



October 2019 Digital Audience Product Enhancements (NA, EMEA, LATAM, APAC)

Summary: Comscore Digital Audience Products, Mobile Metrix and Ad Metrix will introduce reporting and methodology enhancements in U.S., Canada, France, Germany, Spain, Italy, Norway, United Kingdom, Argentina, Brazil, Mexico, and India. These enhancements will be introduced in October 2019 data, which will be released in November 2019.

Please see below for a detailed overview of the enhancements and available markets.

- Improved Android Collection/Reporting (MoMX/MMX MP):** All mobile web traffic from browser consumption on Android phones (including secure URLs and traffic from embedded browsers) will be collected at the URL level, which will result in more granular traffic allocation for both total audience and demographic reporting. This will include traffic allocation and demographic assignment for Accelerated Mobile Pages (AMP) when visited by the panel. Embedded browser viewing will also be included in Android measurement for both panel-only and tagged sites. Previously, only tagged entities received credit for secure web traffic and embedded browser traffic. Now both tagged and panel-only entities will be measured for secure URLs and embedded browser traffic. iOS had undergone a similar enhancement in 2018, and Android Phone is now receiving the same upgrade.
- Improved iOS Collection/Reporting (MoMX/MMX MP):** Mobile demographics will now be available for iPhone and iPad audiences consuming Accelerated Mobile Pages (AMP), Facebook Instant Articles (FBIA) and web traffic where Comscore Keyword Presence parameters are populated in tags. This will allow for demographic reporting for more granular levels of the dictionary.
- Mobile Universe Estimate Update (MoMX/MMX MP):** There will be an update to universe estimates, which results in a market share shift between iOS and Android within the total mobile population. These updates are being made to better align digital universe estimates with expectations from the market in anticipation of future cross-platform product offerings.
 - UK universe estimates are transitioning from being informed by MobiLens to being informed by PAMCo (the same source used by all other Comscore digital products).

United Kingdom	August 2019 Production	August 2019 Beta
Total Mobile Universe (Persons aged 18+)	42,163,955	40,728,256
iPhone (Persons aged 18+)	14,530,647	19,439,947
Android Phone (Persons aged 18+)	22,592,754	17,931,043

iPad (Persons aged 18+)	10,012,567	13,522,816
Android Tablet (Persons aged 18+)	12,751,236	7,736,127

- Canada universe estimates will be updated for mobile.

Canada	August 2019 Production	August 2019 Beta
Total Mobile Universe (Persons aged 18+)	24,729,258	24,056,464
iPhone (Persons aged 18+)	10,055,632	12,577,478
Android Phone (Persons aged 18+)	12,112,181	10,535,498
iPad (Persons aged 18+)	6,586,066	7,073,608
Android Tablet (Persons aged 18+)	5,496,418	3,786,939

- **Android Duration Methodology Enhancements (MoMX/MMX MP):**
 - Due to a previous limitation in the Android SDK, mobile app duration could be accumulated even when the device screen was turned off. While enhancements to the SDK were being developed, Android app duration was being adjusted to account for these scenarios. Now the duration adjustments are being removed as Comscore introduced an enhanced SDK without the previous limitation. This is expected to result in some decrease in Android app duration for tagged entities.
 - Previously Android mobile app duration processing for the panel used the time Comscore received data as the start time to determine what amount of time the app was in use. Now Comscore will use the device-provided start time as the start time for panel duration calculations to determine app usage time. The benefit of this enhancement is that any differences between the time the device registers an app start and the time Comscore receives data will be accurately accounted for when calculating duration. This is expected to result in some increase in Android app duration.
- **Minor Mobile iOS Panel Processing Updates (MoMX/MMX MP):**
 - Removed unnecessary user agent filters to allow for more census traffic to be observed on the panel. This leads to more accurate UVs for tagged entities.
 - Converted video tags observed on the iOS panel that were previously assigned to mobile web/app to being accurately assigned to mobile video. This change does not affect Video Metrix Multi-Platform as census tags are already accurately assigned; this fix is focused only on tag observations on the iOS panel.
- **Facebook Newsfeed Ad Measurement (Ad Metrix):** Using advanced collection from the desktop panel, Comscore will introduce more complete display ad measurement of Facebook by classifying ads from the Facebook News Feed in addition to the existing classification of the Facebook sidebar ads.

- **Improved Non-Ad Filtering and HTML5 Reporting (Ad Metrix):** Research and implementation of improved classification automation will allow for more accurate identification of HTML5 ad elements as well as content images that may be mistaken as ad images. These improvements will allow for more HTML5 ads to be correctly classified to advertisers.
- **Publisher Ad Projection Updates (Ad Metrix):** Using additional telemetry for secure URLs observed from the desktop panel, there will be improved attribution of ad impressions to publishers. This will result in some shifts in publisher impression volume with more long tail publishers correctly receiving credit for impression volume.

MARKET-BASED ENHANCEMENTS (OCTOBER 2019 DATA)

	NA		EMEA						LATAM			APAC
	US	CA	FR	DE	ES	IT	NO	UK	AR	BR	MX	IN
MoMX/MMX MP												
Improved Android Collection/Reporting		X			X			X				
Improved iOS Collection/Reporting		X	X	X	X	X	X	X		X	X	
Mobile Universe Estimate Update		X						X				
Android Duration Methodology Enhancements		X			X			X				
Minor Mobile iOS Panel Processing Updates		X	X	X	X	X	X	X		X	X	
Ad Metrix												
Facebook Newsfeed Ad Measurement	X	X			X			X	X	X	X	X
Improved Non-Ad Filtering and HTML5 Reporting	X	X			X			X	X	X	X	X
Publisher Ad Projection Updates	X	X			X			X	X	X	X	X