OnDemand Essentials

Seize the potential of video on demand with census-level measurement

Comscore OnDemand Essentials® provides precise, census-level measurement of video-on-demand (VOD) programming.

Leveraging VOD consumption from more than 105 million TV screens and nearly every multichannel video programming distributor (MVPD) across the U.S., OnDemand Essentials offers a level of granularity and stability absent from other VOD measurement services, allowing you to make more timely and accurate programming and marketing decisions.

Why Comscore

CENSUS-BASED CURRENCY
Access VOD viewing data with unprecedented scale from more than 105 million TVs and nearly every MVPD in the U.S.

ENHANCED STRATEGIZING
Leverage comprehensive VOD viewing data to target your key consumers more effectively on a platform with no commercial avoidance and highly engaged viewers.

THE INDUSTRY STANDARD
Enhance VOD planning and transacting with the industry’s first product to passively measure VOD content on a massive scale.

OnDemand Essentials was the first service to passively measure VOD content on a massive scale and has led the industry ever since.
How Comscore can help

NETWORKS & MVPDS

- Get a comprehensive look at your time-shifted television audience as it extends beyond live and DVR into VOD.
- Prove the value of your audience with comprehensive VOD metrics from an independent third party.
- Confidently make important programming and release timing decisions using comprehensive historical VOD viewing data.

STUDIOS

- Make accurate forecasts for how VOD content will perform with access to a wealth of historical data from your titles and those of competitors.
- Assess the competitive landscape with access to VOD measurement from all major studios.
- Customize insights and access the most relevant data with the ability to generate unique, detailed reports that fit your needs.

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