

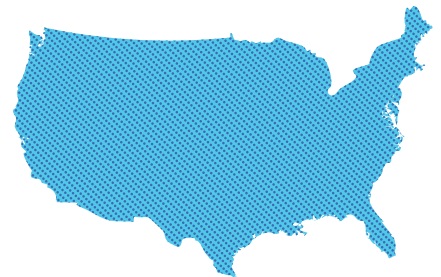
TV Essentials

Make smarter transactions with a deep understanding of the true value of television audiences

Comscore TV Essentials® provides television buyers and sellers with precise, massive-scale measurement of national television programming and advertising.

Leveraging TV viewing from more than 60 million screens and more than 30 million households across the U.S., TV Essentials offers a level of granularity and stability absent from traditional television measurement services – including more precise and more reliable ratings for large and niche networks alike – all day, every day.

Live and DVR viewing from more than 60 million TVs in the U.S., including more than 250 networks



Why Comscore



MASSIVE & PASSIVE DATA

Access continuous, impartial measurement of return path device data from every type of multichannel video programming distributor (MVPD) across tens of millions of U.S. households.



ADVANCED AUDIENCES

Go beyond age/gender to find and reach high-value audiences based on their behavior, interests and lifestyles.



EXACT COMMERCIAL RATINGS®

Determine how specific national TV commercials perform rather than settling for the average of all commercials within a telecast.

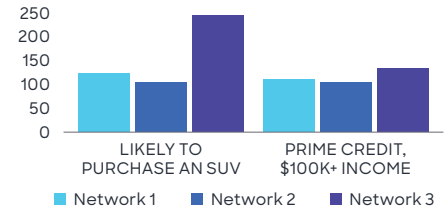
TV Essentials helps clients understand and reach audiences based on the programming they watch, the lifestyles they lead, the way they vote, the cars they drive and the products they buy.

How Comscore can help

TV NETWORKS

- **Prove the value of your audience** to buyers and sell more advertising by helping to identify and reach high-value targets.
- **Optimize resources and minimize waste** with more reliable and stable television measurement.
- **Make smarter programming and promotional decisions** by knowing precisely what and when your audience is watching.

Automotive Purchase Intent Index
for Select Networks

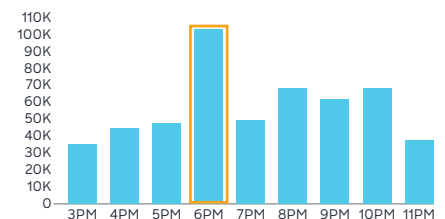


Prove that, out of your competitors, you have the most valuable audience for an advertiser.

AGENCIES & ADVERTISERS

- **Pinpoint valuable audiences** based on lifestyle, behavior, programming preferences, vehicle ownership and purchase intent.
- **Maximize your current ad budget** by reaching more of your actual customers and high-value prospects on TV.
- **Ensure that your campaign performed as expected** with the ability to go beyond C3 and get your Exact Commercial Ratings®

Average Audience for
Target Segment by Hour

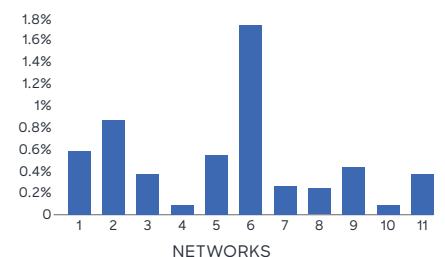


Determine the best time to reach your target audience on your networks of choice.

MVPDs

- **Make informed cable programming decisions** and negotiate more effectively with key insights into the true value of network subscriptions.
- **Sell more ads** by showing buyers where and when their target consumers are watching across your offerings.
- **Inform your media buying strategies and marketing tactics** to more effectively market your own products and services to consumers.

Share of Total Viewing
for the Week



Evaluate a set of networks to determine their viewership in comparison to all viewing.

“The future of our business lies in writing a new set of media fundamentals. The Comscore granular TV dataset will be a key driver toward that future.”



Ready to learn more?

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@comscore.com.