



March 9, 2017

comScore Introduces Breakthrough Service to Measure Consumer Interaction with Technology and Media Across the Connected Home

comScore Connected Home Based on Total Home Panel, Which Now Spans 12,500+ U.S. Households

RESTON, Va. , March 9, 2017 /PRNewswire/ -- comScore today announced comScore Connected Home, the first syndicated service to be based on the company's proprietary Total Home Panel - a breakthrough research platform that measures consumer behavior across home network-connected devices. Connected Home delivers insight into usage of products including computers, mobile phones, tablets, streaming sticks, smart TVs, Internet of Things (IoT) devices and more.



"There are more screens and other connected devices in homes than ever before, yet there have been major gaps in understanding how consumers interact with this technology," said Dan Hess, executive vice president of products at comScore. "Whether our clients seek to understand new dynamics of media consumption such as over-the-top delivery, gaming and other entertainment options, or IoT adoption, this new service is a major step forward in enabling removing these blind spots."

Connected Home provides detailed information on several product categories. While computing and media consumption devices are the most widely used in the home today, this new service also accounts for an array of new and emerging smart home devices. Below are examples of the most prevalent devices that Connected Home measures today:

- | **Computers:** Desktop and laptop including Windows, Mac and other operating systems
- | **Mobile Devices:** Smartphone and tablet including iOS and Android
- | **Gaming Consoles:** Xbox, PlayStation, Wii
- | **Living Room Devices:** Smart TVs, streaming boxes & sticks, and Blu-ray players
- | **Smart Home/IoT Devices** - A/V systems, thermostats, home security, appliances, and more

Subscribers to comScore Connected Home receive key measures including device penetration, usage frequency, engagement time, household demographics, OEM and OS market share, and cross-device activity patterns to gain unique insight into how these products are used in the home today. Clients access these metrics through an intuitive web-based user interface with flexible reporting capabilities.

The foundation of Connected Home is comScore's Total Home Panel, a true single-source research platform designed to measure the realities of cross-platform media consumption today. Since beginning to scale the Total Home Panel in early 2016, comScore has grown this unique asset to measure activity across a nationally distributed sample of more than 12,500 households with more than 147,000 active devices per month and 62,000 active devices per day.

comScore Connected Home is available now. Clients interested in subscribing to the service should contact their comScore account representative or reach out at learnmore@comscore.com.

Media Device Usage in the Connected Home

Among all media devices in U.S. connected homes, laptop and desktop computers had the highest penetration at 90 percent, followed closely by mobile phones at 88 percent. Media devices capable of delivering over-the-top media content, including streaming boxes & sticks (36 percent), gaming consoles (31 percent) and smart TVs (28 percent), also now feature prominently in the connected home.

Media Device Penetration in U.S. Connected Homes January 2017 Total U.S. WiFi Connected Households Source: comScore Connected Home	
Platform	% of Households
Computer	90%
Mobile Phone	88%

Tablet	64%
Streaming Box/Stick	36%
Gaming Console	31%
Smart TV	28%
DVR/Set Top Box	27%
Handheld Device*	15%
Internet Blu-Ray Player	8%

*A handheld device is defined as a device with data connectivity, no voice plan, and a screen size of less than 7 inches. Examples of handheld devices include the iPod Touch and MP3 players.

Apple owned the largest media device market share in January at 24.1 percent, due to its sizeable footprint in the computer (Mac), smartphone (iPhone), tablet (iPad) and streaming box (Apple TV) markets. Microsoft ranked a very close #2 at 22.2 percent, while Samsung (13.0 percent), Amazon (6.8 percent) and LG (4.1 percent) rounded out the top five.

Media Device OEM Market Share in U.S. Connected Homes January 2017	
Total U.S. WiFi Connected Households	
Source: comScore Connected Home	
OEM Brand	% of Media Devices
Apple	24.1%
Microsoft	22.2%
Samsung	13.0%
Amazon	6.8%
LG	4.1%
Other	29.7%

About comScore

comScore, Inc. (OTC: SCOR) 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. For more information on comScore, please visit comscore.com.

Cautionary Statement

This press 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, without limitation, comScore's expectations as to the financial and operational effects of the Connected Home Report. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to, comScore's ability to project the financial impact of the partnership or comScore's ability to achieve its expected financial results.

For a detailed discussion of these and other risk factors, please refer to comScore's Annual Report on Form 10-K for the period ended December 31, 2014 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>).

You are cautioned not to place undue reliance on our forward-looking statements, which speak only as of the date such statements are made. comScore does not undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/comscore-introduces-breakthrough-service-to-measure-consumer-interaction-with-technology-and-media-across-the-connected-home-300420922.html>

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