Connected Home

Capture device activity across the entire digital home to better understand evolving consumer behaviors

Comscore Connected Home™ enables users to better understand consumer engagement with technology and media by measuring behavior across every network- or router-connected device in the home.

Powered by the Comscore Total Home Panel™, a breakthrough, single-source measurement system, Connected Home provides granular insight into the evolving dynamics of consumer device usage. From desktops, tablets and phones to new and emerging devices, like streaming sticks, smart TVs, gaming consoles, and Internet of Things (IoT) devices, Connected Home offers adaptive, flexible measurement for the connected future.

Comscore Connected Home provides access to a variety of device and audience metrics through an intuitive, web-based user interface with flexible reporting capabilities.

Why Comscore

COMPETITIVE INSIGHTS
Analyze and compare household penetration, usage frequency, engagement, OEM and OS market share and activity across all device types.

AUDIENCE PROFILES
Supplement granular device-centric data with household-level demographic insights such as age, gender, race, ethnicity, presence of children, size, income and education level.

EMERGING TECHNOLOGY
Monitor the adoption and growth of emerging technology, including devices not primarily used for media consumption, such as IoT devices.

Connected Home measures:

- Desktop
- Mobile
- Home Theater
- Streaming/OTT
- Game Consoles
- Wearables
- IoT & Other Devices

Product capabilities and availability vary by market.
How Comscore can help

AGENCIES & ADVERTISERS

- Reach consumers on nascent platforms by evaluating adoption of new connected devices.
- Understand consumer behavior with detailed insight into device usage across product categories and target demographics.
- Strategically inform reach and frequency plans with a granular understanding of device cross-over in the home.

DEVICE MANUFACTURERS

- Analyze the competitive landscape with reporting on household penetration and market share across product categories.
- Win new customers by advertising to potential users that already engage with competitive devices.
- Better understand consumer adoption patterns and brand loyalty by analyzing cross-device usage in homes.

CONTENT OWNERS & CREATORS

- Better inform content distribution decisions by monitoring adoption of new devices and platforms across target demographics.
- Maximize content reach across devices with a granular understanding of brand and device category cross-usage in the home.
- Improve content promotion tactics by analyzing device usage throughout the day, week and month across target audiences.

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.

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