Leverage precise over-the-top streaming insights from TV-connected devices to capitalize on media trends

**Comscore OTT Intelligence™** provides clients with critical insight into consumer over-the-top (OTT) streaming activity on TV-connected devices, including smart TVs, streaming sticks and boxes, gaming consoles, and connected Blu-ray Disc players. With these insights, media buyers and sellers gain a granular view into the rapidly-evolving OTT ecosystem.

Comscore OTT Intelligence is powered by the **Comscore Total Home Panel™**, a breakthrough, single-source measurement system that captures internet-connected device activity that flows through the home router – including activity from desktops, mobile phones, emerging Internet of Things (IoT) devices and more.

**Why Comscore**

- **CROSS-PLATFORM VIEW**
  Pair Comscore Video Metrix® data with OTT Intelligence insights for a better understanding of OTT consumption.

- **SVOD & AVOD CONSUMPTION**
  Understand reach and time spent for subscription and ad-supported video-on-demand services (SVOD/AVOD) like Netflix, Amazon, YouTube, Hulu, HBO Go and others.

- **COMPETITIVE INSIGHTS**
  Track and analyze OTT adoption, growth, device penetration, audience cross-over, and user loyalty.

**OTT Intelligence** analyzes OTT consumption across a variety of household and household member demographics, including age, gender, income, ethnicity, household size, MVPD and cord-cutter status.
OTT Intelligence

How Comscore can help

AGENCIES & ADVERTISERS
- **Make better-informed ad buying and sponsorship decisions** with access to detailed streaming service usage.
- **Create OTT strategies that maximize reach** by measuring duplication among streaming services.
- **Understand which OTT services are most popular** among cord-cutters and other key demographic groups.

OTT STREAMING SERVICES
- **Analyze the competitive landscape** by tracking adoption and growth of competing services.
- **Gain a more granular understanding of audience segments** with third-party validated metrics and demographics.
- **Create strategies to reach untapped audiences** by identifying demographic segments that under-index.

CONTENT OWNERS & CREATORS
- **Monitor growth of OTT services** with greater insight into consumer streaming service usage.
- **Better understand TV Everywhere viewing behavior** by quantifying the usage of top TV Everywhere services on OTT devices.
- **Maximize reach** by identifying and evaluating potential OTT service partners.

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