Video Metrix Multi-Platform

Get a complete, unduplicated view of how digital audiences consume video across devices

Comscore Video Metrix® Multi-Platform delivers a total view of consumer digital video consumption across desktops, smartphones, tablets and OTT devices. Premium video content and advertising can be strategically planned, bought and sold across platforms using digital-exclusive and TV-comparable GRP metrics.

Video Metrix Multi-Platform offers unduplicated, person-level video audience measurement across digital content and ads, providing insight into audience size, reach, engagement and demographic composition.

Why Comscore

HOLISTIC VIEW ACROSS DEVICES
Gain a complete view of audiences’ video consumption with comprehensive coverage of the desktop, mobile, and OTT ecosystem.

UNDUPLICATED, PERSON-CENTRIC DATA
Get unduplicated, person-level insights through a combination of data from Comscore panels, the Comscore Census Network and third-party partners.

CO-VIEWING INSIGHTS
Account for multiple people viewing content and ads on the same screen at the same time with the use of Comscore’s proprietary co-viewing methodology.

Video Metrix Multi-Platform allows you to measure and get credit for audiences and viewership on distributed platforms, including YouTube and its Partner Program.
How Comscore can help

AGENCIES & ADVERTISERS

- **Plan smarter multi-platform video campaigns** by understanding the total scale of digital users across all screens, including OTT.
- **Identify the best video properties** to meet your campaign objectives by comparing properties side-by-side, and accounting for co-viewing.
- **Compare digital video performance** with other media by evaluating person- and show-level data.
- **Monitor video content audiences** over time to find the most popular properties with growing reach.

PUBLISHERS & CONTENT OWNERS

- **Understand the total reach of your content** and scale of your digital audience across platforms.
- **Benchmark video performance against competitors** and identify where to find new audiences.
- **Measure engagement by device** and by demographic to help sales teams package ad deals and video inventory across different platforms.
- **Inform video content curation** and programming based on accurate measurement, trends, and performance.

“With our many distribution platform partners, Hulu users created hundreds of ways to watch Hulu. Hulu has always followed our users wherever they go – we need the measurement community to follow them too. We’re excited that Comscore is making strides to lead us into the next generation of audience measurement and we are proud to be part of the momentum.”

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.