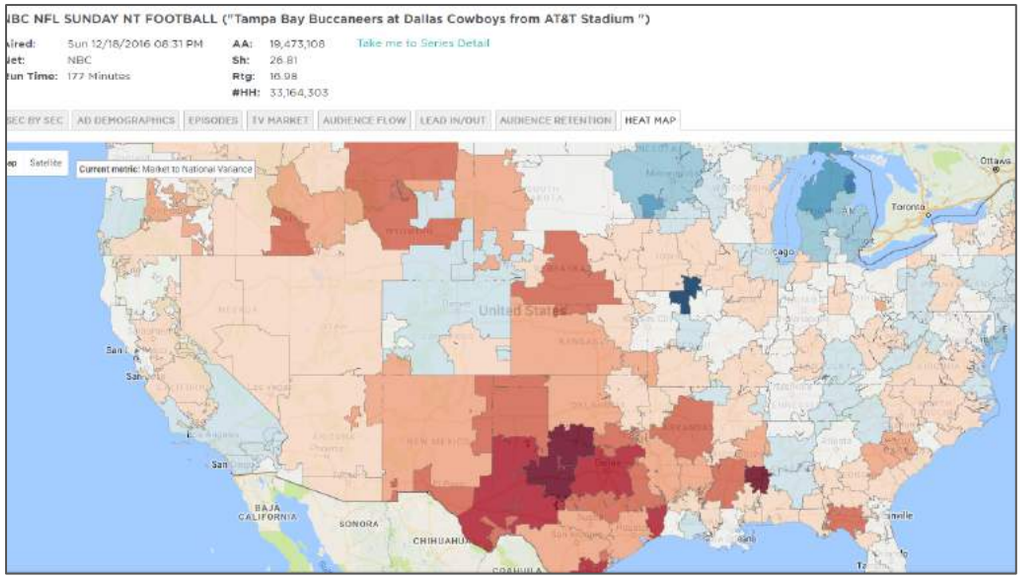
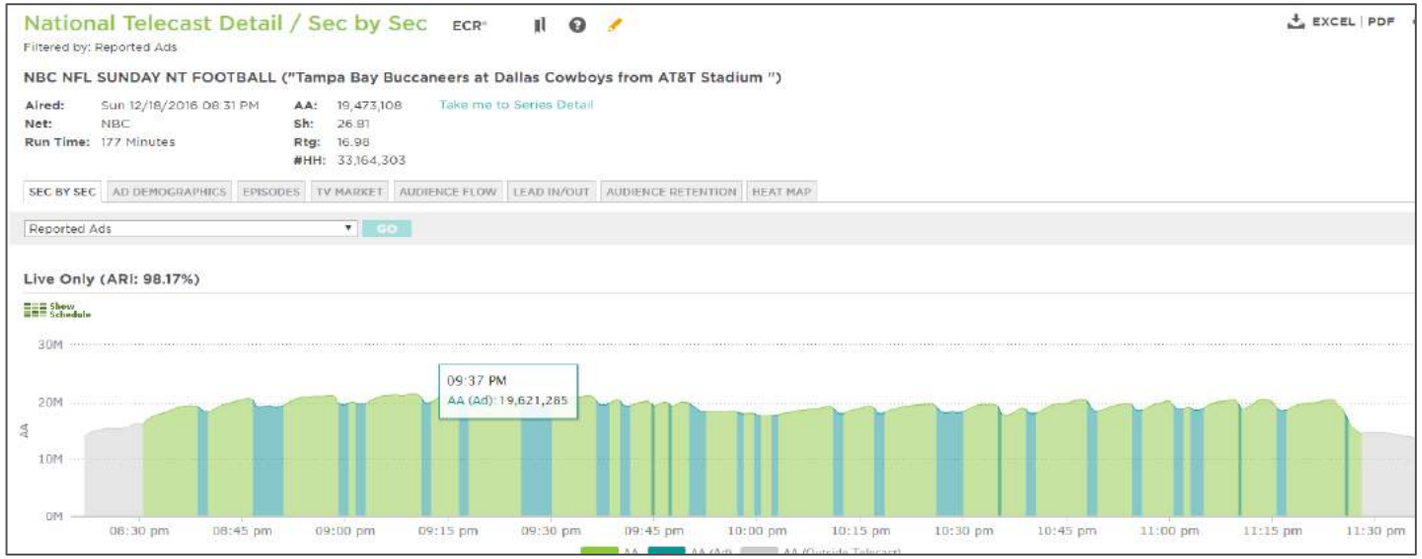
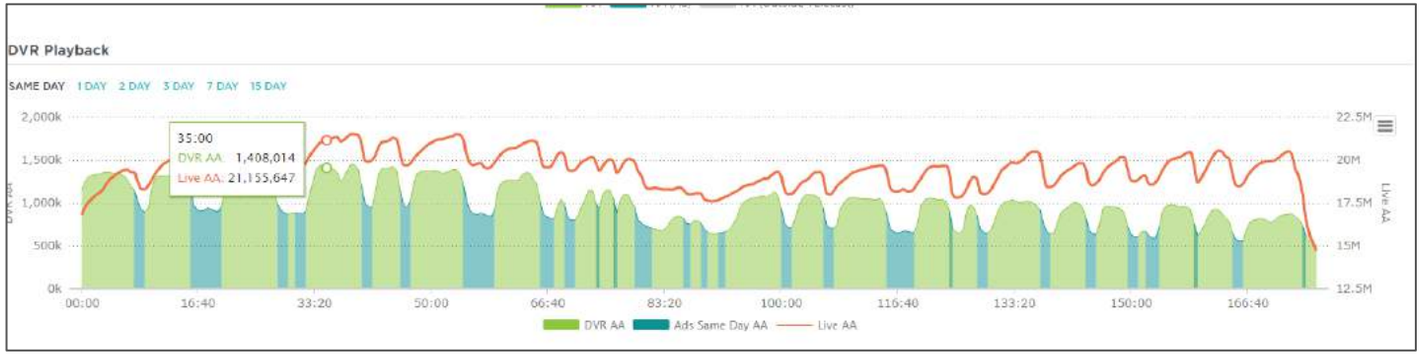
comScore Analytics: Telecast & ECR Reporting

Telecast reporting at second-by-second level and in heat map visualization.







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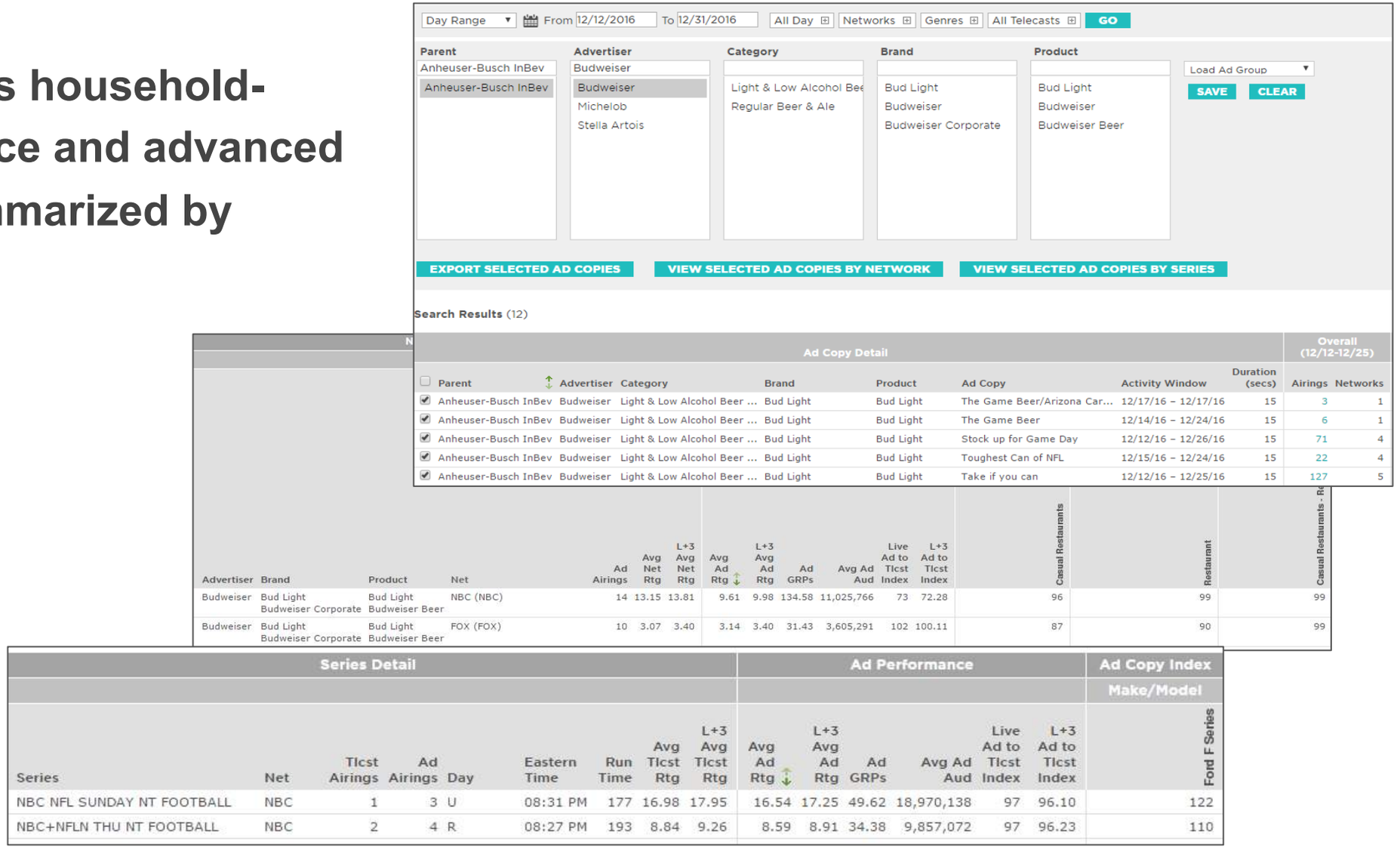
comScore Analytics: Ad Occurrence

Display advertiser's household-level ad performance and advanced demographics summarized by network or series.



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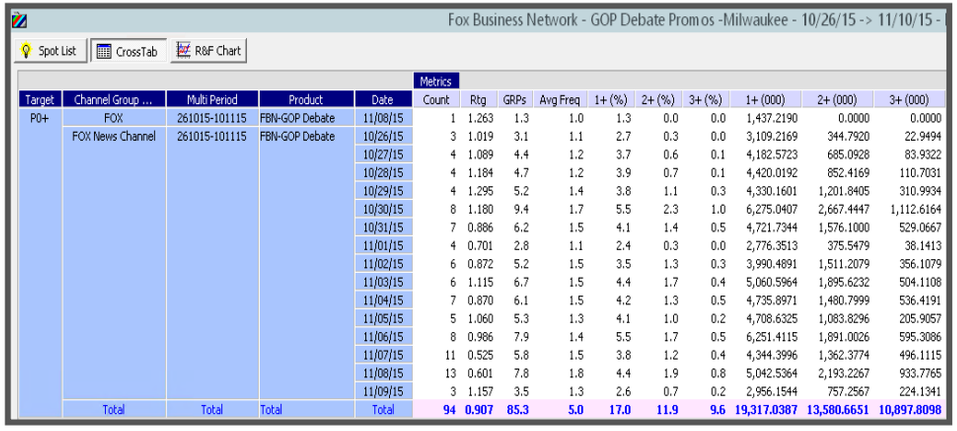
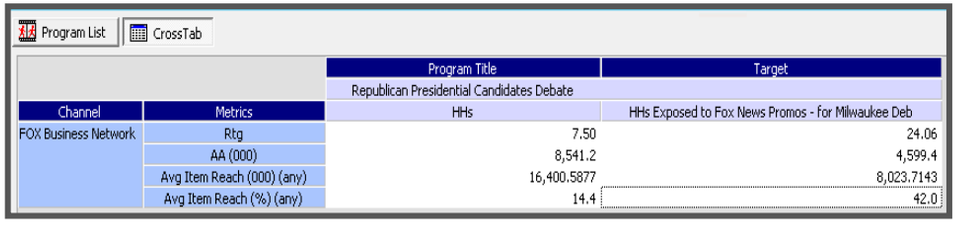
comScore Analytics: Rubik

Promo Conversion Analysis

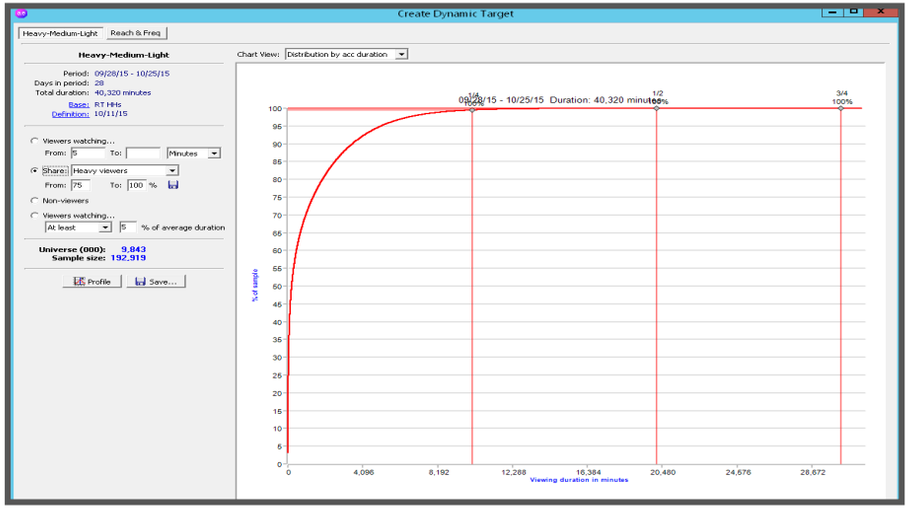


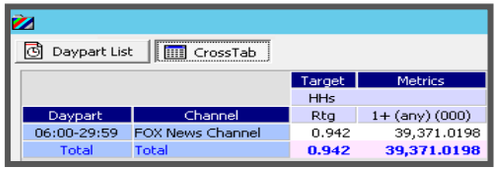
					Metrics										
Target	Channel Group ...	Multi Period	Product	Date	Count	Rtg	GRPs	Avg Freq	1+ (%)	2+ (%)	3+ (%)	1+ (000)	2+ (000)	3+ (000)
P0+	FOX	261015-101115	FBN-GOP Debate	11/08/15	1	1.263	1.3	1.0	1.3	0.0	0.0	1,437.2190	0.0000	0.0000
	FOX News Channel	261015-101115	FBN-GOP Debate	10/26/15	3	1.019	3.1	1.1	2.7	0.3	0.0	3,109.2169	344.7920	22.9494
				10/27/15	4	1.089	4.4	1.2	3.7	0.6	0.1	4,182.5723	685.0928	83.9322
				10/28/15	4	1.184	4.7	1.2	3.9	0.7	0.1	4,420.0192	852.4169	110.7031
				10/29/15	4	1.295	5.2	1.4	3.8	1.1	0.3	4,330.1601	1,201.8405	310.9934
				10/30/15	8	1.180	9.4	1.7	5.5	2.3	1.0	6,275.0407	2,667.4447	1,112.6164
				10/31/15	7	0.886	6.2	1.5	4.1	1.4	0.5	4,721.7344	1,576.1000	529.0667
				11/01/15	4	0.701	2.8	1.1	2.4	0.3	0.0	2,776.3513	375.5479	38.1413
				11/02/15	6	0.872	5.2	1.5	3.5	1.3	0.3	3,990.4891	1,511.2079	356.1079
				11/03/15	6	1.115	6.7	1.5	4.4	1.7	0.4	5,060.5964	1,895.6232	504.1108
				11/04/15	7	0.870	6.1	1.5	4.2	1.3	0.5	4,735.8971	1,480.7999	536.4191
				11/05/15	5	1.060	5.3	1.3	4.1	1.0	0.2	4,708.6325	1,083.8296	205.9057
				11/06/15	8	0.986	7.9	1.4	5.5	1.7	0.5	6,251.4115	1,891.0026	595.3086
				11/07/15	11	0.525	5.8	1.5	3.8	1.2	0.4	4,344.3996	1,362.3774	496.1115
				11/08/15	13	0.601	7.8	1.8	4.4	1.9	0.8	5,042.5364	2,193.2267	933.7765
				11/09/15	3	1.157	3.5	1.3	2.6	0.7	0.2	2,956.1544	757.2567	224.1341
	Total	Total	Total	Total	**94**	**0.907**	**85.3**	**5.0**	**17.0**	**11.9**	**9.6**	**19,317.0387**	**13,580.6651**	**10,897.8098**



		Program Title	Target
		Republican Presidential Candidates Debate	
Channel	Metrics	HHs	HHs Exposed to Fox News Promos - for Milwaukee Deb
FOX Business Network	Rtg	7.50	24.06
	AA (000)	8,541.2	4,599.4
	Avg Item Reach (000) (any)	16,400.5877	8,023.7143
	Avg Item Reach (%) (any)	14.4	42.0

Dynamic Target Creation





		Target	Metrics
		HHs	
Daypart	Channel	Rtg	1+ (any) (000)
06:00-29:59	FOX News Channel	0.942	39,371.0198
Total	Total	**0.942**	**39,371.0198**

Network, Series, Audience Composition

HH Segment	% of Viewing HHs
White	82.9%
African American	7.5%
Hispanic	5.1%
<50k	42.6%
50k-74,999	20.0%
75k-99,999	13.3%
100k+	24.0%
200k+	5.7%
HHs with Kids	20.8%
Some College	19.7%
College	28.0%
Graduate School	26.3%

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comScore Analytics: Local TV

Advanced and standard demographics reported in 15-minute intervals. Also rolled up to provide telecast-level measurements.

Demo Rating Grid / Single Market (WEEK OF 06/29/15 – 07/05/15 THURSDAY)

Filtered by: Prime (8:00PM – 11:00PM), WKRN Nashville, Tenn. (ABC), WSMV Nashville, Tenn. (NBC), WTVF Nashville, Tenn. (CBS), WZTV (FOX), Live, HH Live + DVR

Notes for your station show up highlighted in the grid below. Click here to add a note.

SINGLE MARKET | MULTI-MARKET

Weekly | 06/29/15 – 07/05/15 | Thursday | Prime (8:00PM – 11:00PM) | Excluding | GO

W25-54 | WKRN Nashville, Tenn. (ABC)... | HH Live + DVR | Live

HH: Tlcsts | Notes | QH Rtg | QH Sh | QH AA Demo: QH Rtg | QH Sh | QH AA | TP Rtg | TP Sh

		WKRN (ABC)		WSMV (NBC)		WTVF (CBS)		WZTV (FOX)	
			Age Range		Age Range		Age Range		Age Range
		HH (Live)	W25-54 (Live)	HH (Live)	W25-54 (Live)	HH (Live)	W25-54 (Live)	HH (Live)	W25-54 (Live)
Local Time	HUT	Tlcst Rtg | Sh | Hut	QH Rtg	Tlcst Rtg | Sh | Hut	QH Rtg	Tlcst Rtg | Sh | Hut	QH Rtg	Tlcst Rtg | Sh | Hut	QH Rtg
08:00 PM	79.34		5.00		4.14		7.84		1.37
08:15 PM	81.28	Mistresses 4.54 | 5.56 | 81.55	4.86	Aquarius 4.06 | 4.97 | 81.55	4.24	Big Brother 7.57 | 9.28 | 81.55	7.73	Wayward Pines 1.63 | 2.00 | 81.55	1.41
08:30 PM	82.15		4.16		3.46		7.48		1.52
08:45 PM	83.42		4.04		3.03		7.13		1.75
09:00 PM	82.79		4.28		2.43		6.93		4.61
09:15 PM	81.79	Rookie Blue 4.47 | 5.50 | 81.25	4.22	Hannibal 2.32 | 2.86 | 81.25	2.15	Under the Dome 6.67 | 8.21 | 81.25	6.32	FOX 17 News at 9:00 5.72 | 7.04 | 81.25	5.20
09:30 PM	80.42		4.08		2.07		6.18		5.03
09:45 PM	80.00		4.25		2.18		6.17		4.82

Insight into audience exposure using the percentage of one station's (or network's) audience that watches another during a chosen month.

Station Audience Duplication (MONTH OF MAY '15)

Filtered by: All Day, Multiple All Stations/Feeds, Rtg, National

May '15 (04/27 – 05/31) | All Day | KRCW Portland's CW... | Sort by Rtg | GO

Rtg	Station	KATU (ABC)	KGW (NBC)	KOIN (CBS)	KPTV (FOX)	KPDX (MyNet)	KRCW (CW)	KUNP (UNIV)
2.98	KATU (ABC)	100.00	82.90	83.83	83.42	85.69	85.01	83.82
2.71	KGW (NBC)	80.14	100.00	84.06	84.17	86.62	85.36	81.35
2.56	KOIN (CBS)	78.24	81.17	100.00	82.61	87.31	85.20	80.79
2.13	KPTV (FOX)	69.76	72.80	74.00	100.00	84.24	80.50	78.68
0.76	KPDX (MyNet)	42.08	44.00	45.93	49.47	100.00	58.27	53.19
0.59	KRCW (CW)	35.46	36.84	38.08	40.			
0.17	KUNP (UNIV)	16.41	16.48	16.95	18.43	21.21	25.18	100.00

40% of people who watched KPTV (FOX) also watched KRCW (CW) during May 2015

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Custom Analytics

TOTAL VIEW
OF THE CONSUMER

TRUSTED,
INDEPENDENT METRICS

- **Sales Lift Analysis** - Lift in sales based on behavioral and demographic variables
- **Long-Tail Network Evaluation** - Target current/prospective with long-tail networks
- **Reach & Frequency/Commercial Wear-out** – Determine what audience are over/under exposed
- **Geographic Targeting** - Target advertising geographically
- **Ad schedule Delivery Analysis** - Evaluation of national advertising schedule delivery by local market and store level
- **Sell-Through Rate Analysis** - Assessment of sell-through for a particular product once exposed
- **Intended Purchaser Analysis** - Identify existing and prospective (product) purchaser viewing patterns
- **ROI Impact Assessment Analysis** - Assess results for TV/digital) executions by defined campaign
- **Branded Entertainment** - Measuring brand integrations, sponsorships & other branding across all platforms

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comScore Activation: Applications

- Local Market Currency Evaluation
  - Planning/Buying/Posting
  - TV Station Submissions
- National Media Planning (Traditional)
  - Audience size
  - Audience reach
  - Audience composition
- Campaign/Promo Evaluation
- Linear Media Optimization
  - Cost/reach/GRPs
  - Ad occurrence/campaign level
- Consumer Segmenting (Advanced)
  - Return Path Data (RPD) data match
  - Product/Service consumption
  - Consumer segments
- New Business Pitches
- Digital Media Planning & Optimization
- **Media Re-allocation**
  - **Network/program selection by consumer values**
  - **Competitive Positioning**

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Case Studies

comScore

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Actual Upfront Case Study

Big Retailer/Fast Food Restaurant

1Q15 Daypart	Network	Tag	1Q15 Demo Index
Cable Prime	A&E	mass_merchandisers_Big Retailer	65
Cable Prime	A&E	quick_serve_Restaurant "a"	88
Cable Prime	ABC	mass_merchandisers_Big Retailer	106
Cable Prime	ABC	quick_serve_Restaurant "a"	101
Cable Prime	ABC Family	mass_merchandisers_Big Retailer	86
Cable Prime	ABC Family	quick_serve_Restaurant "a"	107
Cable Prime	Aapka Colors	mass_merchandisers_Big Retailer	318
Cable Prime	Aapka Colors	quick_serve_Restaurant "a"	230
Cable Prime	AMC	mass_merchandisers_Big Retailer	86
Cable Prime	AMC	quick_serve_Restaurant "a"	98
Cable Prime	Animal Planet	mass_merchandisers_Big Retailer	66
Cable Prime	Animal Planet	quick_serve_Restaurant "a"	86

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Actual Upfront Case Study

Program Selection – Automotive Client

Program / Network Average

Dates: 01/26 - 02/22

Filtered by: American Movie Classics, BMW 328 Hyundai Tucson Jeep Wrangler, All Day, All Week, Include Special Telecasts, Include New, Include Sports

			HH Live	Make/Model					
				BMW 328		Hyundai Tucson		Jeep Wrangler	
Series	Net	# Eps	Rtg	Live Rtg	Live Index	Live Rtg	Live Index	Live Rtg	Live Index
The Walking Dead	AMC	3	4.79	4.22	88	3.87	81	5.41	113
Talking Dead	AMC	3	2.08	1.85	89	1.96	94	2.52	121
Better Call Saul	AMC	5	1.95	1.94	99	2.0	102	2.05	105
Comic Book Men	AMC	3	0.74	-	-	-	-	1.26	169

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Actual Upfront Case Study

Re-allocation Planning – Linear TV

Audiences >>	Candy Brand Purchasers																							
Metrics >>	Rtg(%)												Index											
Channels	Prime Cable	Cable News - MF 10a-12n, MF 4-7p, Sat 10-11p,Su 12	Adult Cable Women High - M-Sun 6a-2a	Youth Cable - M-Sun 6a-2a	Mom Cable - M-Sun 6a-2a	Adult Cable A25-54 - Total Day M-Su	Adult Cable - M-Sun 6a-6p, M-Sun,1A-6A	Youth Cable - M-Sun 6a-6p, M-Sun, 1A-6A	Adult Cable High - M-Sun 6a-6p, M-Sun, 1A-6A	Adult Cable Woman - High - Total Day M-Su	Adult Cable Woman - Mid - Total Day M-Su	Adult Cable Low - Total Day M-Su	Prime Cable	Cable News - MF 10a-12n , MF 4-7p, Sat 10-11p, Su 12	Adult Cable Women High - M-Sun 6a-2a	Youth Cable - M-Sun 6a-2a	Mom Cable - M-Sun 6a-2a	Adult Cable A25-54 - Total Day M-Su	Adult Cable - M-Sun 6a-6p, M-Sun, 1A-6A	Youth Cable - M-Sun 6a-6p, M-Sun, 1A-6A	Adult Cable High - M-Sun 6a-6p, M-Sun, 1A-6A	Adult Cable Woman - High - Total Day M-Su	Adult Cable Woman - Mid - Total Day M-Su	Adult Cable Low - Total Day M-Su
A&E	0.859	0.448	0.575	0.575	0.575	0.494	0.309	0.309	0.309	0.694	0.694	0.694	93	94	94	94	94	95	98	98	98	94	94	94
ABC FAMILY CHANNEL	0.563	0.367	0.435	0.435	0.435	0.364	0.254	0.254	0.254	0.501	0.501	0.501	111	115	113	113	113	113	115	115	115	113	113	113
AMC	0.628	0.353	0.447	0.447	0.447	0.385	0.26	0.26	0.26	0.538	0.538	0.538	100	99	101	101	101	101	101	101	101	101	101	101
ANIMAL PLANET	0.42	0.293	0.345	0.345	0.345	0.299	0.233	0.233	0.233	0.38	0.38	0.38	107	118	113	113	113	112	117	117	117	111	111	111
BBC AMERICA (SD)	0.069	0.053	0.053	0.053	0.053	0.046	0.034	0.034	0.034	0.06	0.06	0.06	131	155	140	140	140	139	147	147	147	132	132	132
BRAVO	0.422	0.249	0.279	0.279	0.279	0.238	0.143	0.143	0.143	0.352	0.352	0.352	83	106	90	90	90	90	99	99	99	86	86	86
CNBC	0.219	0.224	0.207	0.207	0.207	0.179	0.152	0.152	0.152	0.194	0.194	0.194	111	120	117	117	117	117	121	121	121	117	117	117
CNN	0.378	0.382	0.346	0.346	0.346	0.303	0.258	0.258	0.258	0.352	0.352	0.352	96	99	95	95	95	95	95	95	95	96	96	96
COMEDY CENTRAL	0.5	0.28	0.31	0.31	0.31	0.268	0.154	0.154	0.154	0.417	0.417	0.417	113	121	113	113	113	113	112	112	112	113	113	113
COOKING CHANNEL	0.057	0.056	0.054	0.054	0.054	0.047	0.042	0.042	0.042	0.055	0.055	0.055	121	145	134	134	134	137	150	150	150	128	128	128
CW	0.157	0.001	0.079	0.079	0.079	0.066	0.019	0.019	0.019	0.123	0.123	0.123	107	172	98	98	98	98	76	76	76	110	110	110
DISCOVERY	0.644	0.383	0.414	0.414	0.414	0.351	0.202	0.202	0.202	0.536	0.536	0.536	111	111	109	109	109	109	106	106	106	113	113	113
DIY	0.077	0.073	0.072	0.072	0.072	0.062	0.053	0.053	0.053	0.069	0.069	0.069	106	143	122	122	122	124	139	139	139	109	109	109
E! EAST	0.25	0.152	0.175	0.175	0.175	0.149	0.096	0.096	0.096	0.213	0.213	0.213	70	64	69	69	69	69	67	67	67	69	69	69
ESPN2	0.319	0.268	0.299	0.299	0.299	0.259	0.221	0.221	0.221	0.286	0.286	0.286	91	105	103	103	103	102	110	110	110	95	95	95
ESPN CLASSIC (SD)	0.011	0.01	0.009	0.009	0.009	0.008	0.007	0.007	0.007	0.011	0.011	0.011	98	126	114	114	114	116	132	132	132	107	107	107
ESPN DEPORTES (SD)	0.01	0.007	0.008	0.008	0.008	0.007	0.006	0.006	0.006	0.009	0.009	0.009	65	56	68	68	68	69	72	72	72	66	66	66
ESPN	0.928	0.802	0.747	0.747	0.747	0.645	0.493	0.493	0.493	0.831	0.831	0.831	78	111	91	91	91	90	105	105	105	84	84	84
FOX NEWS	0.871	1.317	0.888	0.888	0.888	0.769	0.688	0.688	0.688	0.882	0.882	0.882	101	145	114	114	114	114	123	123	123	112	112	112
FOOD	0.805	0.573	0.593	0.593	0.593	0.506	0.351	0.351	0.351	0.717	0.717	0.717	124	132	126	126	126	126	128	128	128	125	125	125
FUSE	0.021	0.012	0.016	0.016	0.016	0.014	0.011	0.011	0.011	0.019	0.019	0.019	80	78	85	85	85	86	91	91	91	84	84	84
FX	0.712	0.468	0.488	0.488	0.488	0.412	0.257	0.257	0.257	0.604	0.604	0.604	99	97	96	96	96	96	92	92	92	98	98	98

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Agency Segmenting Example - Auto

Index of Early Morning Tuning: European Sports Sedan Segment HHs vs. All HHs

Primetime (8-11 PM)

Network	Audi	BMW	Infiniti	Lexus	Mercedes-Benz
BLOOM	292	217	262	235	427
CNBC	202	191	171	204	225
CNN	177	167	137	180	194
FBN	123	94	87	136	128
HLN	54	58	52	80	75

comScore

Source: comScore 8/31-9/27 2015 M-F

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Agency Segmenting Example - Auto

Index of Early Morning Tuning: European Sports Sedan Segment HHs vs. All HHs

Primetime (8-11 PM)

Network	Audi	BMW	Infiniti	Lexus	Mercedes-Benz
BLOOM	328	171	90	284	341
CNBC	357	278	186	338	337
CNN	140	136	98	145	160
FBN	138	120	92	163	172
HLN	63	66	55	81	77

comScore

Source: comScore 8/31-9/27 2015 M-F

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Agency Segmenting Example - Auto

Index of Early Morning Tuning: European Sports Sedan Segment HHs vs. All HHs

Primetime (8-11 PM)

Network	$150-$174K	$175 -199K	$200 - $249K	$150K+	$200K+	$250+
BLOOM	107	167	174	168	209	227
CNBC	107	138	137	136	155	164
CNN	103	126	128	124	136	141
FBN	95	100	113	108	119	123
HLN	82	64	77	74	72	69

comScore

Source: comScore 8/31-9/27 2015 M-F

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Agency Segmenting Example - Auto

Index of Early Morning Tuning: European Sports Sedan Segment HHs vs. All HHs

Primetime (8-11 PM)

Network	$150-$174K	$175 -199K	$200 - $249K	$150K+	$200K+	$250+
BLOOM	118	151	198	174	221	232
CNBC	114	179	190	184	233	255
CNN	96	104	108	108	117	121
FBN	106	113	138	123	139	139
HLN	88	67	78	79	78	78

comScore

Source: comScore 8/31-9/27 2015 M-F

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Agency Segmenting Example - Auto

Index of Early Morning Tuning: European Sports Sedan Segment HHs vs. All HHs

Primetime (8-11 PM)

Network	Doctors	Farm	Lawyers-Judges
BLOOM	265	178*	272
CNBC	166	90	140
CNN	165	101	162
FBN	165	208	136
HLN	74	82	80

comScore

Source: comScore 8/31-9/27 2015 M-F

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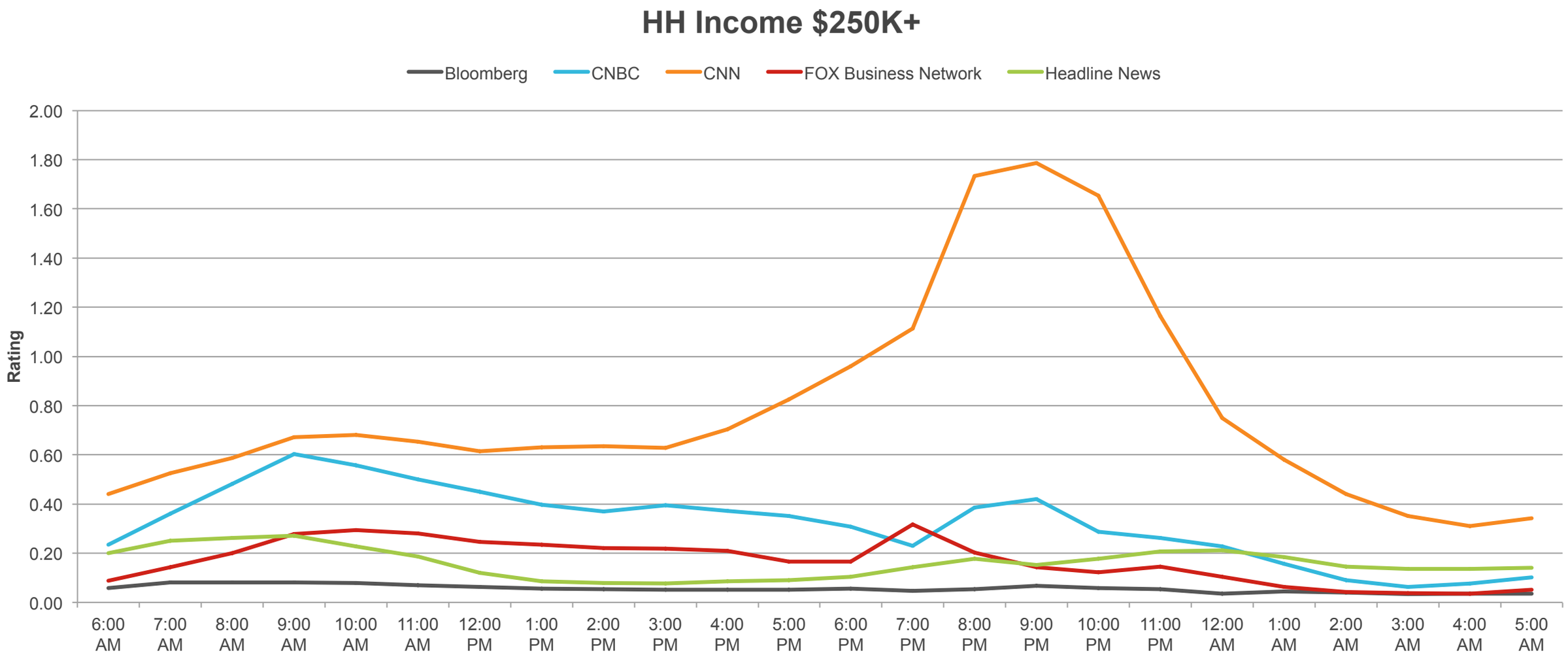
Agency Segmenting Example – Income Trending

Tuning By Income Segment By Time of Day



Source: comScore 8/31-9/27 2015 M-F

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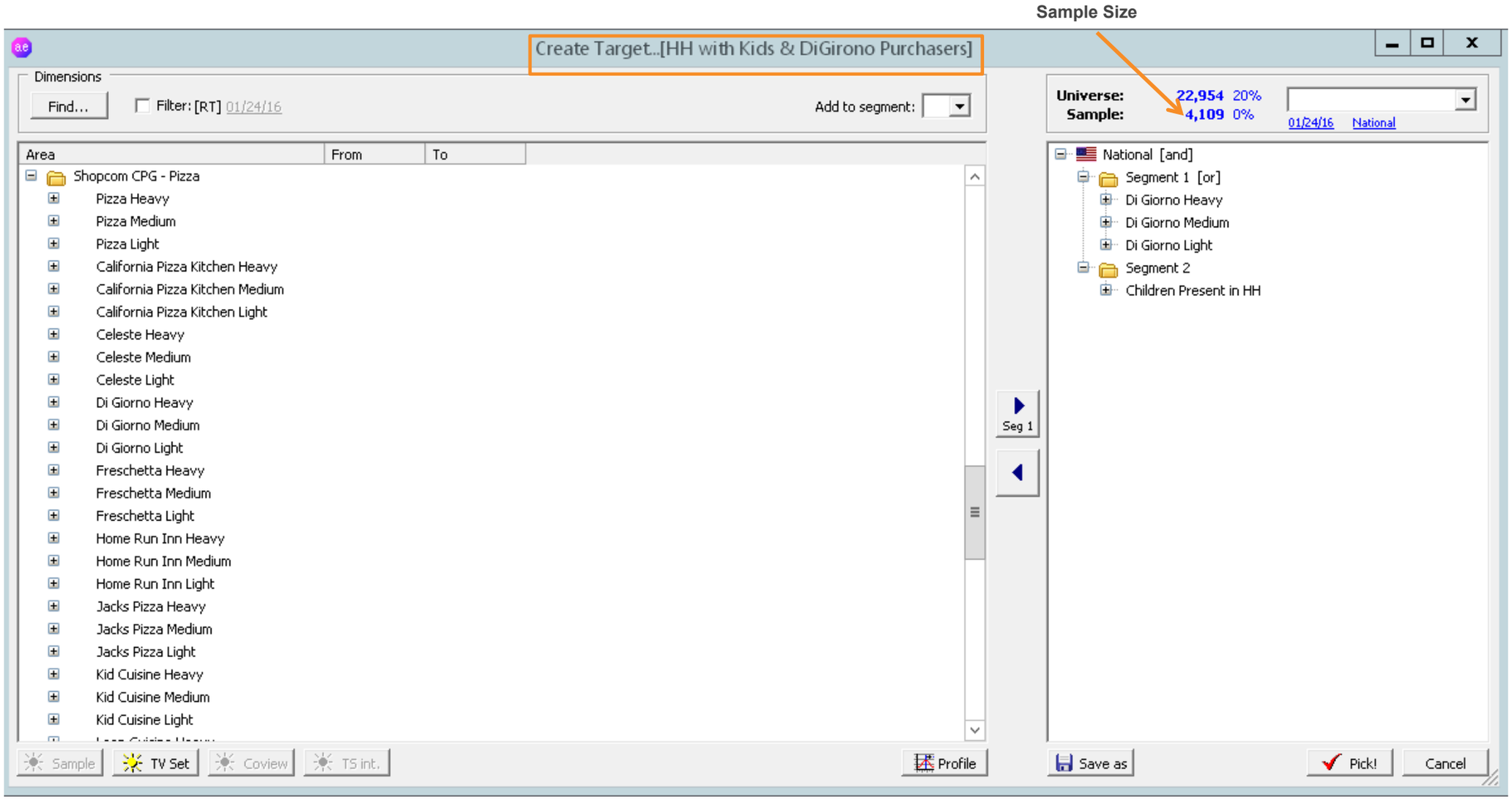
Case #1: Create Segment Group Combining Demographics and CPG Purchase Behavior ("HHs with Kids and Purchase Pizza")



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Case #1: Cable Network Ratings Indexed to Segment Group ("HHs with Kids and Purchase DiGiorno Pizza")

Daypart List | CrossTab

	Daypart	Target	Metrics	
	All day			
	HHs		HH with Kids & DiGirono Purchasers	
Channel Group ...	Rtg	Index (HHs)	Rtg	Index (HHs)
A&E	0.246	100	0.272	111
ABC Family	0.215	100	0.393	183
American Movie Classics	0.322	100	0.428	133
Animal Planet	0.161	100	0.194	120
BBC America	0.117	100	0.166	141
BET: Black Entertainment Television	0.144	100	0.182	127
Boomerang	0.173	100	0.379	220
Bravo	0.190	100	0.249	131
CBS Sports Network	0.032	100	0.033	104
CMT: Country Music Television	0.115	100	0.149	130
CNBC: Consumer News & Business Channel	0.141	100	0.115	81
CNN	0.514	100	0.432	84
Comedy Central	0.179	100	0.243	136
Cooking Channel	0.089	100	0.135	151
Discovery Channel	0.316	100	0.379	120
Disney Junior Channel	0.268	100	0.501	187
Disney XD	0.206	100	0.407	198
DIY: Do-It-Yourself	0.110	100	0.117	106
E! - Entertainment Television	0.172	100	0.181	105
ESPN	1.135	100	1.331	117
ESPN2	0.279	100	0.273	98
ESPNEWS	0.078	100	0.094	121
FOX Business Network	0.095	100	0.054	57
FOX News Channel	0.942	100	0.682	72
Food Network	0.363	100	0.458	126
FOX Sports 1	0.328	100	0.293	89
FOX Sports 2	0.026	100	0.042	161
FX Network	0.272	100	0.346	127
FX Movie Channel	0.035	100	0.035	98
FXX	0.164	100	0.269	165
FYI	0.058	100	0.076	131
Great American Country	0.030	100	0.049	160
Golf Channel	0.081	100	0.061	76
Game Show Network	0.227	100	0.220	97
H2	0.162	100	0.205	127
Hallmark	0.276	100	0.331	120
Hallmark Movies & Mysteries	0.201	100	0.230	114
HGTV: Home & Garden Television	0.506	100	0.543	107
Headline News	0.200	100	0.158	79
HSN	0.039	100	0.022	56

Source: ComScore Rubik – October 2015 data

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Case #1: Cable Network Program Ratings Indexed to Segment Group ("HHs with Kids and Purchase DiGiorno Pizza")

Browse Programs - 09/28/15 -> 10/25/15 - National [CET]

Program List | CrossTab

		Target	Metrics				
		HHs			HH with Kids & DiGirono Purchasers		
Channel	Program Title	Count	Rtg	Index (HHs)	Count	Rtg	Index (HHs)
Discovery Channel	Alaska: The Last Frontier	4	1.532	100	4	1.815	118
	Alaska: The Last Frontier: Exposed	4	1.070	100	4	1.305	122
	Bering Sea Gold	2	0.896	100	2	0.993	111
	Bering Sea Gold: Dredged Up	2	0.532	100	2	0.663	125
	Built to Survive	1	0.598	100	1	0.679	113
	Dual Survival	9	0.537	100	9	0.716	133
	Dual Survival: Untamed	4	0.496	100	4	0.650	131
	Edge of Alaska	1	1.030	100	1	1.179	114
	Fast N' Loud	13	0.623	100	13	0.761	122
	Fast N' Loud: Revved Up	2	0.593	100	2	0.900	152
	Gold Rush	6	1.039	100	6	1.170	113
	Gold Rush: Pay Dirt	2	0.575	100	2	0.593	103
	Gold Rush: The Dirt	2	1.013	100	2	1.109	109
	Naked and Afraid	10	0.666	100	10	0.814	122
	Naked and Afraid: Uncensored	2	0.432	100	2	0.583	135
	Pacific Warriors	1	0.966	100	1	1.184	122
	Rebel Gold	2	0.654	100	2	0.878	134
	Rusted Development	3	0.840	100	3	1.090	130
	Street Outlaws	1	0.765	100	1	1.005	131
	Street Outlaws: Full Throttle	1	0.652	100	1	0.789	121
	Surviving the Cut: American Warriors	2	0.435	100	2	0.641	147
	Vegas Rat Rods	1	0.754	100	1	1.040	138
	Yukon Men	8	0.768	100	8	0.882	115
History Channel	Alcatraz: Search For The Truth	2	0.901	100	2	0.788	87
	American Pickers	23	0.983	100	23	1.044	106
	Ancient Aliens	7	0.634	100	7	0.527	83
	Atlantis Found	2	0.692	100	2	0.752	109
	Back to the Present	2	0.630	100	2	0.772	122
	Counting Cars	24	0.634	100	24	0.770	121
	Great Wild North	1	0.796	100	1	0.748	94
	Ice Road Truckers	7	0.722	100	7	0.883	122
	Inside Alcatraz: Legends of The Rock	1	0.799	100	1	0.600	75
	Mountain Men	2	1.306	100	2	1.561	120
	Pawn Stars	38	0.673	100	38	0.663	99
	True Monsters	2	0.475	100	2	0.383	81
HGTV: Home & Garden Television	Fixer Upper	8	0.848	100	8	0.812	96
	Flip Or Flop	16	0.723	100	16	0.902	125
	Hawaii Life	8	0.960	100	8	1.110	116
	House Hunters	19	0.979	100	19	1.076	110
	House Hunters International	20	0.968	100	20	0.968	100
	House Hunters International Renovation	2	0.778	100	2	0.869	112

Source: ComScore Rubik October 2015 Data

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Case #1: Cable Networks Standard Dayparts Indexed to Segment Group ("HHs with Kids and Purchase DiGiorno Pizza")

Cable Nets Daypart Target Index Rpt - 09/28/15 -> 10/25/15 - National [CET]

Daypart List | CrossTab

	Target	Daypart	Metrics				
	HH with Kids & DiGirono Purchasers						
	Early Morning	Daytime	Early Fringe	Prime Access	Prime	Late Fringe	Overnight
Channel Group ...	Index (HHs)	Index (HHs)	Index (HHs)	Index (HHs)	Index (HHs)	Index (HHs)	Index (HHs)
A&E	116	108	113	122	116	104	102
ABC Family	164	183	208	206	186	156	150
American Movie Classics	147	122	133	132	141	134	129
Animal Planet	112	117	127	138	124	117	118
BBC America	149	138	134	157	151	146	123
BET: Black Entertainment Television	140	136	137	122	127	105	120
Boomerang	257	219	235	220	204	190	215
Bravo	191	142	117	118	115	125	134
CBS Sports Network	102	108	89	112	110	100	98
CMT: Country Music Television	145	121	144	140	144	114	117
CNBC: Consumer News & Business Channel	76	87	74	73	84	77	81
CNN	102	86	81	78	77	76	85
Comedy Central	124	130	154	159	152	129	108
Cooking Channel	140	129	148	198	169	159	153
Discovery Channel	141	111	113	123	122	122	134
Disney Junior Channel	203	184	179	191	184	183	200
Disney XD	226	205	217	209	177	166	185
DIY: Do-It-Yourself	112	110	105	116	108	103	88
E! - Entertainment Television	128	107	105	78	108	100	117
ESPN	145	116	116	111	111	115	127
ESPN2	99	89	91	99	102	109	113
ESPNEWS	129	102	130	115	145	119	125
FOX Business Network	52	53	61	50	69	62	68
FOX News Channel	88	67	65	69	68	74	93
Food Network	146	114	115	132	139	133	129
FOX Sports 1	95	87	83	82	93	102	90
FOX Sports 2	151	186	160	131	152	143	145
FX Network	147	122	129	138	127	117	130
FX Movie Channel	101	83	98	91	100	119	97
FXX	194	182	164	183	163	139	140
FYI	128	145	128	99	119	132	142
Great American Country	149	197	162	162	137	123	161
Golf Channel	102	75	67	73	69	74	89
Game Show Network	105	83	99	129	116	87	86
H2	127	132	134	128	134	117	114
Hallmark	138	125	114	121	122	104	118
Hallmark Movies & Mysteries	136	110	113	103	95	100	137
HGTV: Home & Garden Television	107	104	117	118	108	102	104
Headline News	78	74	61	76	76	71	108
HSN	70	52	55	49	54	47	67
History Channel	109	91	95	110	105	97	107

Source: ComScore Rubik October 2015

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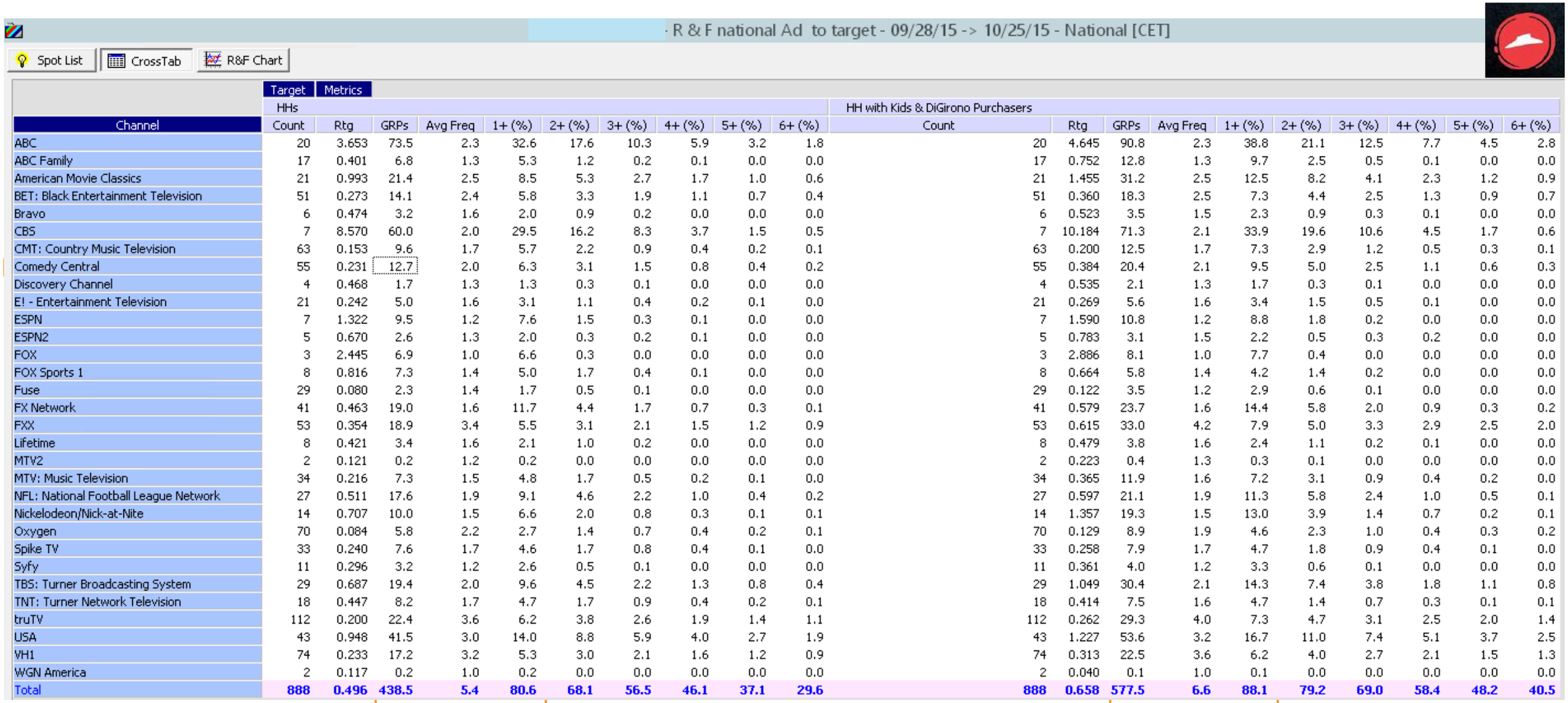
Case #1: Performance Of National Ad to Segment Consumers: How Pizza Hut Ads Performed in HHs with Kids that Purchased DiGiorno



R & F national Ad to target - 09/28/15 -> 10/25/15 - National [CET]

Spot List | CrossTab | R&F Chart

	Target	Metrics									HH with Kids & DiGirono Purchasers									
	HHs																			
Channel	Count	Rtg	GRPs	Avg Freq	1+ (%)	2+ (%)	3+ (%)	4+ (%)	5+ (%)	6+ (%)	Count	Rtg	GRPs	Avg Freq	1+ (%)	2+ (%)	3+ (%)	4+ (%)	5+ (%)	6+ (%)
ABC	20	3.653	73.5	2.3	32.6	17.6	10.3	5.9	3.2	1.8	20	4.645	90.8	2.3	38.8	21.1	12.5	7.7	4.5	2.8
ABC Family	17	0.401	6.8	1.3	5.3	1.2	0.2	0.1	0.0	0.0	17	0.752	12.8	1.3	9.7	2.5	0.5	0.1	0.0	0.0
American Movie Classics	21	0.993	21.4	2.5	8.5	5.3	2.7	1.7	1.0	0.6	21	1.455	31.2	2.5	12.5	8.2	4.1	2.3	1.2	0.9
BET: Black Entertainment Television	51	0.273	14.1	2.4	5.8	3.3	1.9	1.1	0.7	0.4	51	0.360	18.3	2.5	7.3	4.4	2.5	1.3	0.9	0.7
Bravo	6	0.474	3.2	1.6	2.0	0.9	0.2	0.0	0.0	0.0	6	0.523	3.5	1.5	2.3	0.9	0.3	0.1	0.0	0.0
CBS	7	8.570	60.0	2.0	29.5	16.2	8.3	3.7	1.5	0.5	7	10.184	71.3	2.1	33.9	19.6	10.6	4.5	1.7	0.6
CMT: Country Music Television	63	0.153	9.6	1.7	5.7	2.2	0.9	0.4	0.2	0.1	63	0.200	12.5	1.7	7.3	2.9	1.2	0.5	0.3	0.1
Comedy Central	55	0.231	12.7	2.0	6.3	3.1	1.5	0.8	0.4	0.2	55	0.384	20.4	2.1	9.5	5.0	2.5	1.1	0.6	0.3
Discovery Channel	4	0.468	1.7	1.3	1.3	0.3	0.1	0.0	0.0	0.0	4	0.535	2.1	1.3	1.7	0.3	0.1	0.0	0.0	0.0
E! - Entertainment Television	21	0.242	5.0	1.6	3.1	1.1	0.4	0.2	0.1	0.0	21	0.269	5.6	1.6	3.4	1.5	0.5	0.1	0.0	0.0
ESPN	7	1.322	9.5	1.2	7.6	1.5	0.3	0.1	0.0	0.0	7	1.590	10.8	1.2	8.8	1.8	0.2	0.0	0.0	0.0
ESPN2	5	0.670	2.6	1.3	2.0	0.3	0.2	0.1	0.0	0.0	5	0.783	3.1	1.5	2.2	0.5	0.3	0.2	0.0	0.0
FOX	3	2.445	6.9	1.0	6.6	0.3	0.0	0.0	0.0	0.0	3	2.886	8.1	1.0	7.7	0.4	0.0	0.0	0.0	0.0
FOX Sports 1	8	0.816	7.3	1.4	5.0	1.7	0.4	0.1	0.0	0.0	8	0.664	5.8	1.4	4.2	1.4	0.2	0.0	0.0	0.0
Fuse	29	0.080	2.3	1.4	1.7	0.5	0.1	0.0	0.0	0.0	29	0.122	3.5	1.2	2.9	0.6	0.1	0.0	0.0	0.0
FX Network	41	0.463	19.0	1.6	11.7	4.4	1.7	0.7	0.3	0.1	41	0.579	23.7	1.6	14.4	5.8	2.0	0.9	0.3	0.2
FXX	53	0.354	18.9	3.4	5.5	3.1	2.1	1.5	1.2	0.9	53	0.615	33.0	4.2	7.9	5.0	3.3	2.9	2.5	2.0
Lifetime	8	0.421	3.4	1.6	2.1	1.0	0.2	0.0	0.0	0.0	8	0.479	3.8	1.6	2.4	1.1	0.2	0.1	0.0	0.0
MTV2	2	0.121	0.2	1.2	0.2	0.0	0.0	0.0	0.0	0.0	2	0.223	0.4	1.3	0.3	0.1	0.0	0.0	0.0	0.0
MTV: Music Television	34	0.216	7.3	1.5	4.8	1.7	0.5	0.2	0.1	0.0	34	0.365	11.9	1.6	7.2	3.1	0.9	0.4	0.2	0.0
NFL: National Football League Network	27	0.511	17.6	1.9	9.1	4.6	2.2	1.0	0.4	0.2	27	0.597	21.1	1.9	11.3	5.8	2.4	1.0	0.5	0.1
Nickelodeon/Nick-at-Nite	14	0.707	10.0	1.5	6.6	2.0	0.8	0.3	0.1	0.1	14	1.357	19.3	1.5	13.0	3.9	1.4	0.7	0.2	0.1
Oxygen	70	0.084	5.8	2.2	2.7	1.4	0.7	0.4	0.2	0.1	70	0.129	8.9	1.9	4.6	2.3	1.0	0.4	0.3	0.2
Spike TV	33	0.240	7.6	1.7	4.6	1.7	0.8	0.4	0.1	0.0	33	0.258	7.9	1.7	4.7	1.8	0.9	0.4	0.1	0.0
Syfy	11	0.296	3.2	1.2	2.6	0.5	0.1	0.0	0.0	0.0	11	0.361	4.0	1.2	3.3	0.6	0.1	0.0	0.0	0.0
TBS: Turner Broadcasting System	29	0.687	19.4	2.0	9.6	4.5	2.2	1.3	0.8	0.4	29	1.049	30.4	2.1	14.3	7.4	3.8	1.8	1.1	0.8
TNT: Turner Network Television	18	0.447	8.2	1.7	4.7	1.7	0.9	0.4	0.2	0.1	18	0.414	7.5	1.6	4.7	1.4	0.7	0.3	0.1	0.1
truTV	112	0.200	22.4	3.6	6.2	3.8	2.6	1.9	1.4	1.1	112	0.262	29.3	4.0	7.3	4.7	3.1	2.5	2.0	1.4
USA	43	0.948	41.5	3.0	14.0	8.8	5.9	4.0	2.7	1.9	43	1.227	53.6	3.2	16.7	11.0	7.4	5.1	3.7	2.5
VH1	74	0.233	17.2	3.2	5.3	3.0	2.1	1.6	1.2	0.9	74	0.313	22.5	3.6	6.2	4.0	2.7	2.1	1.5	1.3
WGN America	2	0.117	0.2	1.0	0.2	0.0	0.0	0.0	0.0	0.0	2	0.040	0.1	1.0	0.1	0.0	0.0	0.0	0.0	0.0
Total	**888**	**0.496**	**438.5**	**5.4**	**80.6**	**68.1**	**56.5**	**46.1**	**37.1**	**29.6**	**888**	**0.658**	**577.5**	**6.6**	**88.1**	**79.2**	**69.0**	**58.4**	**48.2**	**40.5**

comScore

Source: ComScore Rubik October 2015 data; Ad Occurrence data Kantar Media; CPG Shopcom

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Case #2: Building a Segment Based On Viewing Behavior
Heavy Fox News Viewing Segment

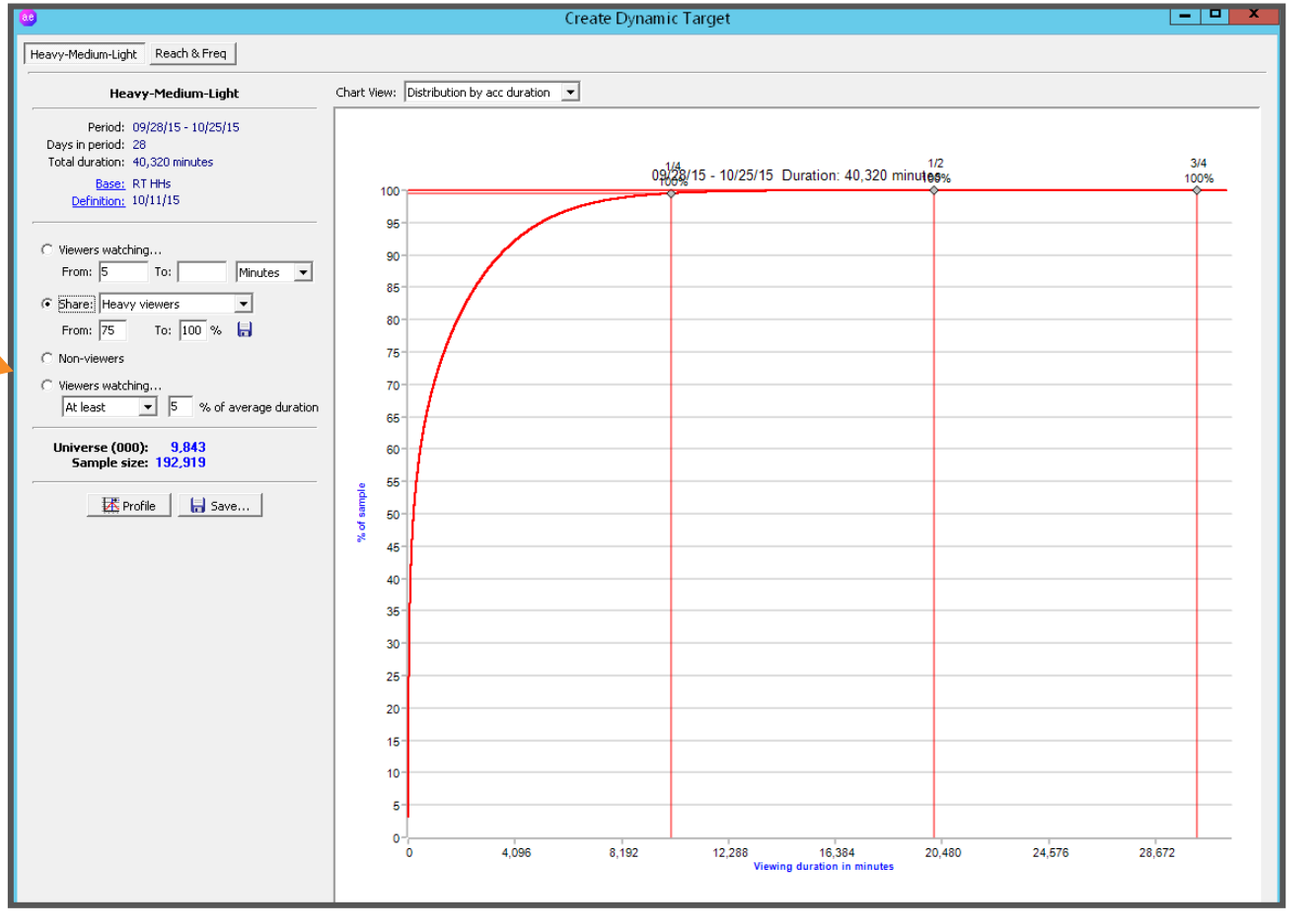
39.3 Million HHs tuned to Fox News in Oct. 2015

Heaviest Tuning HHs –> Top Quartile = 9.8 Million HHs

Daypart List | CrossTab

		Target	Metrics
		HHs	
Daypart	Channel	Rtg	1+ (any) (000)
06:00-29:59	FOX News Channel	0.942	39,371.0198
Total	Total	**0.942**	**39,371.0198**

FOX NEWS



Source: ComScore Rubik October 2015 ; Total Fox News HHs based on 1 minute reach threshold

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Case #2: Other Networks Viewed by Heavy Fox News HHs

FOX NEWS

Daypart List | CrossTab

	Daypart	Target	Metrics	
	06:00-29:59			
	HHs		Fox News Heavy Tuners - Top 25%	
Channel Group ...	Rtg	Index (HHs)	Rtg	Index (HHs)
FOX Business Network	0.095	100	0.692	729
Golf Channel	0.082	100	0.167	203
CNBC: Consumer News & Business Channel	0.141	100	0.286	203
Turner Classic Movies	0.184	100	0.368	200
CNN	0.514	100	0.934	182
H2	0.162	100	0.276	171
QVC: Quality. Value. Convenience.	0.105	100	0.173	165
Hallmark Movies & Mysteries	0.201	100	0.315	157
CBS Sports Network	0.032	100	0.050	157
Headline News	0.200	100	0.309	155
NBCSN	0.189	100	0.285	151
Science	0.122	100	0.183	150
National Geographic Wild	0.072	100	0.104	144
FOX Sports 1	0.328	100	0.473	144
Sportsman Channel	0.025	100	0.035	142
HSN	0.039	100	0.055	141
National Geographic Channel	0.159	100	0.222	140
Hallmark	0.276	100	0.385	140
History Channel	0.387	100	0.539	139
Outdoor Channel	0.049	100	0.068	139
INSP	0.122	100	0.166	136
FX Movie Channel	0.035	100	0.048	135
Velocity	0.134	100	0.179	133
Great American Country	0.030	100	0.040	133
WGN America	0.132	100	0.172	130
HGTV: Home & Garden Television	0.506	100	0.659	130
MLB Network	0.086	100	0.111	129
Travel Channel	0.136	100	0.172	127
DIY: Do-It-Yourself	0.110	100	0.139	126
Investigation Discovery	0.383	100	0.474	124
Discovery Channel	0.316	100	0.389	123
FOX Sports 2	0.026	100	0.032	121
FYI	0.058	100	0.070	121
ESPN2	0.279	100	0.334	120
SundanceTV	0.089	100	0.106	119
TV Land	0.224	100	0.264	118
MSNBC	0.332	100	0.381	115
Cooking Channel	0.089	100	0.100	112
Animal Planet	0.161	100	0.179	111
ESPN	1.135	100	1.250	110
BBC America	0.117	100	0.123	105

Daypart List | CrossTab

	Daypart	Target	Metrics	
	06:00-29:59			
	HHs		Fox News Heavy Tuners - Top 25%	
Channel Group ...	Rtg	Index (HHs)	Rtg	Index (HHs)
TBS: Turner Broadcasting System	0.750	100	0.788	105
ESPNEWS	0.078	100	0.081	104
Up TV	0.040	100	0.041	103
IFC	0.118	100	0.121	103
TLC	0.226	100	0.230	102
Bravo	0.190	100	0.189	99
CMT: Country Music Television	0.120	100	0.119	99
NFL: National Football League Network	0.190	100	0.184	97
TNT: Turner Network Television	0.370	100	0.358	97
Game Show Network	0.227	100	0.218	96
Spike TV	0.170	100	0.164	96
truTV	0.122	100	0.116	95
USA	0.560	100	0.532	95
A&E	0.246	100	0.230	93
American Movie Classics	0.325	100	0.302	93
My Network TV	0.527	100	0.483	92
FX Network	0.272	100	0.248	91
Women's Entertainment Network	0.145	100	0.132	91
Lifetime Movie	0.189	100	0.171	91
Syfy	0.226	100	0.198	88
E! - Entertainment Television	0.172	100	0.146	85
ABC Family	0.215	100	0.180	84
OWN: Oprah Winfrey Network	0.188	100	0.156	83
Lifetime	0.206	100	0.162	79
FXX	0.164	100	0.117	71
Comedy Central	0.179	100	0.127	71
Oxygen	0.070	100	0.046	66
TeenNick	0.131	100	0.072	55
MTV: Music Television	0.153	100	0.081	53
NBA TV	0.052	100	0.027	52
Nick Jr.	0.193	100	0.100	52
Nickelodeon/Nick-at-Nite	0.749	100	0.380	51
Disney Junior Channel	0.268	100	0.135	50
Cartoon Network/Adult Swim	0.612	100	0.302	49
Nicktoons	0.117	100	0.057	49
Boomerang	0.173	100	0.084	48
Disney XD	0.206	100	0.083	41
VH1	0.134	100	0.051	38
MTV2	0.096	100	0.025	26
BET: Black Entertainment Television	0.147	100	0.036	25
Nat Geo Mundo	0.045	100	0.002	4

comScore

Source: ComScore Rubik October 2015

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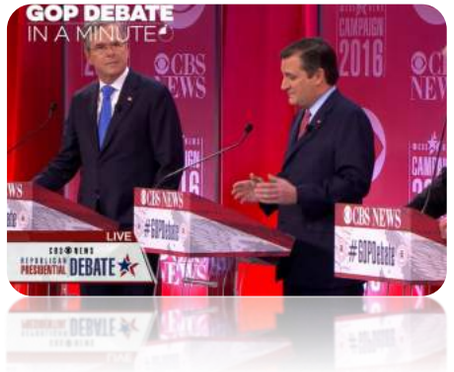
Case #2: Promo Reach and Frequency - Fox News Promos

FOX NEWS



Republican Debate – Nov. 10, 2015 in Milwaukee

Promo Campaign included 94 spots aired on Fox Network & Fox News Channel

(Overall 19.3 MM HHs were exposed to the campaign; of the 19.3 MM HHs exposed, 42% tuned to the debate)

Fox Business Network - GOP Debate Promos -Milwaukee - 10/26/15 -> 11/10/15 -

Spot List | CrossTab | R&F Chart

					Metrics									
Target	Channel Group ...	Multi Period	Product	Date	Count	Rtg	GRPs	Avg Freq	1+ (%)	2+ (%)	3+ (%)	1+ (000)	2+ (000)	3+ (000)
P0+	FOX	261015-101115	FBN-GOP Debate	11/08/15	1	1.263	1.3	1.0	1.3	0.0	0.0	1,437.2190	0.0000	0.0000
	FOX News Channel	261015-101115	FBN-GOP Debate	10/26/15	3	1.019	3.1	1.1	2.7	0.3	0.0	3,109.2169	344.7920	22.9494
				10/27/15	4	1.089	4.4	1.2	3.7	0.6	0.1	4,182.5723	685.0928	83.9322
				10/28/15	4	1.184	4.7	1.2	3.9	0.7	0.1	4,420.0192	852.4169	110.7031
				10/29/15	4	1.295	5.2	1.4	3.8	1.1	0.3	4,330.1601	1,201.8405	310.9934
				10/30/15	8	1.180	9.4	1.7	5.5	2.3	1.0	6,275.0407	2,667.4447	1,112.6164
				10/31/15	7	0.886	6.2	1.5	4.1	1.4	0.5	4,721.7344	1,576.1000	529.0667
				11/01/15	4	0.701	2.8	1.1	2.4	0.3	0.0	2,776.3513	375.5479	38.1413
				11/02/15	6	0.872	5.2	1.5	3.5	1.3	0.3	3,990.4891	1,511.2079	356.1079
				11/03/15	6	1.115	6.7	1.5	4.4	1.7	0.4	5,060.5964	1,895.6232	504.1108
				11/04/15	7	0.870	6.1	1.5	4.2	1.3	0.5	4,735.8971	1,480.7999	536.4191
				11/05/15	5	1.060	5.3	1.3	4.1	1.0	0.2	4,708.6325	1,083.8296	205.9057
				11/06/15	8	0.986	7.9	1.4	5.5	1.7	0.5	6,251.4115	1,891.0026	595.3086
				11/07/15	11	0.525	5.8	1.5	3.8	1.2	0.4	4,344.3996	1,362.3774	496.1115
				11/08/15	13	0.601	7.8	1.8	4.4	1.9	0.8	5,042.5364	2,193.2267	933.7765
				11/09/15	3	1.157	3.5	1.3	2.6	0.7	0.2	2,956.1544	757.2567	224.1341
	Total	Total	Total	Total	**94**	**0.907**	**85.3**	**5.0**	**17.0**	**11.9**	**9.6**	**19,317.0387**	**13,580.6651**	**10,897.8098**

Program List | CrossTab

		Program Title	Target
		Republican Presidential Candidates Debate	
Channel	Metrics	HHs	HHs Exposed to Fox News Promos - for Milwaukee Deb
FOX Business Network	Rtg	7.50	24.06
	AA (000)	8,541.2	4,599.4
	Avg Item Reach (000) (any)	16,400.5877	8,023.7143
	Avg Item Reach (%) (any)	14.4	42.0

comScore

Source: ComScore Rubik Oct-Nov 2015 data; Promo Occurrence data from Kantar Media

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Case #2: Ratings & Index HHs Tuned to Debate: What Other Networks Do They Watch?

	Daypart	Target	Metrics	
	06:00-29:59			
	HHs		FBN GOP Debate - HHs that tuned	
Channel	Rtg	Index (HHs)	Rtg	Index (HHs)
FOX Business Network	0.19	100	0.88	456
FOX News Channel	1.07	100	4.06	379
MSNBC	0.36	100	1.11	306
CNBC: Consumer News & Business Channel	0.18	100	0.48	262
CNN	0.61	100	1.50	247
Golf Channel	0.06	100	0.10	180
Turner Classic Movies	0.20	100	0.34	170
QVC: Quality. Value. Convenience.	0.12	100	0.17	149
FOX Sports 1	0.16	100	0.23	146
CBS Sports Network	0.03	100	0.04	143
NBCSN	0.16	100	0.24	143
H2	0.17	100	0.23	139
ESPN2	0.28	100	0.37	131
HGTV: Home & Garden Television	0.51	100	0.66	131
MLB Network	0.03	100	0.04	130
Headline News	0.21	100	0.28	130
HSN	0.05	100	0.06	126
ESPN	1.14	100	1.43	126
History Channel	0.39	100	0.48	123
NFL: National Football League Network	0.23	100	0.28	122
FOX Sports 2	0.03	100	0.03	122
National Geographic Wild	0.07	100	0.09	122
Science	0.12	100	0.14	118
National Geographic Channel	0.16	100	0.19	118
ESPNEWS	0.08	100	0.10	118
DIY: Do-It-Yourself	0.11	100	0.12	115
Hallmark	0.49	100	0.55	111
Velocity	0.15	100	0.17	111
TV Land	0.23	100	0.26	110
Hallmark Movies & Mysteries	0.27	100	0.29	110
FYI	0.06	100	0.07	109
FX Movie Channel	0.04	100	0.04	109
Travel Channel	0.14	100	0.15	109
Bravo	0.19	100	0.21	108
WGN America	0.13	100	0.14	107
Discovery Channel	0.35	100	0.37	106
Up TV	0.06	100	0.07	106
Food Network	0.38	100	0.40	106
INSP	0.13	100	0.13	105
BBC America	0.09	100	0.10	105
Investigation Discovery	0.39	100	0.41	103

	Daypart	Target	Metrics	
	06:00-29:59			
	HHs		FBN GOP Debate - HHs that tuned	
Channel	Rtg	Index (HHs)	Rtg	Index (HHs)
Sportsman Channel	0.03	100	0.03	103
Cooking Channel	0.11	100	0.11	103
Great American Country	0.03	100	0.03	102
TLC	0.23	100	0.23	102
SundanceTV	0.12	100	0.12	101
Outdoor Channel	0.06	100	0.06	99
E! - Entertainment Television	0.17	100	0.17	99
OWN: Oprah Winfrey Network	0.17	100	0.17	98
Game Show Network	0.22	100	0.21	96
Lifetime Movie	0.18	100	0.17	94
IFC	0.13	100	0.12	93
Comedy Central	0.19	100	0.18	93
CMT: Country Music Television	0.13	100	0.12	91
American Movie Classics	0.35	100	0.31	91
Women's Entertainment Network	0.14	100	0.13	90
Lifetime	0.22	100	0.20	90
My Network TV	0.55	100	0.50	90
TBS: Turner Broadcasting System	0.47	100	0.42	90
Animal Planet	0.16	100	0.14	88
Spike TV	0.18	100	0.16	88
truTV	0.12	100	0.11	88
TNT: Turner Network Television	0.45	100	0.39	87
NBA TV	0.09	100	0.08	85
Syfy	0.24	100	0.20	84
ABC Family	0.24	100	0.20	84
A&E	0.25	100	0.21	84
USA	0.56	100	0.46	83
FX Network	0.29	100	0.24	82
Oxygen	0.07	100	0.05	79
FXX	0.18	100	0.12	68
TeenNick	0.14	100	0.09	68
Nick Jr.	0.20	100	0.13	65
Disney Junior Channel	0.29	100	0.19	64
VH1	0.12	100	0.08	62
Nickelodeon/Nick-at-Nite	0.78	100	0.47	60
MTV: Music Television	0.15	100	0.09	59
Cartoon Network/Adult Swim	0.62	100	0.34	56
Boomerang	0.18	100	0.09	51
Nicktoons	0.12	100	0.06	49
Disney XD	0.21	100	0.10	49
BET: Black Entertainment Television	0.16	100	0.08	49

comScore

Source: ComScore Rubik – October to November 2015

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Case #3: Local Market Consumer-based Metrics

Effective planning/buying based on actual consumer metrics

	Fast Food Restaurants - Visit Any	
	Sonic	
Local Affiliate	Rtg	Rtg Index
KXLN (UNIV)	1.19	1.33 112
KTMD (TELMUN)	0.45	0.49 110
KPXB (ION)	0.28	0.30 109
KZJL (ESTRTV-B)	0.11	0.12 106
KTXH (MyNet)	0.46	0.49 105
KFTH (UNIMAS)	0.21	0.22 103
KRIV (FOX)	1.18	1.21 103
KPRC (NBC)	2.31	2.37 103
KIAH (CW)	0.58	0.60 103
KTRK (ABC)	2.77	2.82 102
KYAZ (AZA)	0.073	0.075 102
KUHT 8 (PBS)	0.49	0.50 101
KUBE (IND)	0.093	0.094 101
KHOU (CBS)	3.10	3.06 99
KTBU (MEGA-B)	0.026	0.022 87

							Fast Food Restaurants - Visit Any	
							Sonic	
Series	Station	# Eps	Day	Local Time	Run Time	Rtg	Rtg	Index
Mike & Molly	KIAH (CW)	4	U	07:00 PM	30	0.52	0.65	124
Family Guy	KRIV (FOX)	4	U	08:00 PM	30	0.60	0.70	117
The 100	KIAH (CW)	4	R	08:00 PM	60	0.70	0.81	116
The Simpsons	KRIV (FOX)	4	U	07:00 PM	30	0.76	0.87	115
NASCAR Sprint Cup Pre-Race	KRIV (FOX)	1	S	07:00 PM	13	1.53	1.71	112
Cooper Barrett's Guide to Surv...	KRIV (FOX)	4	U	07:30 PM	30	0.51	0.57	112
NASCAR Sprint Cup	KRIV (FOX)	1	S	07:13 PM	117	1.67	1.86	111
Hell's Kitchen	KRIV (FOX)	4	W	08:01 PM	59	2.20	2.44	111
American Idol	KRIV (FOX)	4	W	07:00 PM	61	4.04	4.46	110
Bordertown	KRIV (FOX)	4	U	08:30 PM	30	0.57	0.63	110
FOX 26 News Sat 9PM	KRIV (FOX)	1	S	09:22 PM	60	1.80	1.98	110
Mike & Molly	KIAH (CW)	4	U	08:30 PM	30	0.74	0.80	109
DC's Legends of Tomorrow	KIAH (CW)	1	M	08:00 PM	60	0.51	0.56	109
Scandal	KTRK (ABC)	1	S	07:00 PM	45	1.63	1.77	109

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Case #4: Campaign Effectiveness - Healthy Choice Campaign - Reach, Wearout & Media Spend

%/Index

% Build Reach - All HHs

% Cume GRPs - All HHs

Ad Index Live+3 - All HHs

Cumulative TV Spend ($M)

$000

GRPs consistently build

Audience reach peaks half-way into the campaign

Commercial wearout appears after 2/3rd of the campaign

Ad spend continues to increase during the campaign

Ad Spending Source: Kantar Media Intelligence 2012. Campaign 439 spot occurrences , comScore RPD HHs, Live +3
% Build Reach, CTI Live+3 and Cumulative TV Spend* for Healthy Choice J. Lynch: Roles Some Ingredients Play Campaign
10/31/11-3/25/12

comScore

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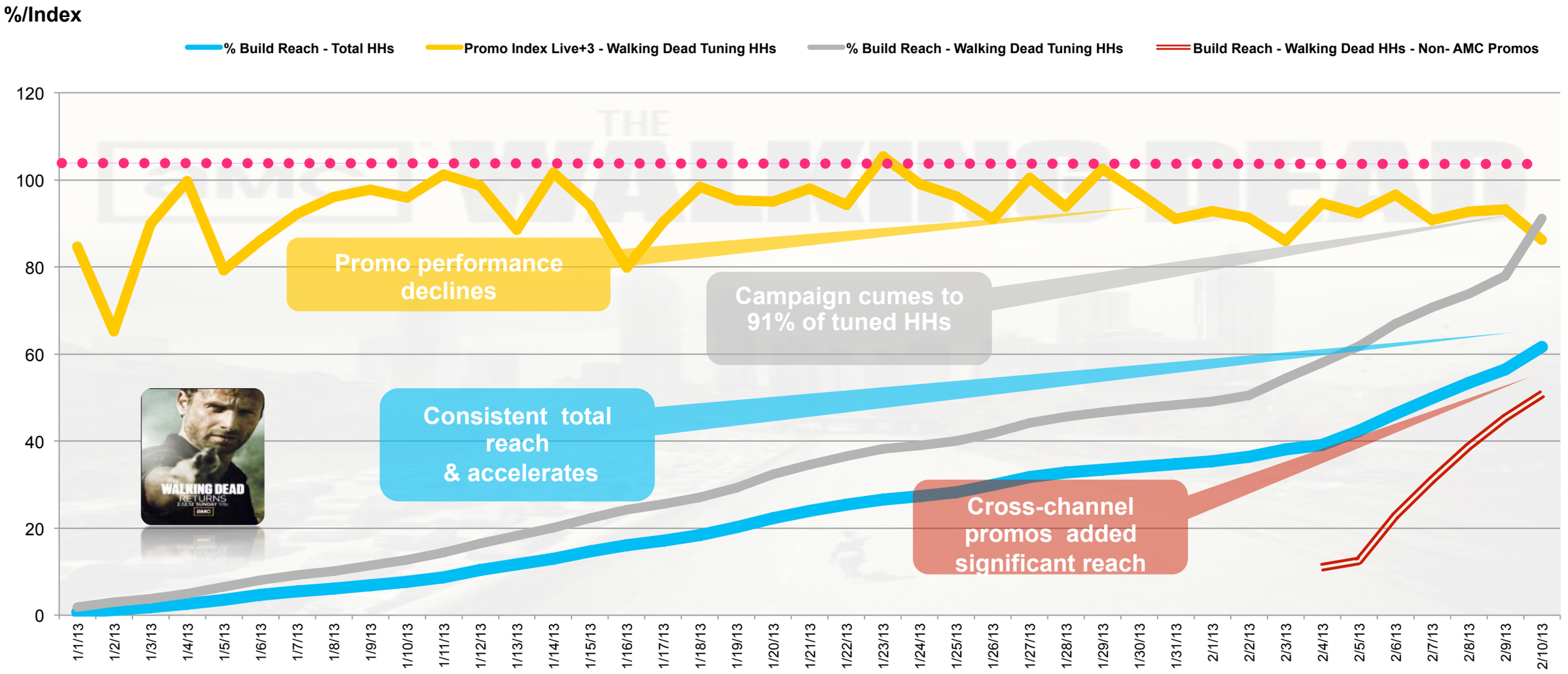
Case #5: Promo Effectiveness - AMC “Walking Dead” Promo Campaign – Reach and Wearout



Source: comScore/Kantar Media Intelligence - Total Promo Spots: 85% on AMC; 15% on other Networks. Chart represents % Build Reach and Prom Index Among Total HHs & HHs Tuning to Premiere.

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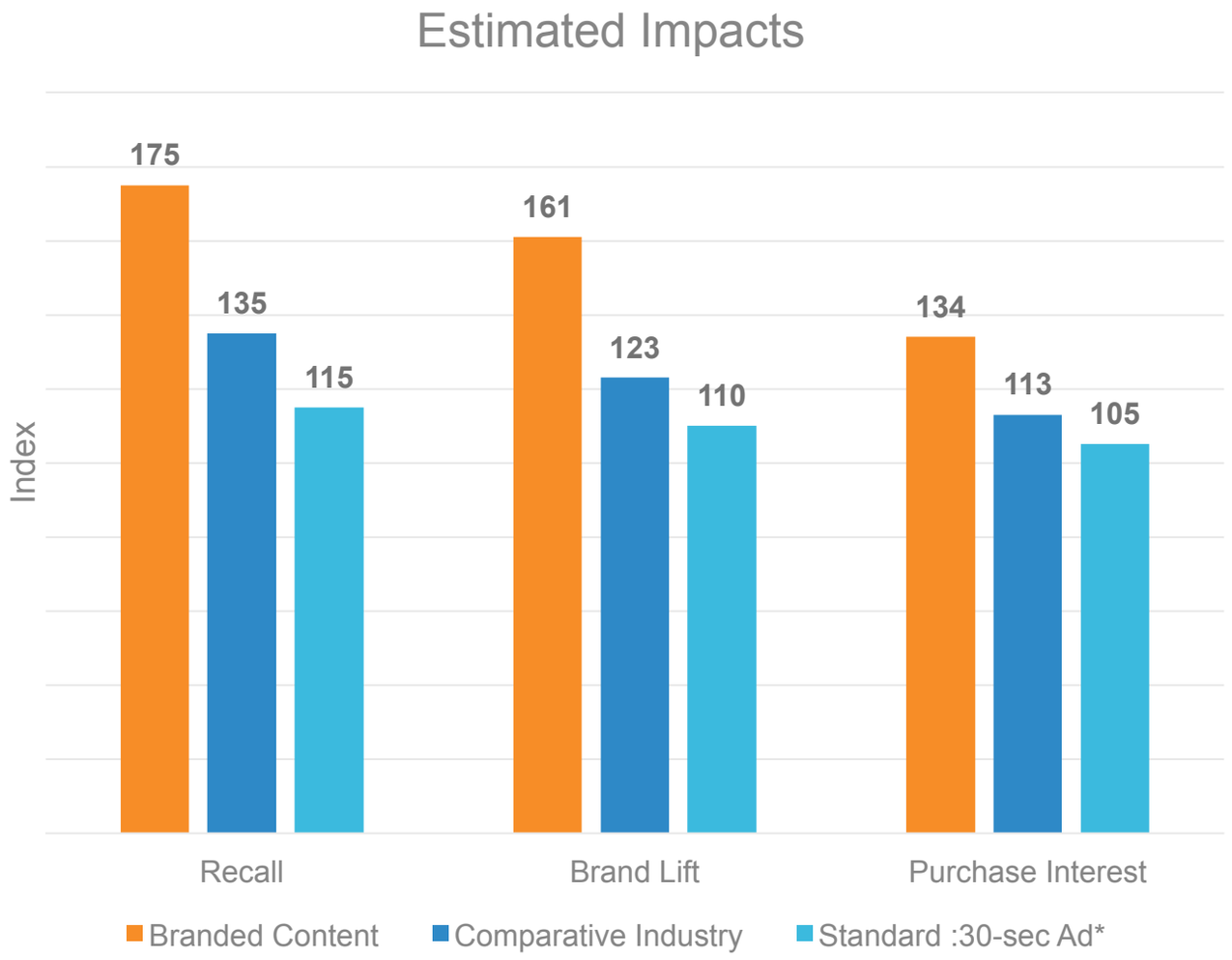
Case #6: Branded Entertainment (Product Placement) - Brand's Impact on the Viewer



Viewers exposed to the brand integration

- 75% more likely to remember the brand
- 61% more likely to feel positive about it
- 34% more likely to purchase

*Standard Ad data Sourced from Millward-Brown Ad Tracking data
Source: comScore Branded Entertainment Analytics

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Case #7:
The Unilever Dove Study Approach

Originally Presented @ ARF 6/16

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Dove Study Questions

- Does purchase-based segmentation lead to more effective and efficient TV plans?
- Increase in sales?
- Ability to reach our target at a lower effective CPM?

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Behavior-based Planning/Buying

PLANNING THEN:
Women 18-49

PLANNING NOW:
Actual Light Dove Body Wash Purchasers

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Data Linkage Overview

KANTAR SHOPCOM

40,000,000 Consumers

- 131 Categories
- 10,000+ Brands
- UPC-Level Transaction data
- Sourced from retailers

&

THIRD PARTY MATCH

comScore

17,000,000 TV Homes

- Network Viewing
- Program Viewing
- Commercial Viewing

MATCHED PANEL: REPRESENTATIVE, ACTIONABLE & CONTEXTUAL

Q3 Matched Exposed Homes: 136,313
Q4 Matched Exposed Homes: 94,075

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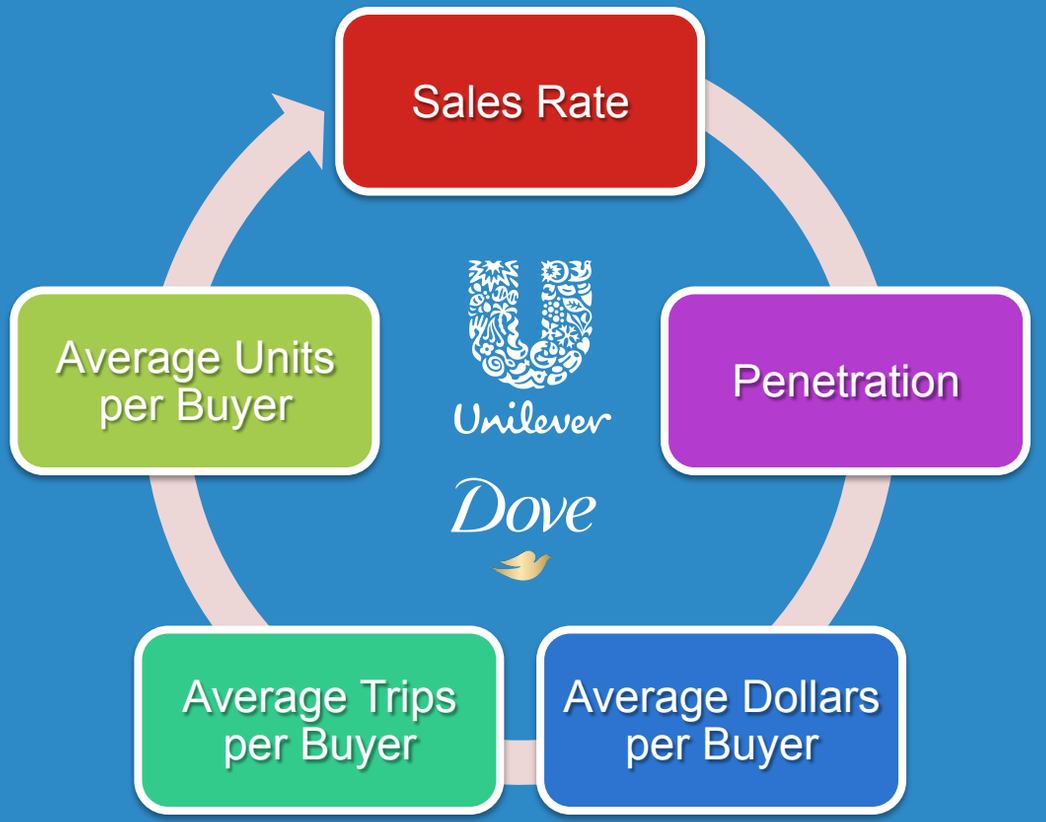
Dove Study Approach

- comScore TV tuning data linked directly to Kantar Shopcom shopper loyalty card data
- Dove Light purchasers identified among Shopcom panel/comScore TV data intersection
- TV viewership amongst target used to inform Q4 allocations
- Purchase behavior of ad exposed HHs examined on five metrics:



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Segment Comparison to Total HHs

Significant efficiencies across the board in Reach, Frequency & GRPs

BASE	Q4 REACH	Q4 3+ REACH	Q4 FREQ	Q4 GRPS
Total HHs	71.8%	43.9%	7.04	505
Dove Segment	**84.5%**	**58.1%**	**7.78**	**657**

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ROI Comparison

Average Dollars, Average Trips and Average Units are significantly higher Among Custom Consumer Segment

METRIC	Q4 LIFT
Sales Rate	4.98%
Penetration	1.60%
Average Dollars per Buyer	3.33%
Average Trips per Buyer	2.01%
Average Units per Buyer	2.40%

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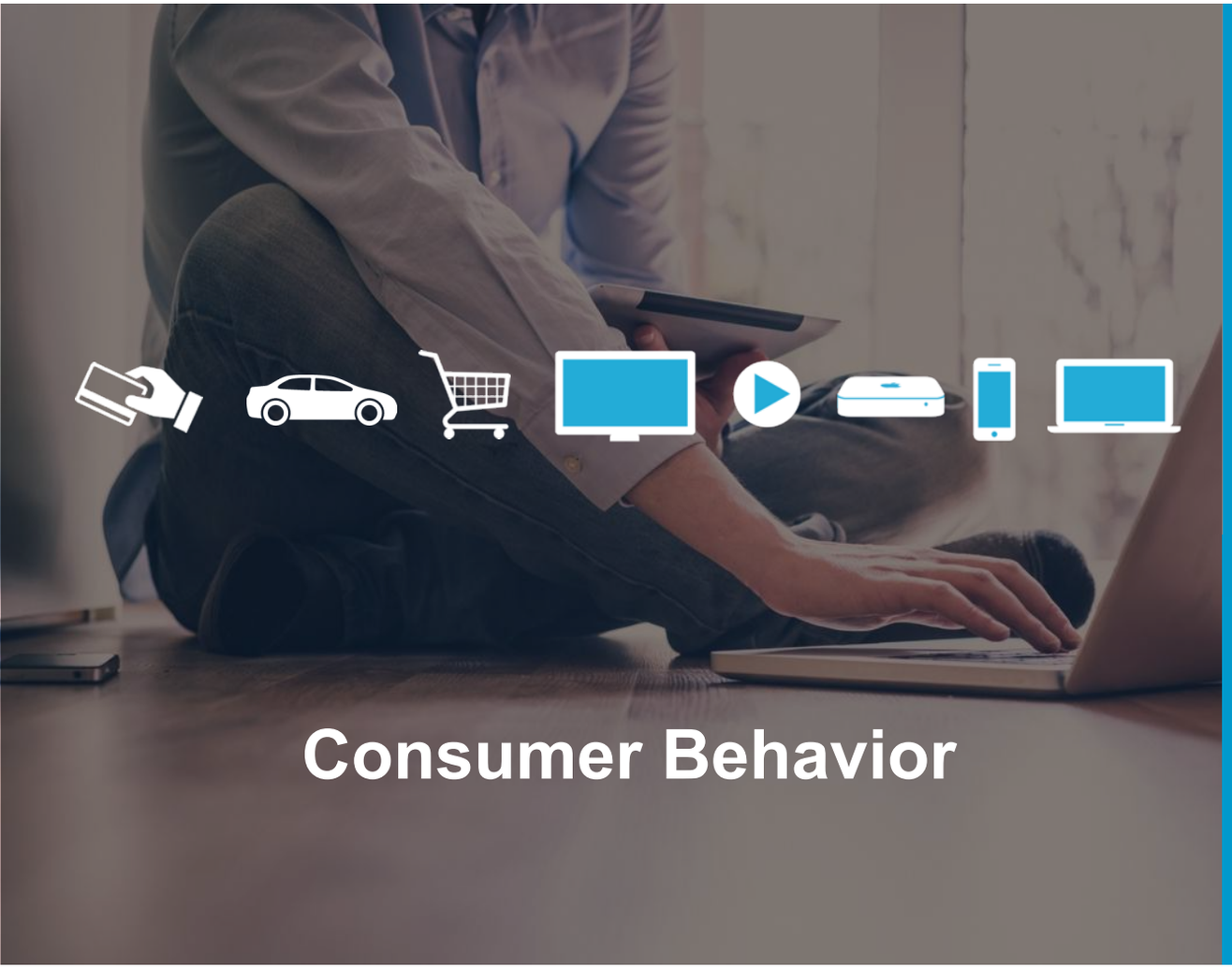
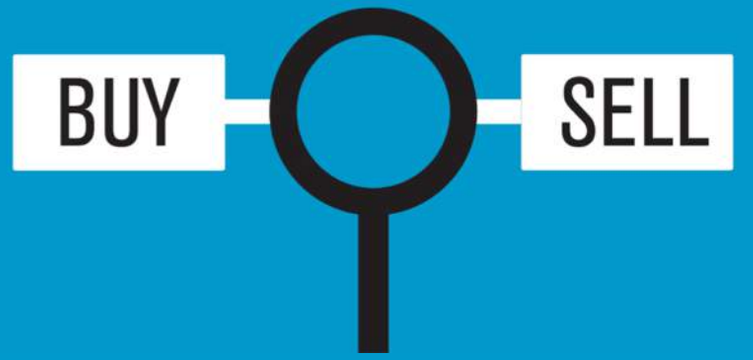


Consumer Behavior



Measuring What Matters

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Questions?

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