

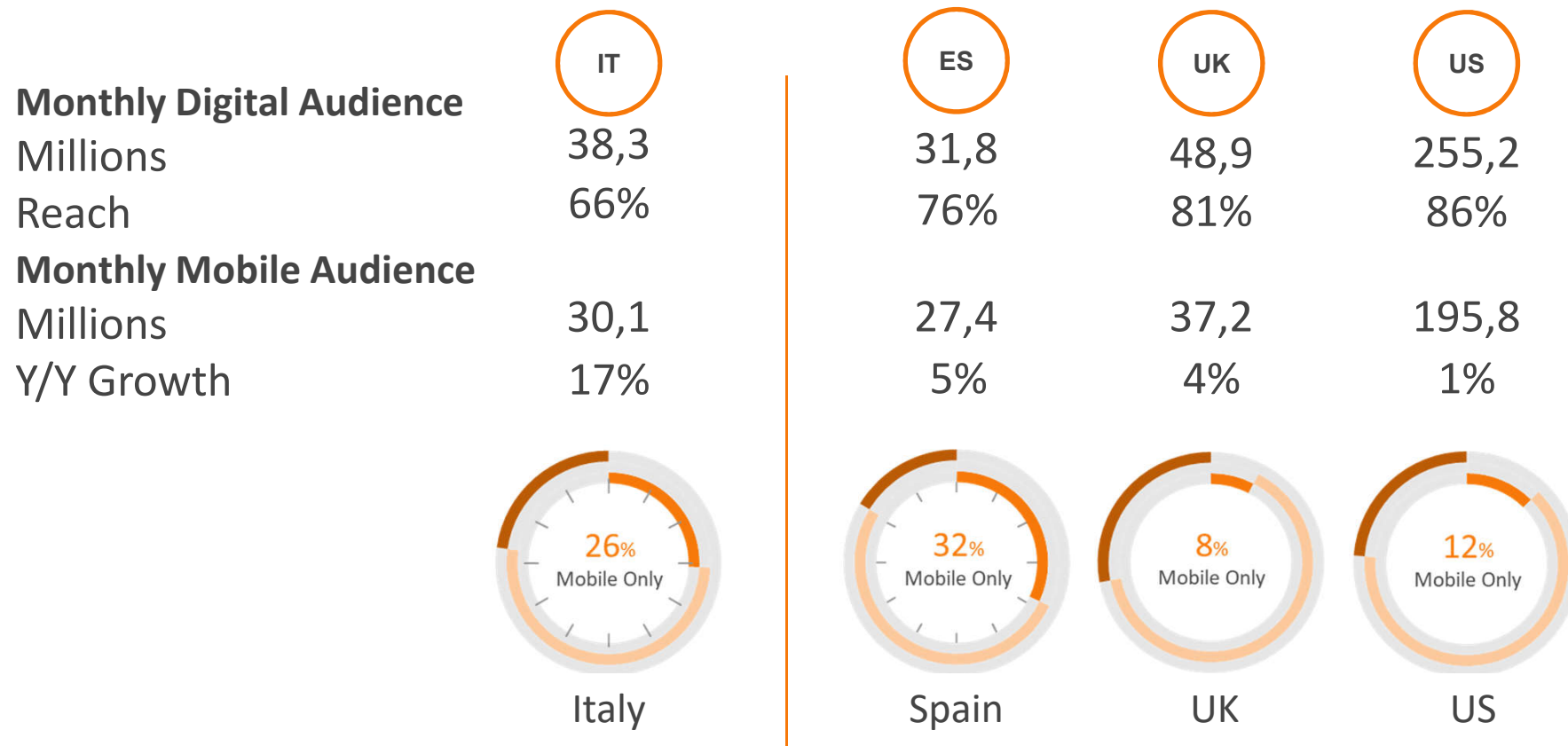


The New Cross-platform Measurement - A global perspective

Milan, 29th November 2017

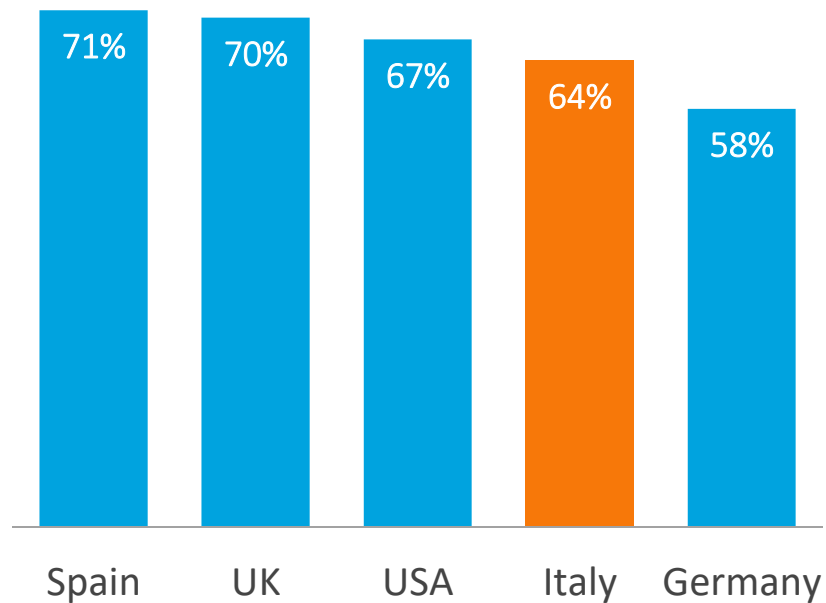
Fabrizio Angelini
COMSCORE ITALY COUNTRY MANAGER

Digital audience: still room for growth. Mobile driven.



Time spent: concentration on mobile is even higher.

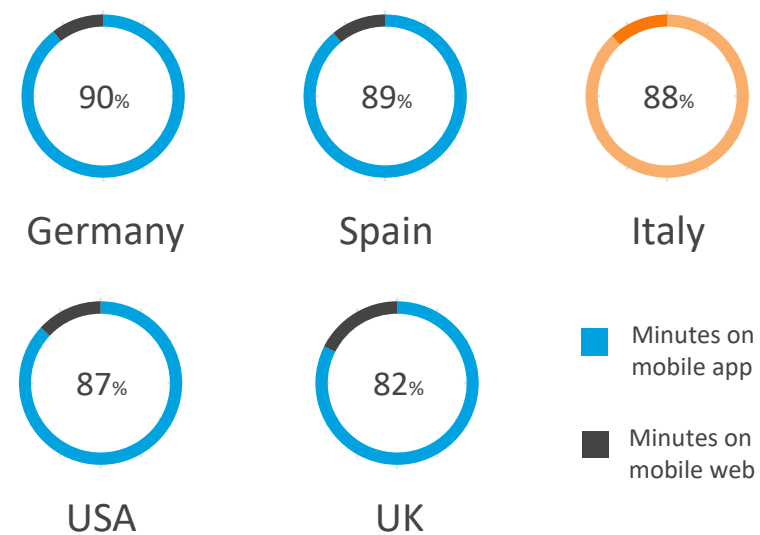
Mobile share of online minutes



comScore MMX Multi-Platform, monthly, September 2017



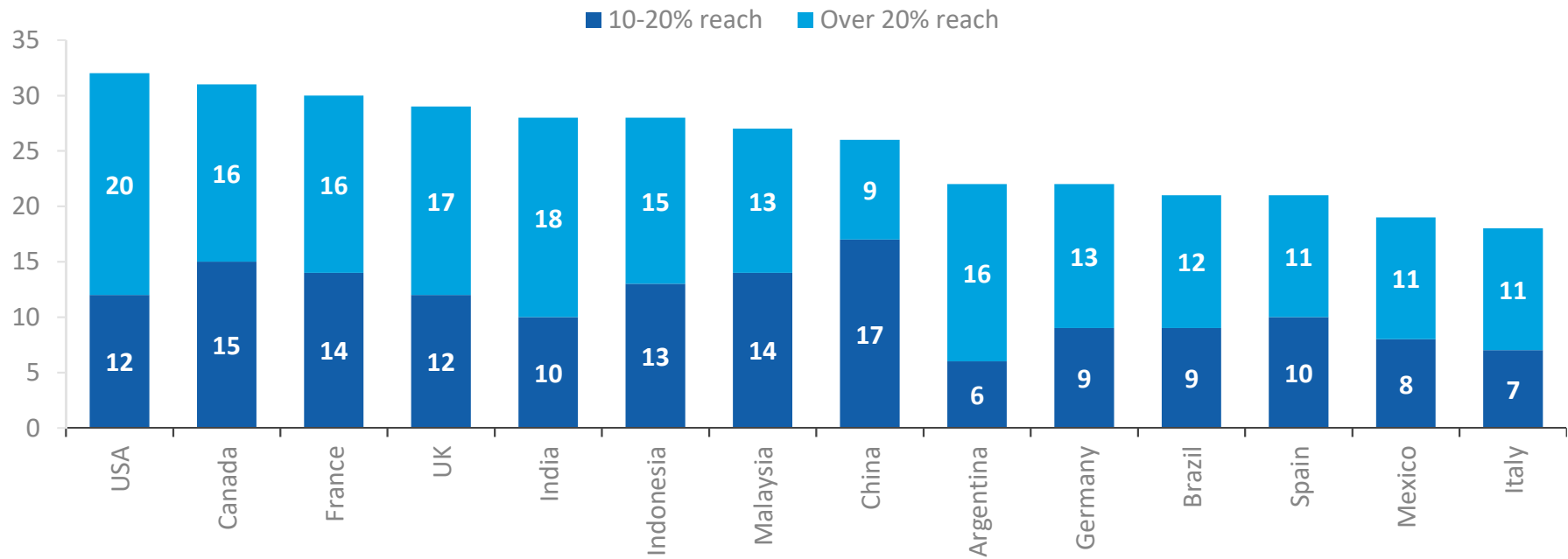
Share of time spent on Mobile App vs Mobile Browsing



comScore Mobile Metrix, monthly, September 2017

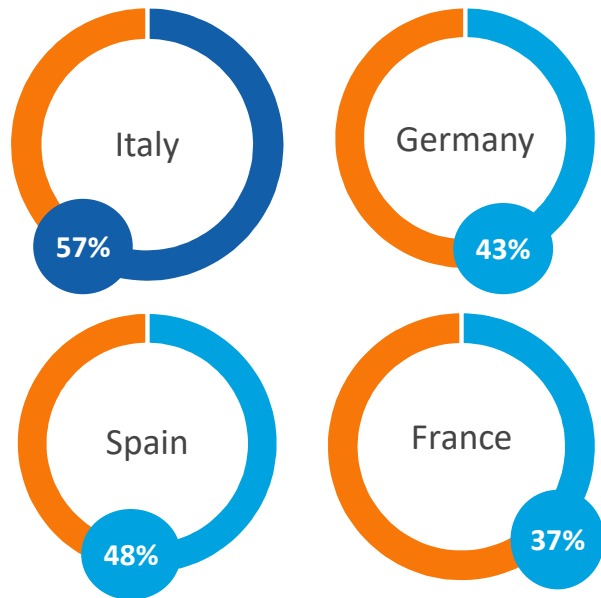
App reach still dominated by a small number of apps

Number of Apps Within Reach Brackets



Mobile boosting video consumption. Mobile video audience is 'premium'.

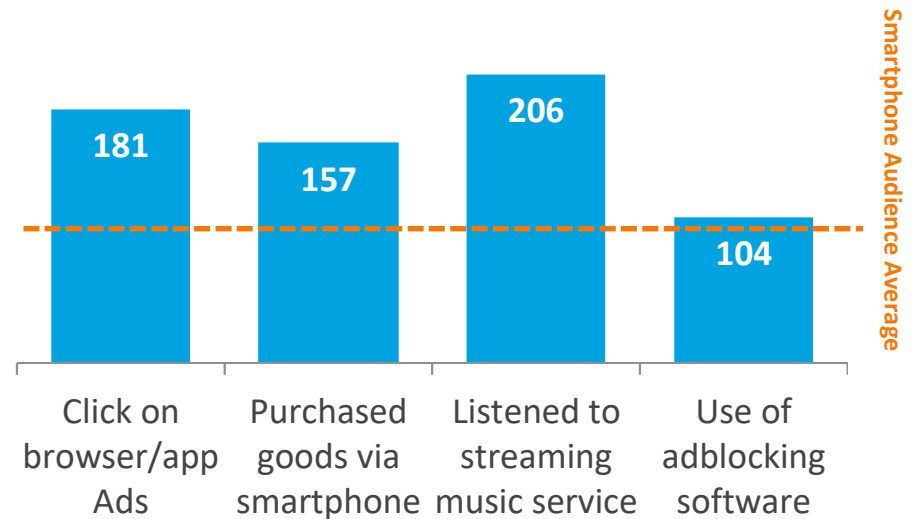
Share of smartphone audience using video



comScore MobiLens, 3 month average ending September 2017



Index of heavy smartphone video viewers



comScore MobiLens, 3 month average ending September 2017

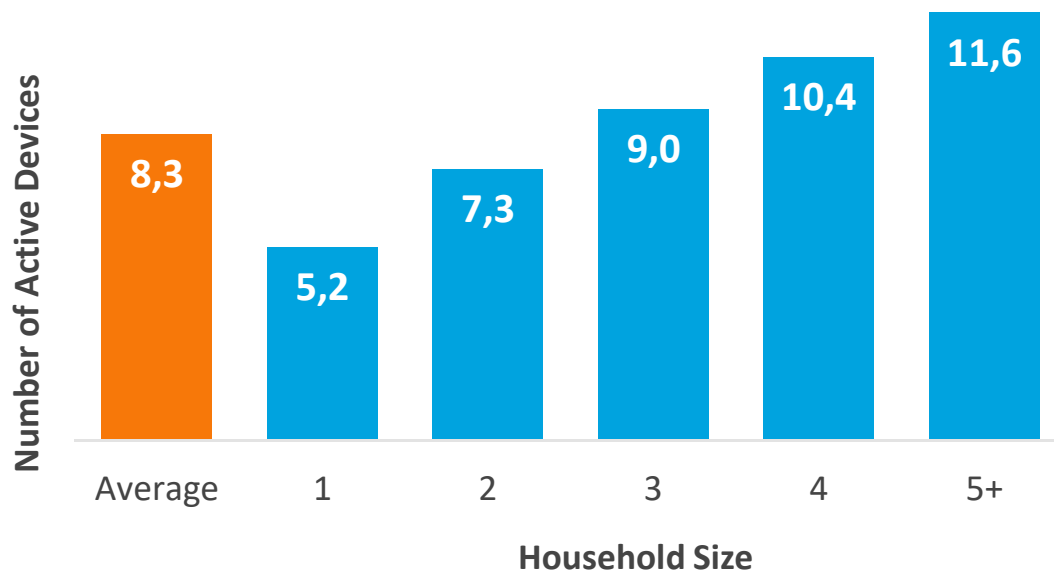
Active devices in the home

The average household has

8

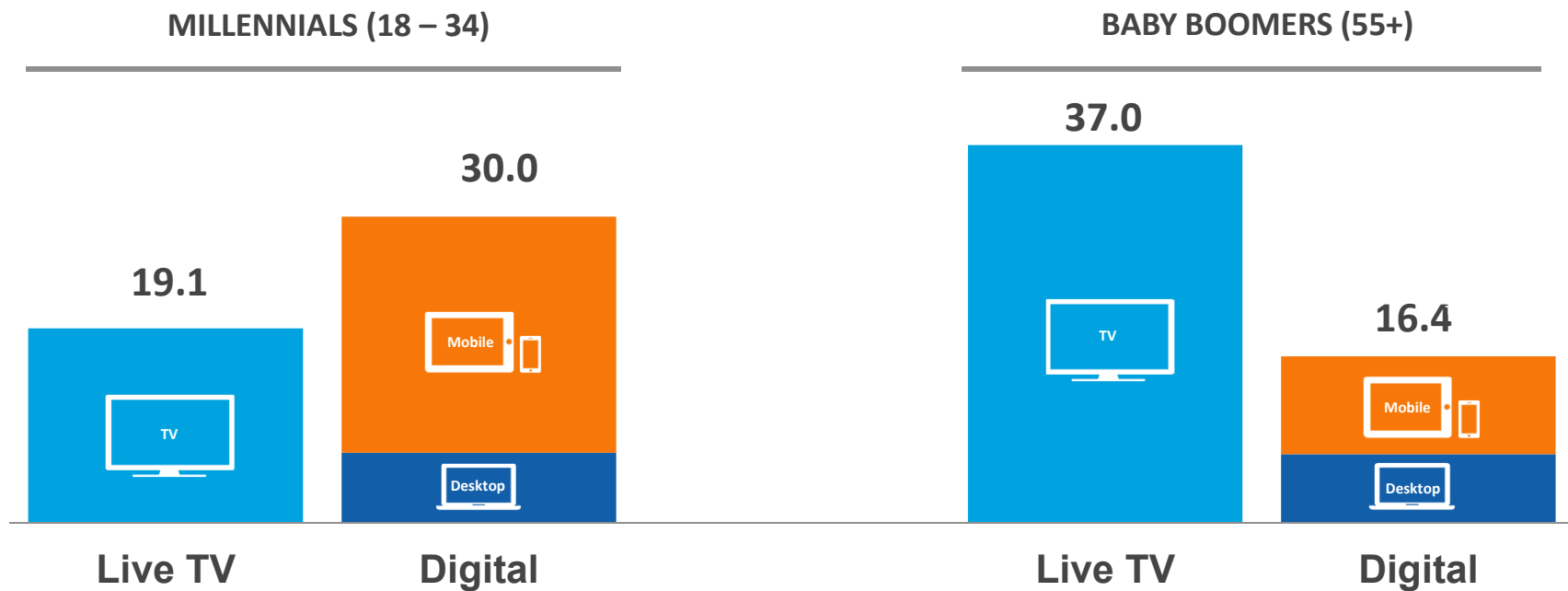
Active devices

Average Number of Active Devices per Household by Household Size



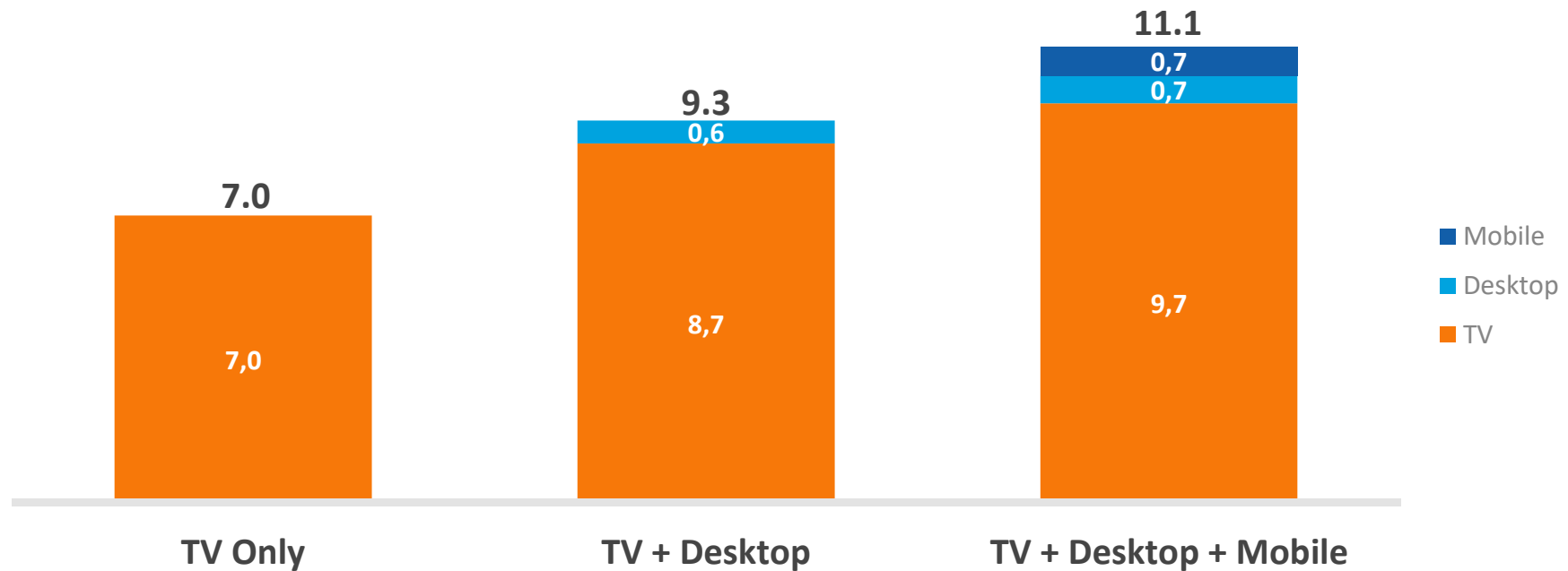
Anticipating change is critical

Time Spent by Platform (Billions of Hours)

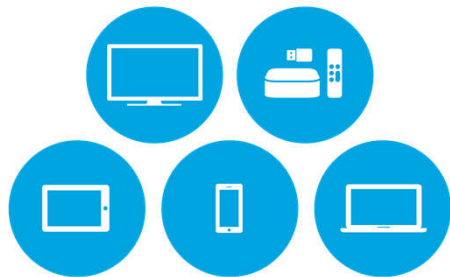


CNN cross-media viewers watch more CNN TV than TV-only customers. Digital doesn't cannibalize TV, it's all additive.

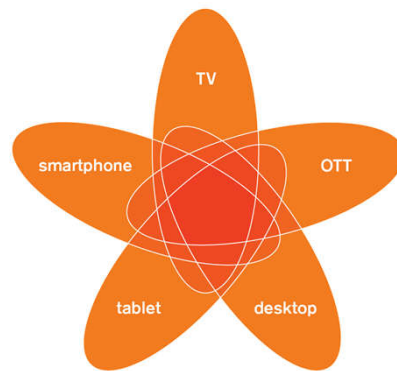
CNN Audience Segments by Platform: Average Monthly Hours per Person



A new model is required to drive the industry forward



Accurately measure **individual platforms** at a granular level



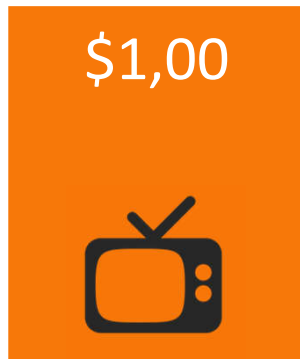
Understand **unduplicated reach** across platforms



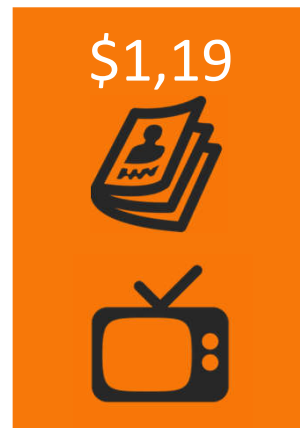
Buy and sell TV on **advanced audiences** beyond age/gender

A cross platform plan that includes TV & digital can be expected to generate a higher ROI than TV alone

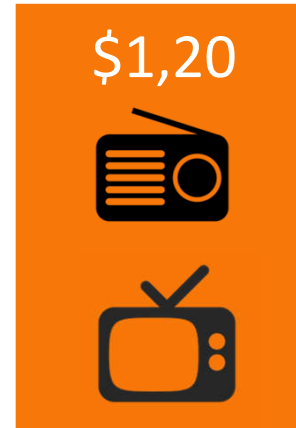
Investing in TV + Digital = +60% ROI



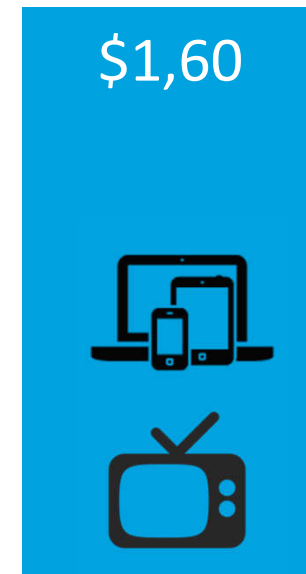
TV



TV + Print



TV + Radio



TV + Digital