

2017 IAB CROSS-PLATFORM VIDEO MEASUREMENT CAPABILITIES



| | comScore | Moat | Nielsen |
|---------------------------------|---|--|--|
| DATA SOURCE | Panels, STB based Return-Path-Data, Census-Level Tags/SDK | Data: Moat JS Tag, SDK, Direct OTT Integrations + Viewable Pixel for Audience Partner Audience: Nielsen DAR Census measurement calibrated by panel. | Panel, Census-level tag, 3rd-party vendor |
| SCREEN | TV, computer, smartphone, tablet | Computer, smartphone, tablet, and OTT/connected TV | TV, computer, smartphone, tablet |
| VIEWING PLATFORM | Linear, DVR, set top box VOD, OTT/ Connected TV. Streaming Video and Static Content | Computer, smartphone, tablet, and OTT/ connected TV (Any platform that can be tagged for measurement regardless of ad load) | Linear, DVR, Set top box VOD, OTT/ Connected TV, streaming video, dynamic and linear |
| VIEWING LOCATION | Home, Work, Out of Home (Device based) | Home, Out of Home (Device based) | Home, Out of home |
| UNIT OF ANALYSIS | Person-level | Person-level | Person-level |
| PANEL SIZE | Digital Panel: ~1 Million, TV Panel: ~70,000, TV RPD: 52 Million STB/ 22 Million Homes, Census based Overlap panel: ~10 Million persons | Census measurement + Nielsen panel calibration | ~55,500 - ~60,000 people, 180 million monthly active users from a 3rd party data partner |
| UNIVERSE OF MEASUREMENT | People 2+ years | Total Population of Reporting Country | People 2+ years |
| PANEL REPRESENTATIVENESS | People 2+ years | People 18+ years | People 2+ years |
| DEMOGRAPHY | Age, gender | Age and gender, via audience partners | Age, gender |

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| CO-VIEWING MEASUREMENT | Yes | Yes, via audience partners | Yes |
| CONTENT AND AD SEGREGATION | Yes | Yes | Yes |
| CONTENT COVERAGE | TV shows/ Networks/ Telecasts, Digital Video, Static Content (App & Web) | Yes, ads and content | TV shows, digital video (TV based content and SVOD Streaming Originals), static content (articles), user generated content |
| PLAYBACK PERIOD | Live, Live+SD, L+1, L+3, L+7 | N/A | Linear: Program and Commercial ratings for all streams Live through Live+35, Dynamic: no limit |
| AD FORMATS CAPTURED | All | All | Video, Static, Display, Rich Media, mobile browser and in-app |
| DATA REFRESH FREQUENCY | Monthly, Daily (for digital campaigns), Custom | Real-time | Daily |
| REPORTING TIME PERIOD | Daily, Weekly, Monthly, Campaign Specific | Daily, weekly, monthly, quarterly, custom | Daily, weekly, monthly, quarterly, custom |
| DAYPARTING | Yes | Yes (US EST Day) | No |
| DATA VERIFICATION | Filtered for SIVT, viewability, deduplication | Moat Viewability Metrics are MRC accredited. DAR is MRC accredited | GIVT through Nielsen; SIVT and Viewability through partners (IAS, Moat, DV) |