OTT & Gaming Behavior Segments

Reach elusive OTT and SVOD audiences across digital platforms

OVERVIEW
Comscore Activation™ provides a rich set of powerful over-the-top (OTT) audience segments to help marketers and media companies reach consumers on digital based on their OTT, subscription video on demand (SVOD) and console gaming behaviors. Powered by Comscore Total Home Panel™, these segments help clients identify and target often elusive SVOD and OTT audiences, including viewers of select services such as Amazon, Hulu, Netflix and YouTube. Clients can also deliver ads to audiences based on their overall streaming and gaming intensity.

AVAILABLE SEGMENTS

Consumption Intensity
- OTT Watchers (Heavy/Light)
- SVOD Watchers (Heavy/Light)

Select OTT Providers
- Amazon OTT Watchers (Heavy/Light)
- Hulu OTT Watchers (Heavy/Light)
- Netflix OTT Watchers (Heavy/Light)
- YouTube OTT Watchers (Heavy/Light)

Gaming Behaviors
- Game Console Users (Heavy/Light)

WHY COMSCORE?

Quality: Ensure segments are accurate, up-to-date and scalable using deterministic OTT data and rigorous precision modeling techniques.

Innovative: Work with an innovative, future-proof partner that accounts for new and emergent streaming behaviors and devices.

Representative: Leverage segments that are representative of devices, demographics and geographic distributions.
STREAMING BEHAVIOR TARGETING STRATEGIES

**DIGITAL EXTENSION**
Deliver ads to elusive audiences, such as SVOD viewers, to drive incremental reach beyond TV.

**COMPETITOR CONQUESTING**
Reach consumers of competitive services to improve share of voice and win new business.

**COST EFFICIENCY**
Target high-value gamers for a new gaming launch as an alternative to expensive TV ads.

KEY USE CASES

**Challenge:** A leading CPG brand seeking to extend campaign exposure uses Comscore’s OTT segments to reach traditionally elusive SVOD audiences.

**Results:** Campaign reach grew by 21% beyond the original TV-only audience, enabling the CPG brand’s agency media buyer to engage more consumers.

HOW IT WORKS

Comscore’s Total Home Panel passively measures tens of thousands of WiFi-connected devices – and is built to continue capturing new technology as it emerges – enabling marketers to reach the right consumer regardless of their streaming vehicle.

To build our OTT segments, we capture deterministic streaming data from the Total Home Panel and use it as our seed set and source of truth. Then, we apply rigorous precision modeling techniques for each segment to enhance accuracy and scalability.

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.