Xmedia

Get a complete, unduplicated view of how audiences consume content across platforms

Comscore Xmedia™ measures consumption of display and video content across TV, mobile, desktop and TV, mobile and desktop to reveal unduplicated, overlap and incremental audiences.

This dynamic measurement solution allows for a comprehensive view of how consumers engage with content, regardless of time, place, platform or media type.

Xmedia provides deep cross-platform insights via two in-product tools: Xmedia Audience for audience analysis and Xmedia Planner for campaign planning.

Why Comscore

DATA SCALE & QUALITY
Leverage massive, passively-collected data from multiple platforms to gain an impartial, continuous view of consumer media consumption.

UNDUPLICATED MEASUREMENT
Get a total and unduplicated view of consumption based on multi-sourced panel and census assets applied to best-in-class overlap methodologies, not reliant on random duplication or fusion methods.

EXPERIENCE & INNOVATION
Benefit from Comscore’s history of innovation and industry-firsts in measuring cross-platform audiences and advertising.

Xmedia helps clients leverage total, incremental and overlap audience insights to drive planning, buying and selling strategies.
How Comscore can help

**TV NETWORKS**

- **Know the value of your total cross-platform audience** with access to unduplicated, incremental and overlap audience insights.
- **Understand how TV and digital work together** by determining how each platform contributes to or drives overall viewing.
- **Monetize your cross-platform audience** with the ability to determine your full TV and digital reach for more targeted selling.

**DIGITAL PUBLISHERS**

- **Prove the value of digital audiences relative to TV** by comparing TV metrics with your digital metrics.
- **Discover partnership opportunities** by identifying other complementary networks or publishers with which you could team to create effective packages.
- **Show how your sites and apps add incremental value to TV buys** by demonstrating the worth of your audience.

**AGENCIES & ADVERTISERS**

- **Improve overall campaign ROI and effectiveness** by allocating your total ad spend between TV and digital to yield the highest reach and frequency for your budget.
- **Anticipate the results of your campaign** by running a simulation using your actual inventory.
- **Eliminate waste** by identifying the point at which buying incremental GRPs has a diminishing return.

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**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.