June 15, 2017

comScore Announces Expanded MMX® Multi-Platform Measurement, As Well As Major Enhancements to Mobile Metrix in Germany

Upgrade Provides New Unified MMX® Multi-Platform Solution to Measure Unduplicated Audiences Across Desktops, Smartphones and Tablets to Enable More Robust Reporting

FRANKFURT, Germany, June 15, 2017 /PRNewswire/ -- comScore today announced expanded MMX® Multi-Platform measurement along with major upgrades to Mobile Metrix in Germany with the introduction of data from its recently launched mobile consumer panel. This upgrade will allow comScore to expand the measurement of mobile audiences in Germany to enable more robust reporting of visitation, engagement and demographics, including segments for age and gender.

comSCORE.

"As part of our continued commitment to improve data accuracy and adapt to the rapid growth of mobile in the German market, we are thrilled to announce the introduction of mobile panel data which will enable more granular insights into audiences and their content consumption across devices and platforms," said Jacques Tchenio, Vice President Sales, Germany and France at comScore. "This marks an important step forward in advancing measurement in the industry, and we look forward to delivering even more valuable data and insights that advertisers, agencies and publishers need to develop their digital strategies and understand the competitive, multi-platform landscape."

comScore MMX® Multi-Platform combines data from desktop and mobile consumer panels with data from the comScore census network. This approach provides an unduplicated, persons-based measurement of total digital reach. Mobile Metrix combines comprehensive measurement of mobile panels with census-level data to provide detailed insights into mobile media usage across apps and mobile browsing. Further, comScore measurement continues to evolve to address consumers' changing behaviours and new technologies. This includes the ability to measure and credit traffic from third-party apps and content distributors such as Facebook Instant Articles, to ensure publishers are able to consistently account for their digital audience across devices.

MMX® Multi-Platform Measures Holistic View Across Desktops, Smartphones and Tablets

In April 2017, Google Sites ranked #1 overall with 55,972 million unique visitors/viewers, followed by Facebook with 42,744 million and Microsoft Sites with 40,409 million. The mobile audiences for Facebook, Axel Springer SE and Deutsche Telekom were particularly noteworthy, being the only ones in the top-10 to represent more than 80 percent the size of their desktop audiences. Although there is some overlap, mobile added respectively 28 percent, 39 percent and 46 percent to these properties in April 2017.

4 percent of Germany's Total Digital Population in April 2017 accessed the internet via 'mobile only', while 60 percent of its users accessed the internet using both mobile and desktop devices.

Rank	Property	Total Unique Visitors/Viewers (000)		
		Total Digital Population	Desktop	Mobile
	Total Internet: Total Audience	58,564	56,289	37,648
1	Google Sites	55,972	54,823	27,090
2	Facebook	42,744	33,298	26,519
3	Microsoft Sites	40,409	37,142	6,849
4	Amazon Sites	36,578	29,686	16,597
5	eBay	34,662	26,440	18,147
6	Axel Springer SE	34,393	24,798	20,328
7	Deutsche Telekom	30,832	21,101	18,108
8	Hubert Burda Media	29,307	22,079	13,463

Top 10 Properties from Desktop Computers and Mobile Devices in Germany
April 2017
Total Germany - Age 6+ on Desktop and Age 18+ on Mobile
Source: comScore MMX® Multi-Platform

9	United-Internet Sites	25,517	20,472	8,310
10	Yahoo Sites	25,395	20,018	8,910

Mobile Apps Drive Engagement, Leading the Way in Time Spent

An analysis of the German mobile app and mobile web properties revealed that mobile time spent on the top 100 mobile app properties was ten times larger than the time spent on the top 100 mobile web properties, indicating that apps are the preferred method for the most engaged and loyal visitors to interact with content and services. Facebook and WhatsApp Messenger rank #1 and #2 among the most engaging apps, with 16.8 percent and 16.1 percent share of time spent amongst the Top 100 Mobile Apps in April 2017.

Top 5 Mobile Apps Ranked by Share of Time Spent on Top 100 Mobile Apps
Total Germany - Age 18+
April 2017
Source: comScore Mobile Metrix

Property	% share of "Top 100 App minutes"	Average Minutes per Visitor
Facebook	16.8%	801
WhatsApp Messenger	16.1%	660
Spotify	7.4%	1,071
YouTube	6.6%	314
Slidejoy	5.2%	3,467

This latest development in Germany, along with France and Argentina, expands comScore's advanced mobile measurement solutions to a total of 14 markets across the globe, as we continue to expand our global mobile measurement footprint.

To learn more about MMX® Multi-Platform and Mobile Metrix, please contact us.

About comScore

comScore is a leading cross-platform measurement company that measures audiences, brands and consumer behaviour 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 data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behaviour at massive scale. This approach helps media companies monetise 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.

Cautionary Note Regarding Forward-Looking Statements

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 comScore Viewability, validated Campaign Essentials™ (vCE®) and comScore's entire suite of advertising products. 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 and operational results.

For additional discussion of risk factors, please refer to comScore's respective Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and other filings that comScore makes from time to time with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's website (http://www.sec.gov).

Investors 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 intend or 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-announces-expanded-mmx-multi-platform-measurement-as-well-as-major-enhancements-to-mobile-metrix-in-germany-300474666.html

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