



February 23, 2017

comScore Enhances Mobile Video Reporting for YouTube and Its Partner Channels to Bolster Cross-Platform Measurement

Top YouTube Partners Get Credit for 3x Boost in Audiences and 4-5x Boost in Viewing Time, Helping Them Monetize Distributed Content Across Channels

RESTON, Va., Feb. 23, 2017 /PRNewswire/ -- [comScore](#) today announced the introduction of the reporting of new mobile video metrics for YouTube and its Partner Channels across its core audience measurement services. With 70 percent of YouTube viewing happening on mobile devices, this expansion of comScore measurement solutions now better captures that mobile consumption, enabling content owners that participate in the YouTube Partner Program to improve monetization for their cross-platform audiences across distribution channels.



"The ability to better measure YouTube mobile video consumption through comScore services is a big step forward for cross-platform video measurement," said Dan Hess, executive vice president of products at comScore. "Content producers can now demonstrate the scale and value of the tens of millions of viewers they're reaching on desktop and mobile on an unduplicated basis across YouTube and their Owned & Operated properties helping these YouTube Partners to better monetize these large audiences."

December 2016 U.S. data from comScore highlights this significant expansion of reach and engagement for YouTube Partner Channels:

- 1 Of the Top 50 YouTube channels, each channel on average extended its desktop audience (reach) by 218% after including consumption on smartphones and tablets.
- 1 Total viewing time on the Top 50 YouTube channels increased its desktop engagement by 380% when accounting for mobile viewing.
- 1 69 YouTube channels reached a monthly audience of at least 10 million viewers across desktop and mobile combined vs. just 15 YouTube Partners who reached that threshold on desktop alone.

For more insights on YouTube reporting, please see our accompanying infographic:

<http://www.comscore.com/Insights/Data-Mine/Unlocking-Mobile-Measurement-for-YouTube-in-the-US>

"We know that mobile devices are the first and only screens used among a majority of our audience," said Roberto Santos, director of audience research at Vevo. "This fact makes it essential that we have access to granular, cross-screen insights about how Vevo content is being consumed across various channels. We're pleased to see measurement providers like comScore taking steps to give content owners a more complete picture of their viewing audience."

"These improvements to YouTube's video coverage in comScore help further validate audience viewing on mobile, emerging as consumers' primary screen," said Pete Stein, general manager at Fullscreen. "Accounting for the huge share of viewing on mobile advances major measurement gaps."

Mobile video viewing data for YouTube - which includes both smartphone and tablet viewing on both app and mobile web - is integrated into comScore Video Metrix for syndicated digital video measurement.

These enhanced capabilities give content owners better representation of their complete mobile video viewing audiences, and enable media planners and buyers to better incorporate distributed content platforms such as YouTube into their media planning efforts.

To learn more about these solutions, please [contact us](#).

About comScore

comScore, Inc. is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. Shares of comScore stock are currently traded on the OTC Market (OTC: SCOR). For more information on comScore, please visit comscore.com.

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This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, but not limited to, expectations regarding the impact and benefits to comScore from the Media Metrix family of products, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the features and characteristics of the products, the rate of development of the digital marketing intelligence, Internet advertising and e-Commerce markets; the growth of the Internet as a medium for commerce, content, advertising and communications; and the acceptance of new products and methodologies by the industry, including existing and prospective clients.

For a detailed discussion of these and other risk factors, please refer to comScore's most recent respective Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K and from time to time other filings with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's Web site (<http://www.sec.gov>).

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To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/comscore-enhances-mobile-video-reporting-for-youtube-and-its-partner-channels-to-bolster-cross-platform-measurement-300412562.html>

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