Go beyond sweeps with access to local TV ratings and advanced audiences, across every ZIP code, every day of the year

**Comscore StationView Essentials** provides television measurement that represents local television audiences’ unique viewing behaviors. Built from the ZIP code-level up across all 210 local markets, StationView Essentials combines TV viewership information with household-level consumer behavior data, giving users access to the industry’s most granular local TV data available, for local TV measurement that’s truly local. Comscore’s commitment to passive measurement across tens of thousands of televisions in every U.S. market paired with Comscore’s experience in overlaying return-path data with advanced audience information produces unmatched data integrity.

**Why Comscore**

**COMPLETE LOCAL MARKET COVERAGE**
Gain valuable insight in all 210 U.S. local markets with data collected from more than 30 million homes nationwide from the ZIP code-level up.

**MASSIVE & PASSIVE MEASUREMENT**
Access passively-collected, second-by-second local market viewership information from tens of millions of TV set-top boxes, not diaries or meters.

**COMSCORE ADVANCED AUDIENCES™**
Pinpoint the valuable audiences you want to reach using information on audience TV consumption habits, buying patterns, auto ownership and more.

**StationView Essentials** is the industry’s only local TV measurement currency that provides local stations and agencies with television measurement that truly represents their audience’s unique viewing behaviors.
How Comscore can help

**LOCAL TV STATIONS & GROUPS**
- **Sell more TV advertising** by showing advertisers their target consumers reliably watch your station.
- **Optimize resources and minimize waste** with more reliable and stable local television ratings measurement.
- **Make smarter programming and promotional decisions** by knowing precisely what and when your audience is watching.

**LOCAL AGENCIES & ADVERTISERS**
- **Pinpoint valuable audiences** based on lifestyle, behavior, programming preferences, vehicle ownership and purchase intent.
- **Confidently reach your key consumers** with massive and detailed local TV consumption data.
- **Accurately determine ROI** using local TV measurement from 210 local U.S. markets with data collected from the ZIP code-level up.

**MULTI-CHANNEL VIDEO PROGRAMMING DISTRIBUTORS (MVPDS)**
- **Negotiate more effectively** with key insights into the true value of networks at the local level.
- **Sell more ads** by showing buyers where and when their target consumers are watching.
- **Make informed local programming decisions** using census-level viewership and demographic data for each individual market.

**Complete Coverage**
With TV viewership information built from the ZIP code-level up across all 210 local markets, only Comscore can provide local stations and agencies with television measurement that truly represents their audience’s unique viewing behaviors.

**Advanced Audiences**
Comscore Advanced Audiences go beyond age/gender demographics, allowing users to understand how viewers in their unique markets vote, the cars they drive and the products they purchase.

**Continuous Measurement**
Comscore gives users access to passively-collected, second-by-second local television viewing information from tens of millions of U.S. households.

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.