



IX. 創市際® ARO

comSCORE.

MyMetrix 操作介面更新 Q4 2016

INSIGHTXPLORER.

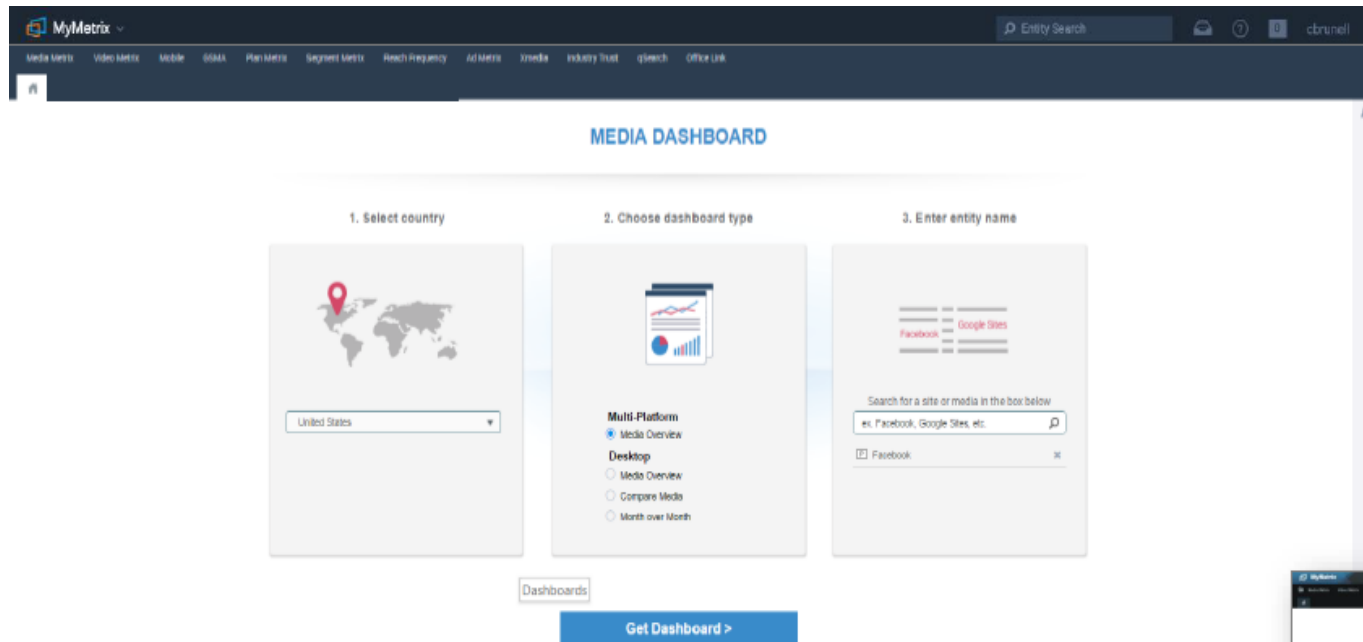
創市際®市場研究顧問

MyMetrix 操作介面更新

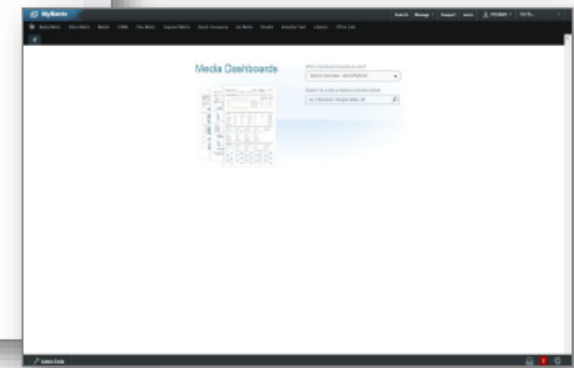
□ 本次介面更新將有以下三項主要的變動

- 重新設計登入頁面和 MMX Multi-Platform Dashboard 介面，讓使用者可以更快、更直觀地跑出相關數據。
- 重新設計介面最上方工具列的選項，讓使用者更簡化操作流程。
- 新的訊息通知面板，讓數據報表、更動通知、系統訊息有更一目了然的呈現方式。

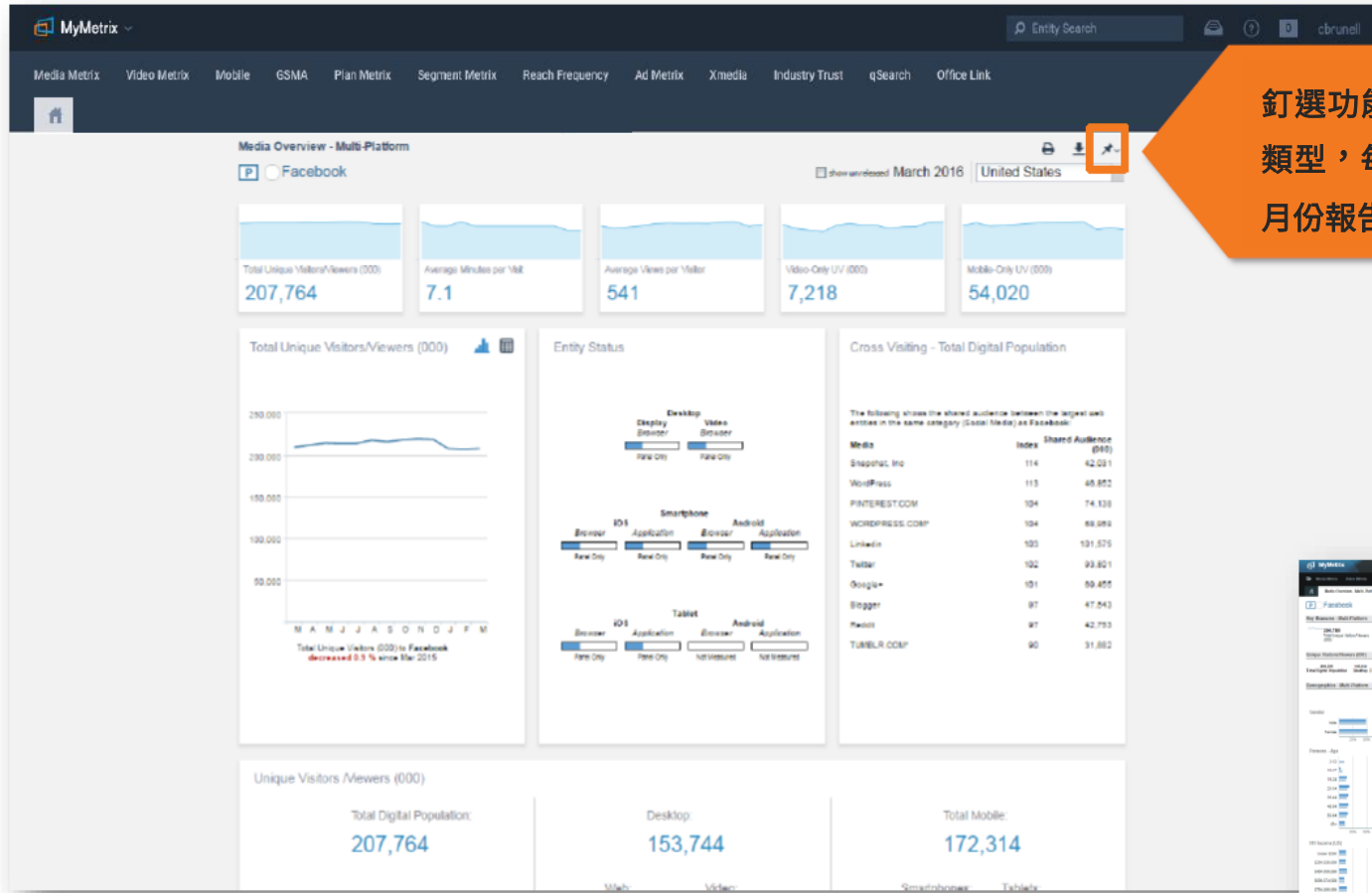
Home Screen (登入頁面)



舊版介面

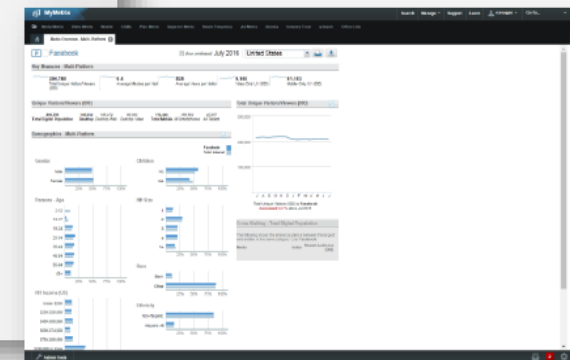


Multi-Platform Dashboard



釘選功能：選擇自己喜愛的媒體與報告類型，每當登入系統時會自動產出最新月份報告

舊版介面



Go To 選單

新介面將 Go To 選單移至左上方，並可以直接選擇各種 comScore 產品

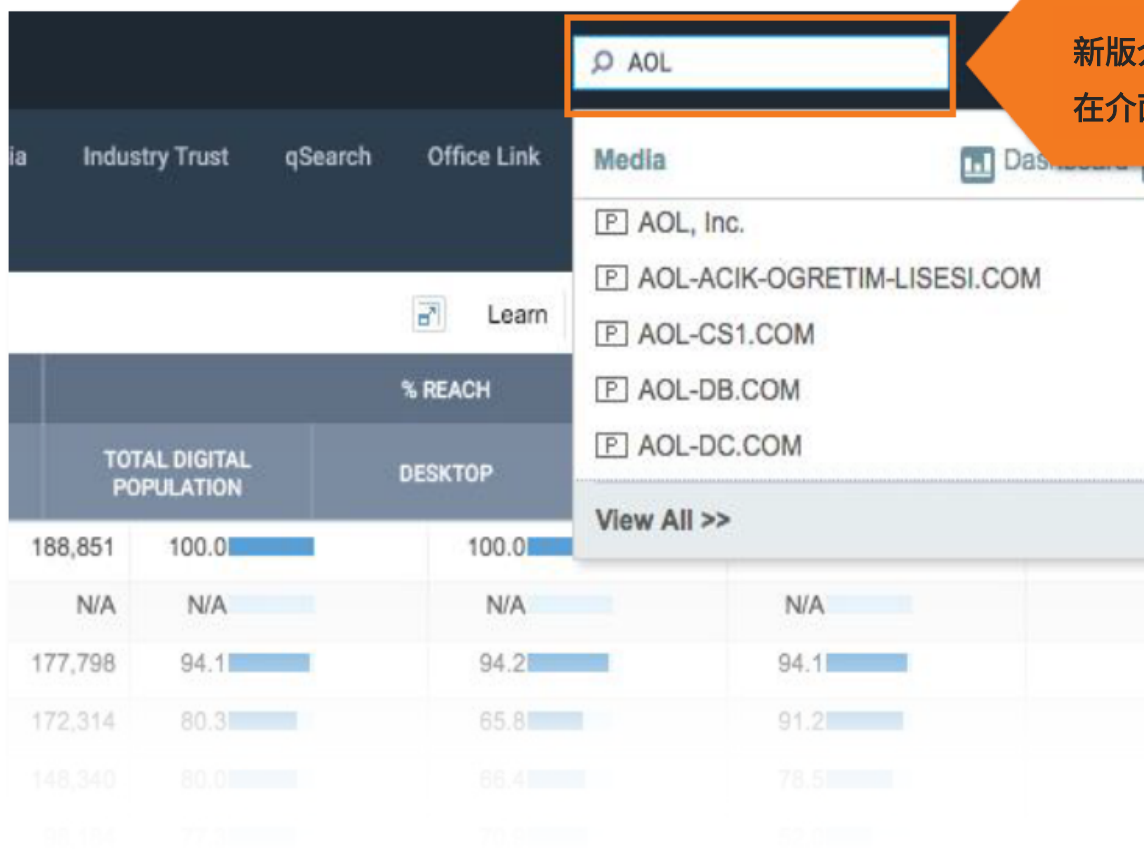
舊版介面

	STATUS	TOTAL UNIQUE VISITORS / VIEWERS (000)	
		TOTAL DIGITAL POPULATION	DESKTOP
Total Internet : Total Audience		258,732	233,604
Top 100 Properties		N/A	N/A
Google Sites		243,557	220,096
Facebook		207,764	153,744
Yahoo Sites		206,881	155,121
Microsoft Sites		199,960	165,546
Amazon Sites		180,967	104,193

Search	Manage	Support	Learn	roreagan	Go To...
					AdEffx
					Digital Analytix
					Direct
					Social Analytix
					Delivery Center
					Media Planner
					Search Planner
					Learn
					comScore Home
					Xmedia
					Daily Video

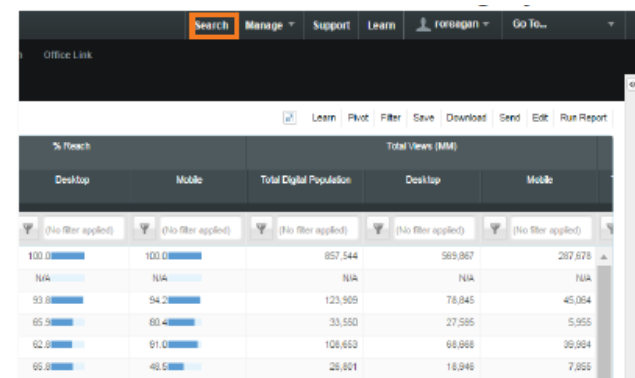
Total Views (MM)			
Mobile	Total Digital Population	Desktop	
(No filter applied)	(No filter applied)	(No filter applied)	
100.0%	857,544	569,867	
N/A	N/A	N/A	
94.2%	123,909	78,845	
80.4%	33,550	27,595	
91.0%	108,653	68,668	36,984
48.5%	26,801	18,946	7,855
76.6%	12,757	5,963	6,893
64.5%	3,328	2,051	1,278

Search



新版介面不用再額外展開 Search，可直接在介面鍵入想要尋找的網站

舊版介面



List Manager & Saved Projects

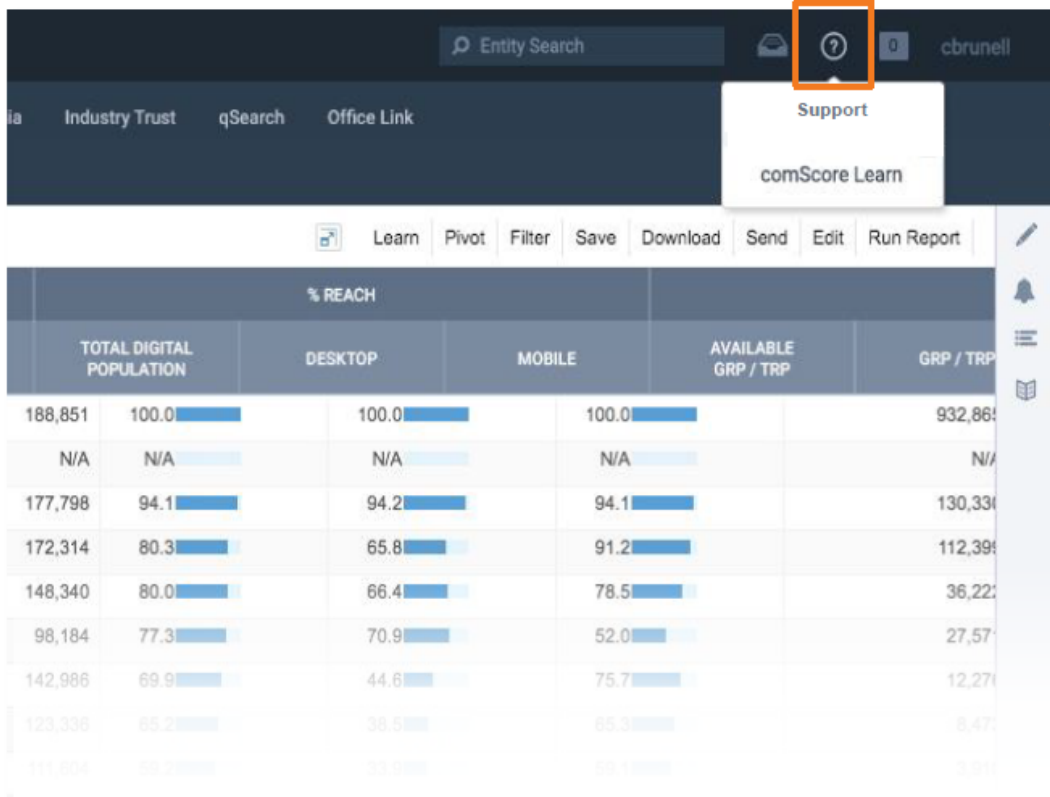
IS / VIEWERS (000)	MOBILE	TOTAL DIGITAL POPULATION	% REACH
233,604	188,951	100.0	100.0
N/A	N/A	N/A	N/A
220,006	177,768	94.1	94.2
153,744	172,314	80.3	65.8
155,121	149,340	80.0	66.4
165,546	93,184	77.3	70.9
104,193	142,966	69.9	44.0
89,905	123,336	65.2	38.5
79,293	111,604	59.2	33.9
77,726	105,914	57.5	33.3
47,980	116,766	54.6	20.5
75,794	83,186	51.2	32.9
62,070	94,943	50.7	26.6
42,080	101,011	47.5	18.0
57,921	88,951	47.4	24.7

新版介面將 List Manager 與 Saved Projects 兩項功能整合為 File Manager

舊版介面

Project Name	Status	Reach	Frequency	Mobile	Desktop	Total
233,604	188,951	100.0	100.0			
N/A	N/A	N/A	N/A			
220,006	177,768	94.1	94.2			
153,744	172,314	80.3	65.8			
155,121	149,340	80.0	66.4			
165,546	93,184	77.3	70.9			
104,193	142,966	69.9	44.0			
89,905	123,336	65.2	38.5			
79,293	111,604	59.2	33.9			
77,726	105,914	57.5	33.3			
47,980	116,766	54.6	20.5			
75,794	83,186	51.2	32.9			
62,070	94,943	50.7	26.6			
42,080	101,011	47.5	18.0			
57,921	88,951	47.4	24.7			

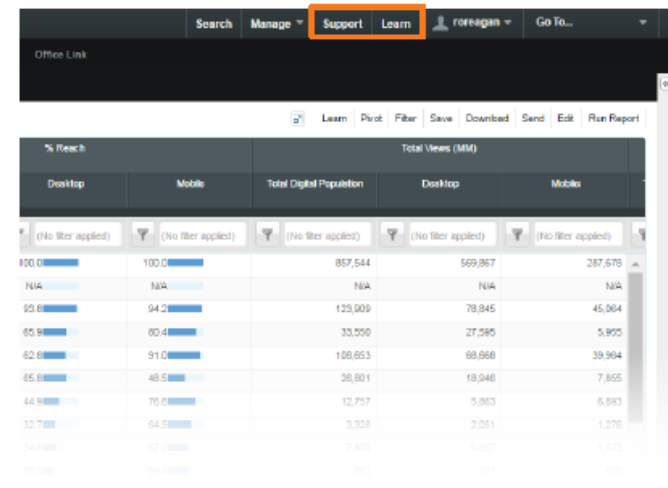
Customer Support & Learn Portal



% REACH				
TOTAL DIGITAL POPULATION	DESKTOP	MOBILE	AVAILABLE GRP / TRP	GRP / TRP
188,851	100.0	100.0	100.0	932,861
N/A	N/A	N/A	N/A	N/A
177,798	94.1	94.2	94.1	130,330
172,314	80.3	65.8	91.2	112,399
148,340	80.0	66.4	78.5	36,222
98,184	77.3	70.9	52.0	27,571
142,986	69.9	44.6	75.7	12,270
123,336	65.2	38.5	65.3	8,470
111,804	68.2	33.9	58.1	3,911

新版介面將 Customer Support 與 Learn Portal 合併在左圖問號圖示當中

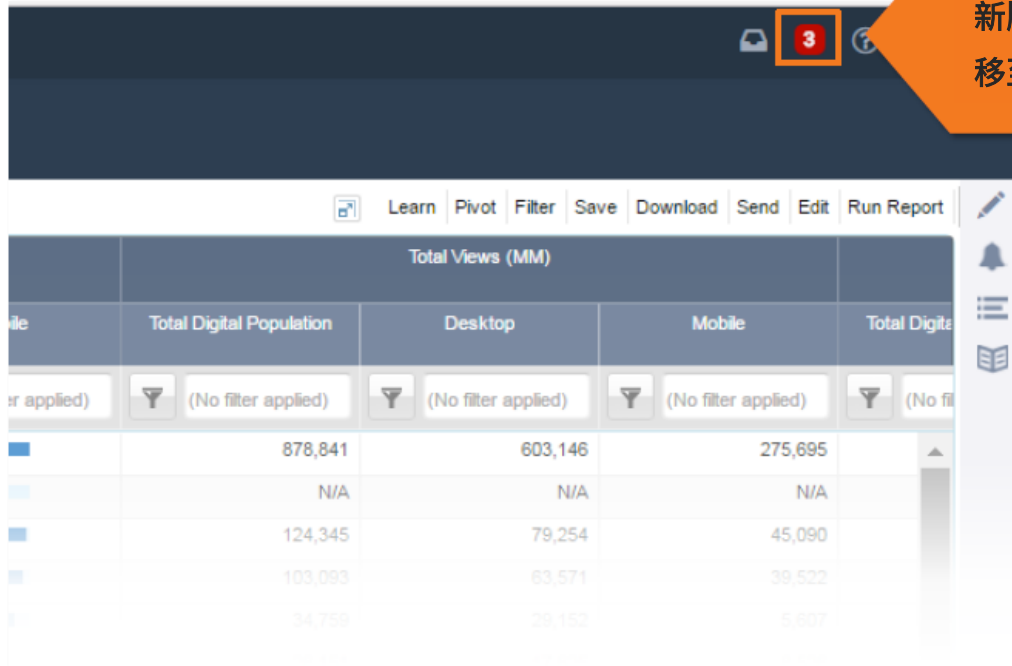
舊版介面



% Reach		Total Views (MM)		
Desktop	Mobile	Total Digital Population	Desktop	Mobile
100.0	100.0	867,544	569,867	287,678
N/A	N/A	N/A	N/A	N/A
93.6	94.2	123,909	78,845	45,064
65.9	60.4	33,590	27,585	5,905
62.6	91.0	108,653	69,668	38,984
65.6	48.5	26,801	18,046	7,855
44.9	70.6	12,757	5,053	6,883
32.7	64.5	3,308	2,051	1,278
54.0	57.0	7,476	5,803	1,673
30.0	50.0	100	100	100

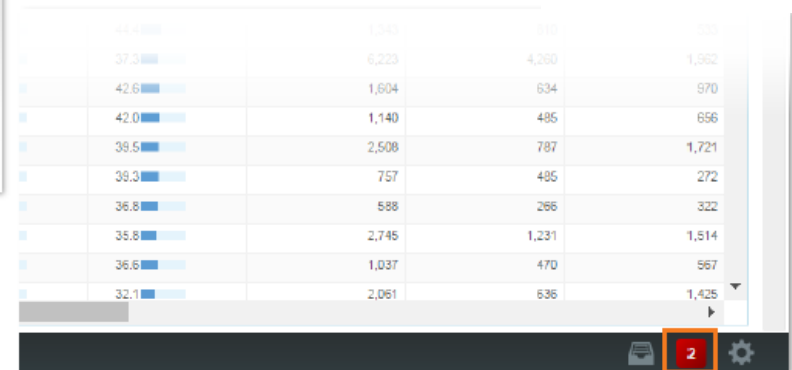
Notifications & Downloads

新版介面將 Notifications & Downloads
移至介面上方



Total Views (MM)				
File	Total Digital Population	Desktop	Mobile	Total Digital
(No filter applied)	(No filter applied)	(No filter applied)	(No filter applied)	(No filter applied)
	878,841	603,146	275,695	
	N/A	N/A	N/A	
	124,345	79,254	45,090	
	103,093	63,571	39,522	
	34,759	29,152	5,607	

舊版介面



44.4%	1,045	515	535
37.3%	6,223	4,260	1,962
42.6%	1,604	634	970
42.0%	1,140	485	656
39.3%	2,508	787	1,721
39.3%	757	485	272
36.8%	588	266	322
35.8%	2,745	1,231	1,514
36.6%	1,037	470	567
32.1%	2,061	636	1,425

數據報表呈現

8	  CBS Interactive		145,116
9	  Apple Inc.		
	  Apple.com Worldwide Sites		
	  APPLE.COM		
	  iTunes		
	 iPhone		
	 The Apple Store		
	 iPod		
	 Apple Spain		
	 Apple Germany		
	 Apple Switzerland		99
	 Apple Australia		92

1 將媒體階層與觀察媒體距離拉近

2 將 Tagging 狀態移至每個媒體的最後方呈現

新版介面將表格位置調整，讓使用者在觀察每個媒體的階層時，能更簡易地了解媒體 Tagging 狀態。

舊版介面

8	   CBS Interactive	145,116
9	  Apple Inc.	140,478
	  Apple.com Worldwide Sites	74,741
	  APPLE.COM	74,644
	  iTunes	37,627
	  iPhone	3,584
	  The Apple Store	2,853
	  iPod	183
	  Apple Spain	145
	  Apple Germany	106
	  Apple Switzerland	99
	  Apple Australia	92
	  Apple Finland	62
	 iTunes Software (App)	31,938
10	   LinkedIn	128,173
11	   Mode Media	127,359
12	   iTunes Digital	124,004

Right Panel

Entity Search [?] 0 cbrunell

新版介面將數據表格右方面板新增功能圖示列，不須另外展開便可隨時在報表右方看到並點選

	Total Views (MM)				
Mobile	Total Digital Population	Desktop			
(No filter applied)	(No filter applied)	(No filter applied)	(No filter applied)	(No filter applied)	(No filter applied)
1.0	898,797	613,916	284,882	1,448,481	500,173
/A	N/A	N/A	N/A	...	...
i.3	116,564	74,591	41,973	176,685	84,453
i.3	127,782	76,511	51,272	251,369	50,646
i.3	35,088	28,493	6,595	54,288	34,904
.9	15,141	7,730	7,410	19,772	6,050
i.7	26,673	17,730	8,943	26,932	20,164
.1	8,265	6,670	1,595	10,696	8,440
.5	3,502	2,414	1,088	8,629	4,593
.7	2,570	1,359	1,211	5,150	2,373
.4	3,015	1,330	897	2,895	3,190

舊版介面

Search Message Support Login Manage Data...

1. Results

Table with columns: Population, Country, Mobile, Total Digital Population, Desktop, Laptop

Table with 6 columns and 15 rows of data, including population and digital usage statistics.

INSIGHTXPLORER.

創市際®市場研究顧問

Report Summary

MyMetric

Media Matrix Video Matrix Mobile GSMA Plan Matrix Segment Matrix Reach Frequency

Key Measures Target Trend % Change Target Trend (Local Market)

Entity Search

0 cbrunell

新版介面同樣可點選展開右方雙箭頭處，
獲知目前報告設定摘要

Media	Total Unique Visitors/Views (000)			% Reach		
	Total Digital Population	Desktop	Mobile	Total Digital Population	Desktop	Mobile
Total Internet: Total Audience	260,182	232,302	109,061	100.0	100.0	
Top 100 Properties	N/A	N/A	N/A	N/A	N/A	
1 Google Sites	248,385	221,014	173,199	95.4	95.2	
2 Facebook	218,540	151,268	165,407	84.2	65.2	
3 Yahoo Sites	204,685	149,772	134,380	78.7	64.5	
4 Amazon Sites	198,719	119,724	141,226	76.4	51.6	
5 Microsoft Sites	191,507	153,875	109,952	73.6	66.3	
6 AOL Inc.	181,200	112,233	118,449	69.8	48.3	
7 Comcast NBCUniversal	154,948	71,995	115,340	59.5	31.0	
8 CBS Interactive	150,669	76,817	106,143	57.9	32.3	
9 Media Media	143,756	92,842	82,302	55.3	40.0	
10 Apple Inc.	142,396	53,164	105,048	54.7	22.9	
11 Wikimedia Foundation Sites	118,540	56,982	80,472	45.6	24.4	
12 Turner Digital	118,105	58,498	81,716	45.4	25.2	
13 Twitter	115,337	52,327	81,073	44.8	22.5	
14 Time Inc. Network (U.S.)	114,025	45,224	82,882	43.8	19.5	
15 Condé Nast Digital	112,804	47,859	80,518	43.3	20.9	
16 Wal-Mart	111,332	56,674	75,400	43.0	24.8	
17 LinkedIn	111,312	39,144	87,470	42.8	16.8	
18 Weather Company, The	105,458	29,371	66,911	40.9	12.6	
19 eBay	103,965	55,913	70,187	40.2	24.1	
20 HSN Inc.	100,999	41,802	72,096	38.8	17.9	
21 USA TODAY/Network	100,242	40,157	73,710	38.5	17.3	
22 SheKnows Media	92,483	30,496	70,386	35.5	13.1	
23 PayPal	92,410	40,470	63,697	35.5	17.4	

SUMMARY

Data Source: Multi-Platform

Geography: United States

Time Period: 1 January 2016

Target Audience: Total Audience

Media: Top 100 Properties [Undup.]

Measures: Multi-Platform Measures

Media Matrix Multi-Platform

TOTAL DIGITAL POPULATION

Total Unique Visitors/Views (000)

% Reach

Total Views (MM)

Total Minutes (MM)

DESKTOP

Total Unique Visitors/Views (000)

% Reach

Total Views (MM)

Desktop-Only UV (000)

Video-Only UV (000)

Total Minutes (MM)

MOBILE

Total Unique Visitors/Views (000)

% Reach

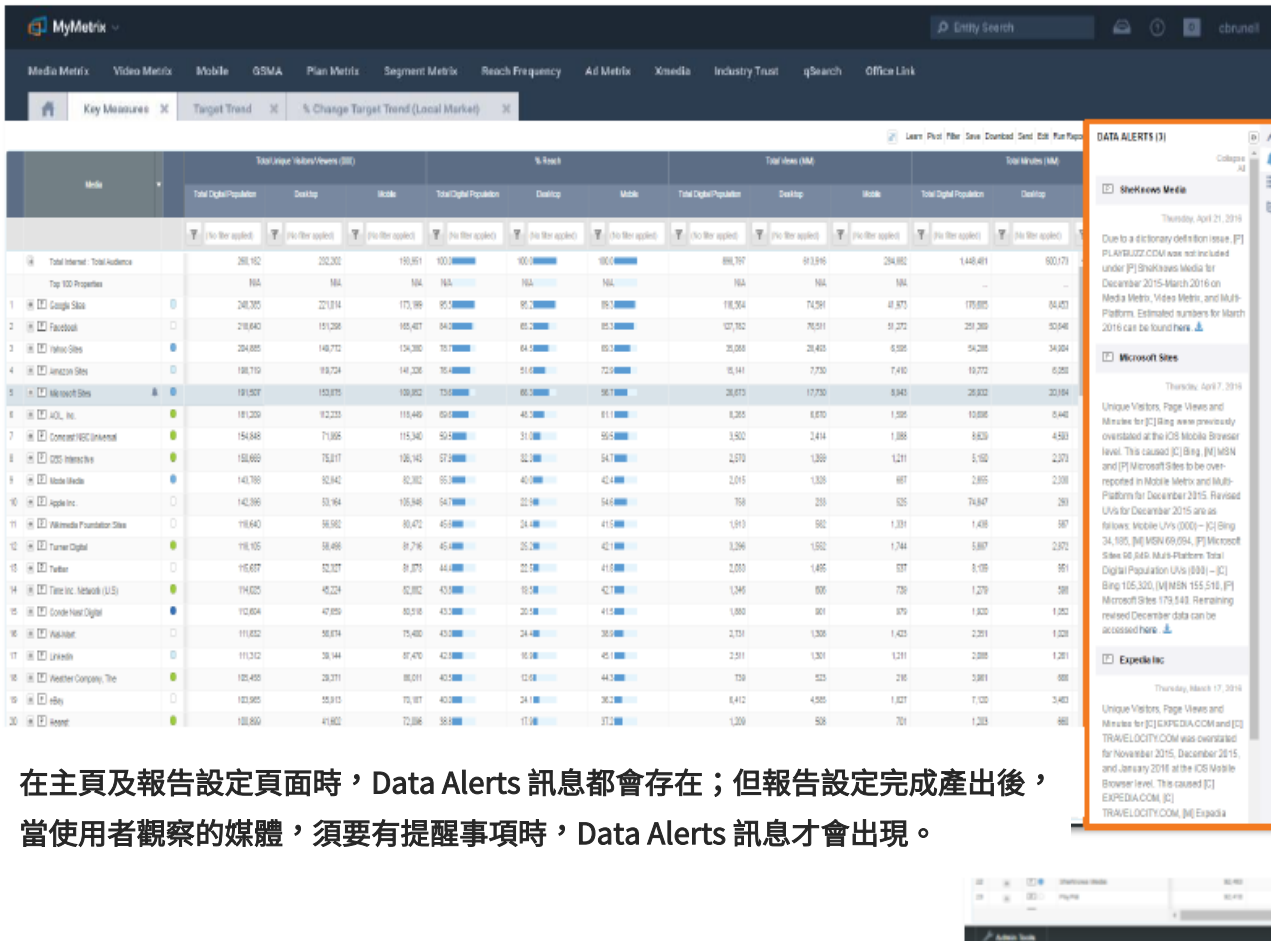
Total Views (MM)

Mobile-Only UV (000)

Total Minutes (MM)

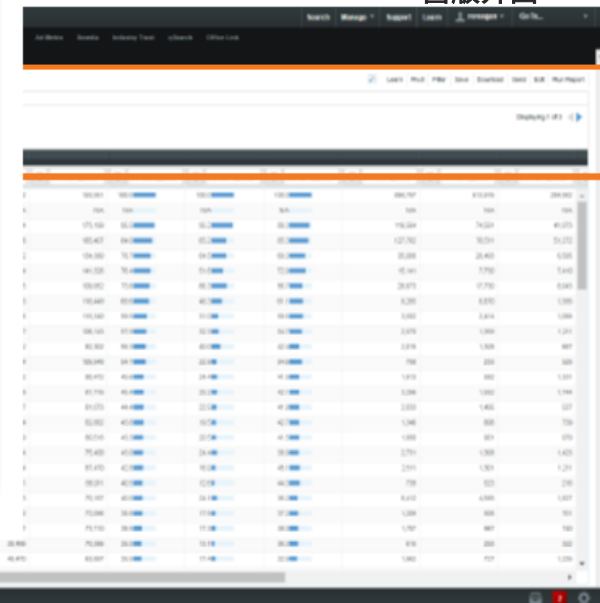
Report Options: Naming Order, L Measures, L Measure Group

Data Alerts



新介面將 Data Alerts 訊息從原本報表上方移動至報表右方面板

舊版介面



在主頁及報告設定頁面時，Data Alerts 訊息都會存在；但報告設定完成產出後，當使用者觀察的媒體，須要有提醒事項時，Data Alerts 訊息才會出現。

In-Row Data Alert Icons

MyMetric

Media Matrix Video Metric Mobile GSMA Plan Metric Segment Metric Reach Frequency Ad Metric Xmedia Industry Trust qSearch Office Link

Key Measures Target Trend % Change Target Trend (Local Market)

Learn Plot Filter Save Download Send Call Run Report

Media	Total Unique Visitors/Viewers (000)			% Reach			Total Views (MM)			Total Minutes (MM)	
	Total Digital Population	Desktop	Mobile	Total Digital Population	Desktop	Mobile	Total Digital Population	Desktop	Mobile	Total Digital Population	Desktop
Total Internet - Total Audience	250,162	232,202	189,851	100.0	100.0	100.0	889,787	610,916	278,872	1,440,481	500,173
Top 100 Properties	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	--	--
1 Google Sites	248,565	221,014	173,196	95.5	95.5	89.9	110,584	74,551	41,973	176,885	84,453
2 Facebook											
3 Yahoo Sites											
4 Amazon Sites											
5 Microsoft Sites											
6 AOL Inc.											
7 Comcast NBCUniversal											
8 CBS Interactive											
9 Media Media	142,708	82,842	82,302	55.2	40.2	42.8	2,015	1,320	687	2,895	2,330
10 Apple Inc.	142,386	53,184	105,949	54.7	22.9	54.9	758	233	525	74,847	283
11 Wikimedia Foundation Sites	118,640	58,582	80,472	45.6	24.4	41.5	1,913	582	1,331	1,438	587
12 Turner Digital	118,105	58,496	81,716	45.4	25.2	42.1	3,295	1,552	1,744	5,887	2,872
13 Twitter	115,657	52,337	81,073	44.4	22.5	41.8	2,033	1,485	537	8,138	851
14 Time Inc. Network (US)	114,025	45,224	82,882	43.8	19.5	42.7	1,348	856	739	1,279	568
15 Comde Next Digital	112,894	47,689	80,818	43.3	20.5	41.5	1,888	901	879	1,820	1,852
16 Viacast	111,832	56,674	75,400	43.0	24.4	30.9	2,731	1,308	1,423	2,351	1,820
17 LinkedIn	111,312	39,144	87,470	42.8	18.5	45.1	3,511	1,301	1,211	2,988	1,381
18 Weather Company, The	105,408	39,371	86,311	40.5	12.8	44.3	738	523	216	3,981	686
19 eBay	105,965	55,913	70,187	40.0	24.1	36.2	8,412	4,585	1,827	7,133	3,463
20 Hearst	100,889	41,682	72,686	38.0	17.5	37.2	1,258	508	781	1,283	880
21 USA TODAY Network	100,242	40,157	73,710	38.1	17.3	38.0	1,707	967	740	2,312	1,173
22 Shofness Media	92,483	30,486	70,386	35.5	13.1	36.3	618	289	322	1,082	271
23 PayPal	92,410	40,470	63,697	35.5	17.4	32.9	1,962	727	1,235	804	394

如果觀察媒體有 Data Alert 訊息，可以直接在後方看到警示鐘圖示，點選即可在右方面板跳出詳細警示訊息內容

ENTITY STATUS

Microsoft Sites

DATA ALERTS

Thursday, April 7, 2016

Unique Visitors, Page Views and Minutes for [C] Bing were previously overstated at the iOS Mobile Browser level. This caused [C] Bing, [M] MSN and [P] Microsoft Sites to be over-reported in Mobile Metric and Multi-Platform for December 2015. Revised UVs for December 2015 are as follows: Mobile UVs (000) – [C] Bing 34,185, [M] MSN 69,894, [P] Microsoft Sites 90,849. Multi-Platform Total Digital Population UVs (000) – [C] Bing 105,326, [M] MSN 155,510, [P] Microsoft Sites 179,540. Remaining revised December data can be accessed [here](#).

UNIFICATION STATUS

Mobile App Video

All Smartphones

Panel Only

iPhone Panel Only Android Panel Only

Tablet Apps

Panel Only

iPhone Panel Only Android Panel Only

Web Video

Desktop

Partially Unified

Mobile Web

Fully Unified

OTT

Panel Only

Legend

MyMetric

Entity Search

Media Matrix Video Matrix Mobile CSMA Plan Matrix Segment Matrix Reach Frequency Ad Matrix Xmedia Industry Trust qSearch Office Link

Key Measures Target Trend % Change Target Trend (Local Market)

Learn Pivot Filter Save Download Send Edit Run Report

		Media	Status	TOTAL DIGITAL POPULATION	GRP / TS
		Total Internet: Total Audience		250,000,000	
		Top 100 Properties			
1		Google Sites		243,000,000	
2		Facebook		207,000,000	
3		Yahoo Sites		200,000,000	
4		Microsoft Sites		199,000,000	
5		Amazon Sites		180,000,000	
6		AOL, Inc.		168,809	89,965
7		Comcast NBCUniversal		153,186	79,293
8		CBS Interactive		148,747	77,726
9		Apple Inc.		141,839	47,360
10		Noda Media		132,477	76,784
11		Turner Digital		131,143	82,070
12		LinkedIn		122,784	42,060
13		Wikimedia Foundation Sites		122,640	57,621
14		Weather Company, The		117,437	29,915
15		Twitter		113,985	50,765
16		Time Inc. Network (U.S.)		110,481	45,266
17		USA TODAY Network		109,622	41,474
18		Hearst		101,261	42,457
19		eBay		100,586	49,687
20		Yelp		91,312	35,855

LEGEND

ENTITY TYPES

- Property
- Media Title
- Channel
- Subchannel
- Group
- Subgroup
- Ad Network
- Extended Network
- Buy Side Advertising Network
- Demand Side Platform
- Exchange
- Sell Side Platform
- Custom Entity
- Network Custom Entity
- Advertiser Rule
- Advertiser Level
- Product Level

UNIFICATION STATUS

- Partially Unified - Used to identify entities with at least one child entity that is Fully Unified, but not all.
- Fully Unified - Used to identify entities that are measured and reported completely based on Parent Entity Unified (Parent = Census) measurement.
- Census Only - Used to identify entities that are measured and reported completely based on Census without parent.
- Used to identify entities with at least one child entity that is projected completely based on the entity's census tagged data, but not all.
- Used to identify entities that are projected completely based on the entity's census tagged data, one or more child entity is projected based on census tagged data.
- This Entity is currently not tagged on any platform.
- This Entity is currently tagged on 1 platform.
- This Entity is currently tagged on 2 platforms.
- This Entity is currently tagged on 3 platforms.
- This Entity is currently tagged on 4 platforms.
- This Entity is currently not tagged on any device.
- This Entity is currently tagged on 1 device.
- This Entity is currently tagged on 2 devices.
- This Entity is currently tagged on 3 devices.
- This Entity is currently tagged on 4 devices.

新版介面中，Legend 說明直接列在右方面板當中，讓使用者可以更方便地看到參考資料

舊版介面

MyMetric

Entity Search

Media Matrix Video Matrix Mobile CSMA Plan Matrix Segment Matrix Reach Frequency Ad Matrix Xmedia Industry Trust qSearch Office Link

Key Measures Target Trend % Change Target Trend (Local Market)

Learn Pivot Filter Save Download Send Edit Run Report

LEGEND

ENTITY TYPES

- Property
- Media Title
- Channel
- Subchannel
- Group
- Subgroup
- Ad Network
- Extended Network
- Buy Side Advertising Network
- Demand Side Platform
- Exchange
- Sell Side Platform
- Custom Entity
- Network Custom Entity
- Advertiser Rule
- Advertiser Level
- Product Level

UNIFICATION STATUS

- Partially Unified - Used to identify entities with at least one child entity that is Fully Unified, but not all.
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- This Entity is currently not tagged on any platform.
- This Entity is currently tagged on 1 platform.
- This Entity is currently tagged on 2 platforms.
- This Entity is currently tagged on 3 platforms.
- This Entity is currently tagged on 4 platforms.
- This Entity is currently not tagged on any device.
- This Entity is currently tagged on 1 device.
- This Entity is currently tagged on 2 devices.
- This Entity is currently tagged on 3 devices.
- This Entity is currently tagged on 4 devices.

Tagging Status in Right Panel

MyMetrix

Entity Search

Media Matrix Video Matrix Mobile GSMA Plan Matrix Segment Matrix Reach Frequency Ad Matrix Xmedia Industry Trust qSearch Office Link

Key Measures Target Trend % Change Target Trend (Local Market)

Learn Pivot Filter Save Download Send Edit Run Report

Media	Total Unique Visitors/Audience (000)			% Reach			Total Views (MM)			Total Minutes (MM)	
	Total Digital Population	Desktop	Mobile	Total Digital Population	Desktop	Mobile	Total Digital Population	Desktop	Mobile	Total Digital Population	Desktop
Total Internet : Total Audience	260,192	232,202	193,951	100.0	100.0	100.0	899,797	613,916	284,882	1,448,481	502,173
Top 100 Properties	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	...	...
Google Sites	240,305	221,014	173,199	95.5	90.2	89.3	116,504	74,591	41,973	170,665	64,403
Facebook	218,040	151,296	105,407	94.0	65.2	85.3	127,792	76,511	51,272	251,369	50,648
Yahoo Sites	204,885	149,772	134,380	78.7	64.5	69.3	95,088	38,493	6,595	54,268	34,904
Amazon Sites	111,312	111,312	111,312	42.8	16.9	16.9	15,141	7,730	7,410	19,772	8,050
Microsoft Sites	26,673	17,730	8,943	10.2	7.0	4.5	26,673	17,730	8,943	26,673	22,164
AOL, Inc.	8,255	6,670	1,595	3.2	2.8	0.8	8,255	6,670	1,595	10,696	8,440
Comcast/HCUniversal	3,502	2,414	1,066	1.3	1.0	0.4	3,502	2,414	1,066	8,028	4,583
CBS Interactive	2,373	1,353	1,014	0.9	0.6	0.5	2,373	1,353	1,014	5,400	2,373
Mede Media	2,330	1,330	1,000	0.9	0.6	0.5	2,330	1,330	1,000	5,400	2,330
Apple Inc.	1,100	1,100	1,100	0.4	0.4	0.4	1,100	1,100	1,100	1,100	1,100
Wikimedia Foundation Sites	114,025	45,224	82,882	43.8	19.5	42.7	114,025	45,224	82,882	1,236	880
Turner Digital	112,804	47,859	80,518	43.0	20.5	41.5	112,804	47,859	80,518	1,236	880
Tumblr	111,832	58,674	75,400	43.0	24.8	38.9	111,832	58,674	75,400	1,236	880
Time Inc. Network (US)	111,312	39,144	87,470	42.8	16.9	45.1	111,312	39,144	87,470	1,236	880
Comcast Next Digital	105,458	29,371	65,011	40.5	12.6	44.3	105,458	29,371	65,011	1,236	880
Walmart	103,965	55,913	70,187	40.0	24.1	36.2	103,965	55,913	70,187	1,236	880
LinkedIn	100,899	41,802	72,096	38.8	17.9	37.2	100,899	41,802	72,096	1,236	880
Weather Company, The	100,242	40,157	73,710	38.5	17.3	38.0	100,242	40,157	73,710	1,236	880
eBay	92,483	30,488	70,388	35.5	13.1	38.3	92,483	30,488	70,388	1,236	880
USA TODAY Network	92,410	40,470	83,897	35.5	17.4	32.5	92,410	40,470	83,897	1,236	880
Shutterstock											
PayPal											

ENTITY PLATFORM COVERAGE

Microsoft Sites

Web	Web Video	Smartphone Apps	Tablet Apps
Partially Unified	Partially Unified	Panel Only	Panel Only

Microsoft Sites currently tags the following platforms: web and web video

新介面將每個媒體在每個平台上的 Tagging 狀態移動至右方面板中

ENTITY STATUS

Microsoft Sites

DATA ALERTS

Thursday, April 7, 2016

Unique Visitors, Page Views and Minutes for [C] Bing were previously overstated at the ICS Mobile Browser level. This caused [C] Bing, [M] MSN and [P] Microsoft Sites to be over-reported in Mobile Matrix and Multi-Platform for December 2015. Revised UVs for December 2015 are as follows: Mobile UVs (000) – [C] Bing 34,185, [M] MSN 69,604, [P] Microsoft Sites 90,849. Multi-Platform Total Digital Population UVs (000) – [C] Bing 105,320, [M] MSN 155,510, [P] Microsoft Sites 179,540. Remaining revised December data can be accessed [here](#).

UNIFICATION STATUS

Mobile App Video

All Smartphones:

Panel Only

iPhone Panel Only Android Panel Only

Tablet Apps

Panel Only

iPhone Panel Only Android Panel Only

Web Video

Desktop

Partially Unified

Mobile Web

Fully Unified

OTT

Panel Only

Your right solution
for making
right decisions.

Thank you!

Questions?
Contact us at

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