



May 11, 2017

## **comScore Introduces Breakthrough Service to Measure Over-The-Top (OTT) Content Viewing on TV Screens**

### **comScore 'OTT Intelligence' Based on Total Home Panel, Which Now Spans 12,500+ U.S. Households**

RESTON, Va., May 11, 2017 /PRNewswire/ -- comScore today announced comScore OTT Intelligence, a syndicated service that measures U.S. household viewing of over-the-top (OTT) content on television screens. This new service is based on the company's proprietary Total Home Panel - a breakthrough research platform that measures consumer behavior across home network-connected devices.



OTT content viewing represents a growing segment of the cross-platform television viewing landscape, but until now the behavior has been difficult to quantify. Though it is well-known that OTT services like Netflix are gaining in importance, the inability to measure activity streamed through TV-connected devices - for example, streaming boxes/sticks, smart TVs, and gaming consoles - has made media measurement for OTT a challenge. comScore OTT Intelligence now illuminates this previously difficult-to-measure segment of the viewing market.

"With very limited insight into viewing behavior across providers, the OTT market has largely been a black box," said Mike Rich, comScore vice president of emerging products. "As more TV viewers look beyond traditional content sources, it's more important than ever for networks, content producers, device manufacturers and others in the ecosystem to understand this growing segment of cross-platform viewing."

comScore OTT Intelligence is delivered to subscribers through a dynamic user interface that provides a single-source view of dozens of OTT content providers including Netflix, Amazon, Hulu, and YouTube. Reported measures include household reach, audience size and demographics, along with a variety of usage metrics. Data can be segmented for cord-cutting and cord-never homes, as well as those with a cable or satellite subscription.

The foundation of comScore OTT Intelligence is comScore's Total Home Panel, a true single-source research platform designed to measure the realities of cross-platform media consumption today, which currently measures media consumption across more than 12,500 households and 150,000 active devices per month.

comScore OTT Intelligence is available now. Clients interested in subscribing to the service should contact their comScore account representative or reach out at [learnmore@comscore.com](mailto:learnmore@comscore.com).

#### **About comScore**

comScore, Inc. (OTC: SCOR) is a leading cross-platform measurement company that measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit [comscore.com](http://comscore.com).

#### **Cautionary Note Regarding Forward-Looking Statements**

**Forward-Looking Statements** This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, without limitation, comScore's expectations as to the financial and operational effects of comScore OTT Intelligence and comScore's entire suite of advertising products. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to, comScore's ability to project the financial impact of the partnership or comScore's ability to achieve its expected financial and operational results. For additional discussion of risk factors, please refer to comScore's respective Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and other filings that comScore makes from time to time with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's

website ([www.sec.gov](http://www.sec.gov)).

Investors are cautioned not to place undue reliance on our forward-looking statements, which speak only as of the date such statements are made. comScore does not intend or undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/comscore-introduces-breakthrough-service-to-measure-over-the-top-ott-content-viewing-on-tv-screens-300455742.html>

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