

comScore Day Press Conference

Milan, 19th November 2015



For info about the proprietary technology used in comScore products, refer to http://comscore.com/About_comScore/Patents

vCE in Italy Today: The Solution of Choice

6 of top 10 Italian advertisers are tracking ALL of their digital campaigns with vCE

In-Flight Campaign Optimization

- ✓ Measuring more than 200 campaigns per month
- ✓ Measuring more than 1 billion impressions per month
- ✓ Mobile and Video viewability implemented
- ✓ Italian norms
- ✓ A collaborative environment with more than 20 Publishers optimizing advertising campaigns

I livelli medi di *viewability* degli editori italiani: I Premium Publisher hanno livelli di *viewability* più alti



Ranking of Publishers

ITALIA Viewability Rate

1° - 20%

≥ 63%

2° - 20%

≥ 50%

3° - 20%

≥ 39%

4° - 20%

≥ 25%

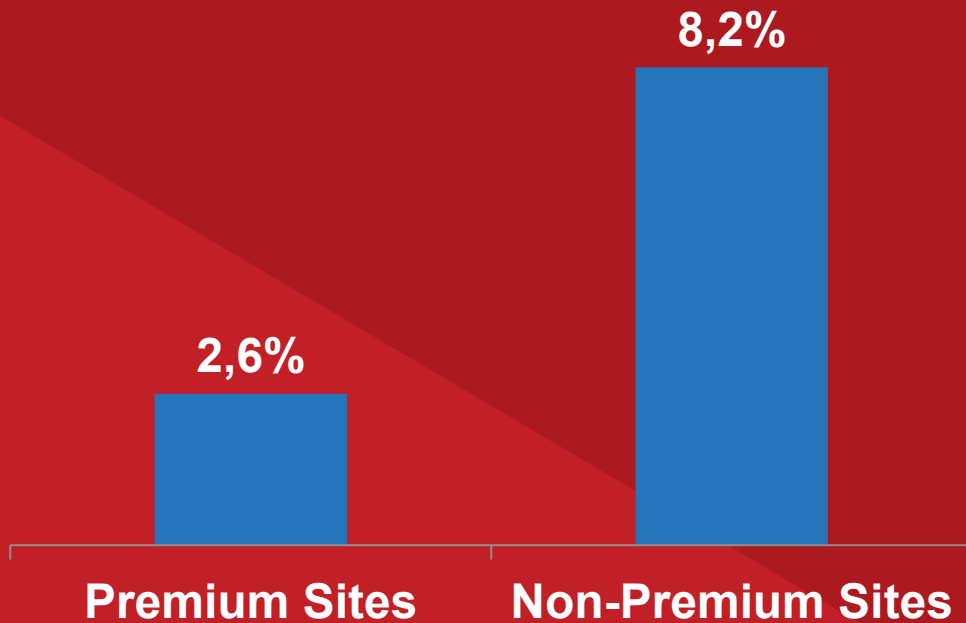
5° - 20%

< 25%

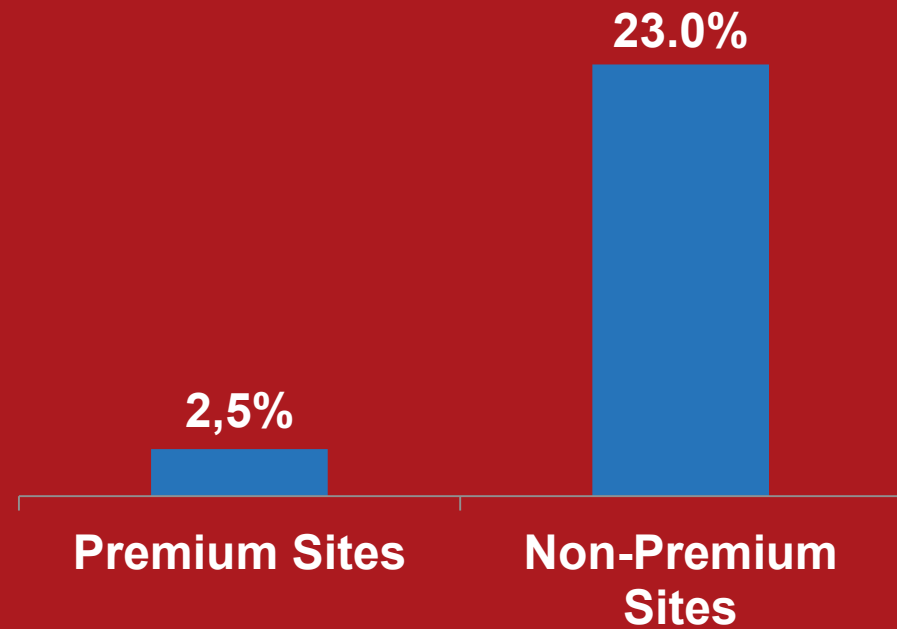
Invalid (non-human) traffic varies by type of site and is much lower on premium sites but much higher on the programmatic exchanges and for video

% Invalid Traffic by Placement Type

All Traffic



Video Traffic



vME in Italy today: un modello aperto alla collaborazione dei Publishers



TODAY comScore and Italiaonline Announce Partnership to Provide Demographic Data to comScore in Italy

- 1) Multisource approach to reduce a single panel bias**
- 2) Attention to local players and needs**



**comScore
Census Network
(Behavioral
Insights)**



**Partner
Census Demos**

Italiaonline & Yahoo



**comScore
Panel**

Le nostre soluzioni aumentano la fiducia dei clienti e creano valore per tutti gli attori della filiera

In tutte le modalità di pianificazione, negoziazione e valutazione



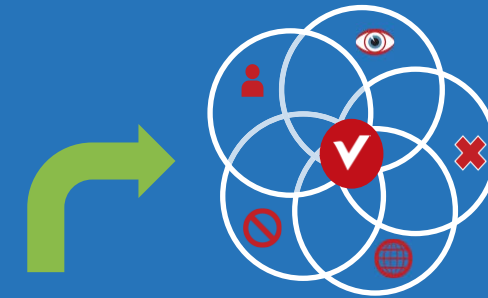
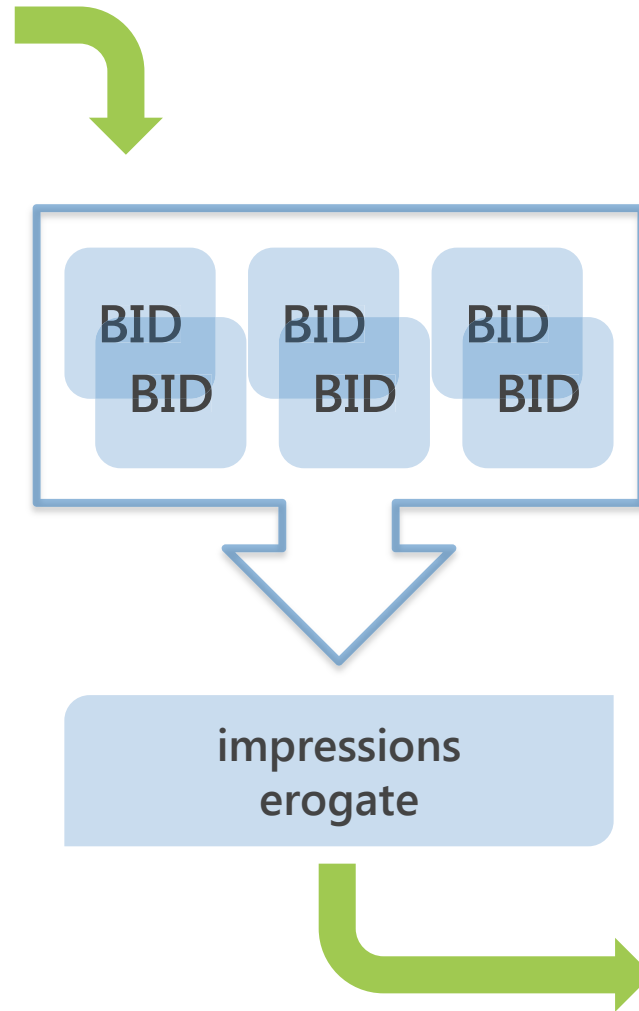
Tutto sostenuto da un sistema di misurazione solido e affidabile



Il percorso di verifica delle inventory

FILTRI PRE-BID SULLA QUALITÀ

- Contextual Relevance
- Brand Protection
- Page Quality
- Language
- MMX Rankings
- VMX Rankings
- Viewability
- Non-Human Traffic
- Noticeability
- Above the Fold



comSCORE
VCE 2.0

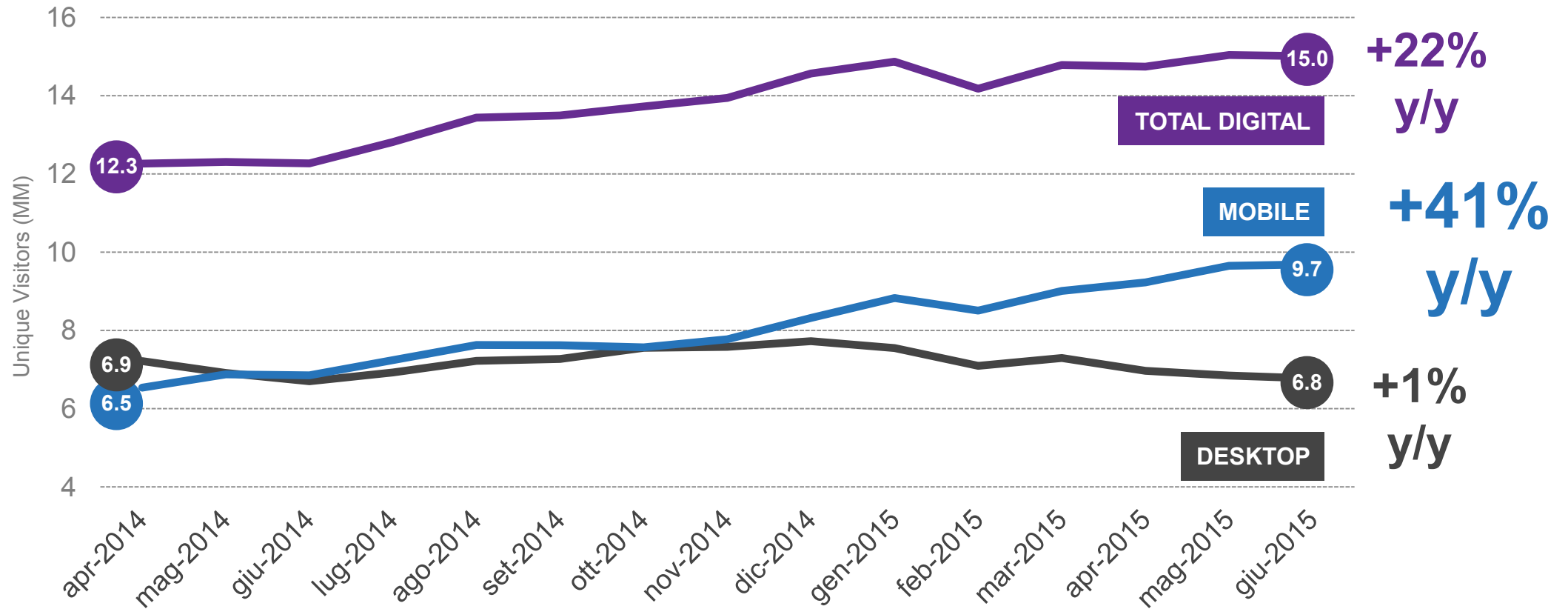
VERIFICA POST-BID

- Real time blocking (Brand Safety)
- Invalid Traffic
- Viewability
- In geo
- Audience

Multi-platform digital audiences are getting much bigger on average, and it's all because of mobile.

Avg. Monthly Audience for Top 1000 Properties for Total Digital, Mobile, and Desktop

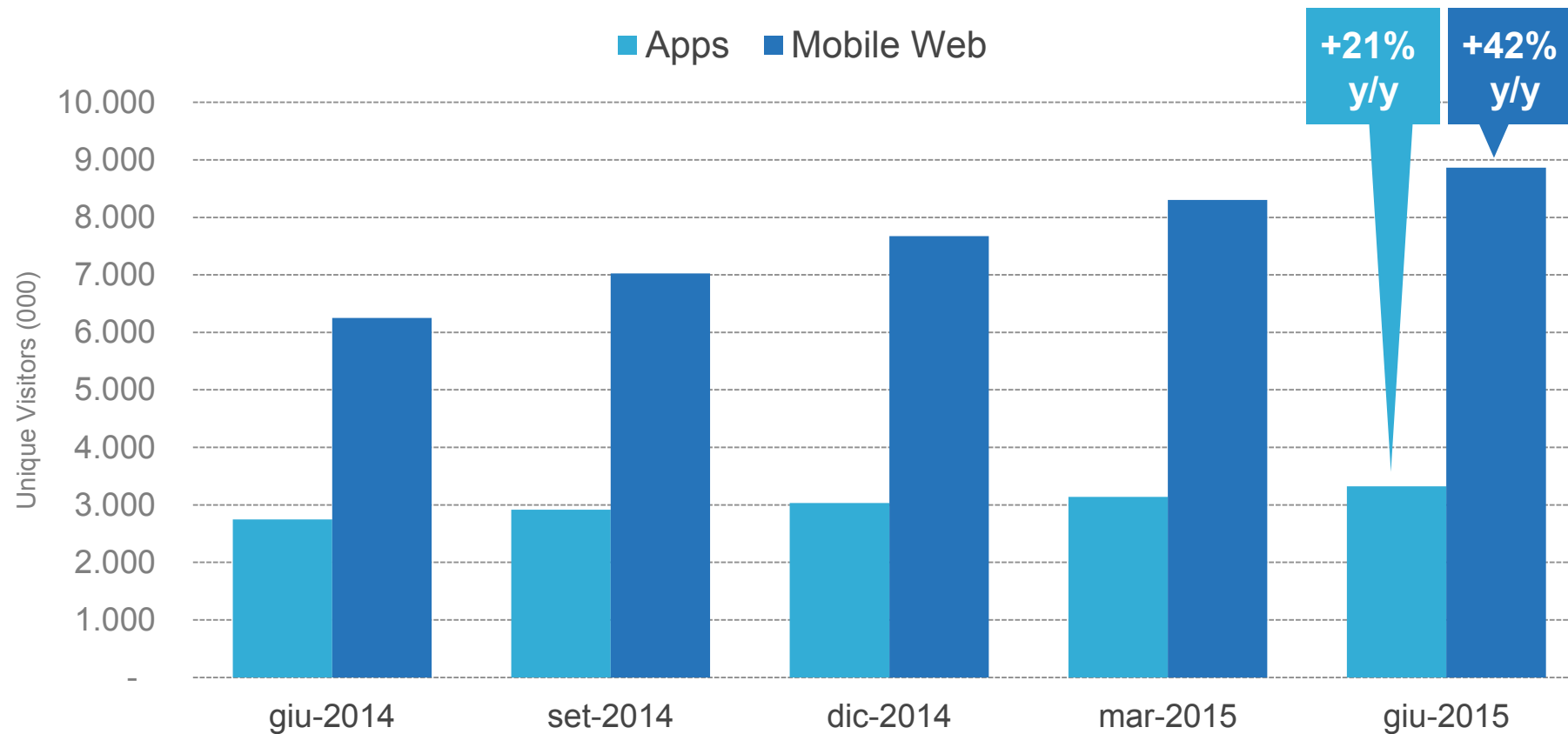
Source: comScore Media Metrix Multi-Platform, U.S., Total Audience



And mobile audience growth is being driven more by mobile web properties, which are actually bigger and growing faster than apps.

Average Monthly Audience: Top 1000 Mobile Apps vs. Top 1000 Mobile Web Properties

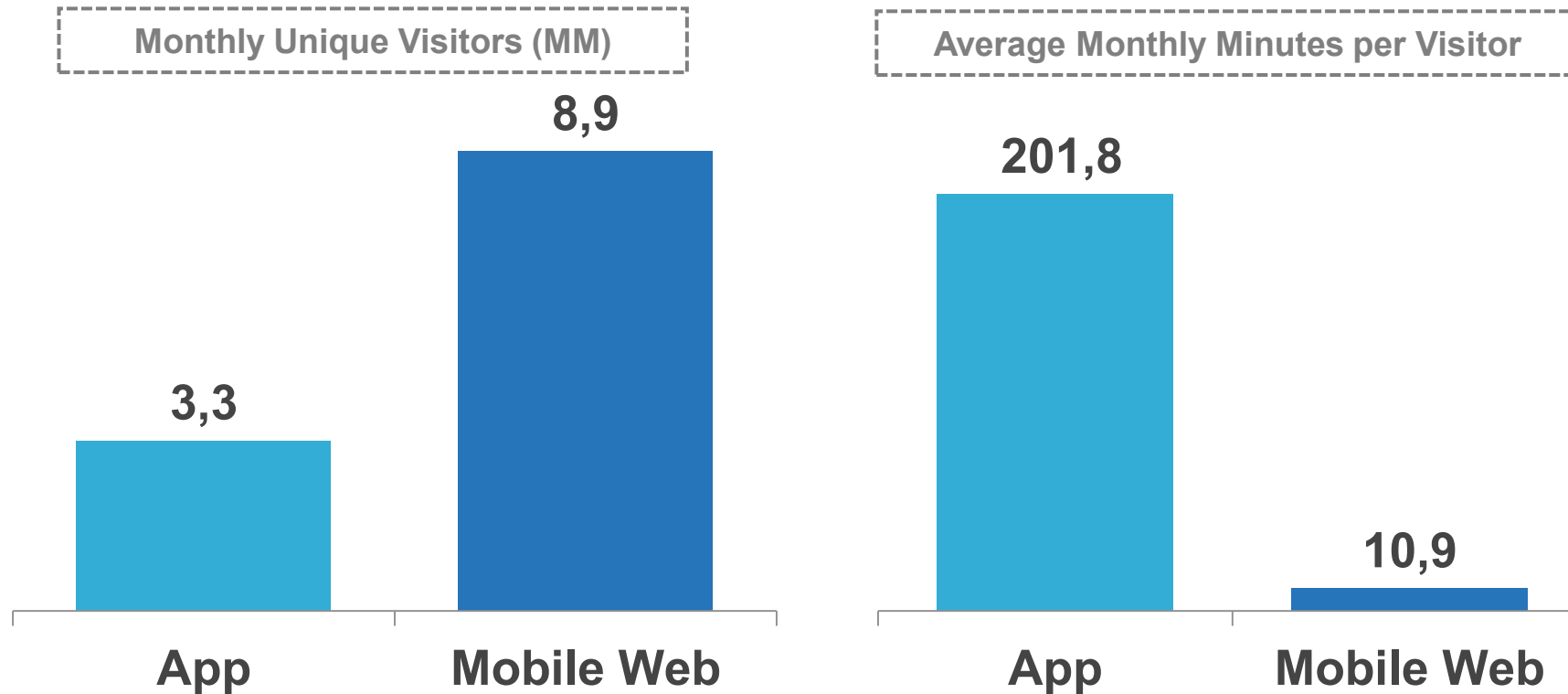
Source: comScore Mobile Metrix, U.S., Age 18+



Establishing app audiences is harder, but their real value is in their loyalty. They spend 18x more time on apps than mobile web visitors.

Top 1000 Mobile Apps vs. Top 1000 Mobile Web Properties

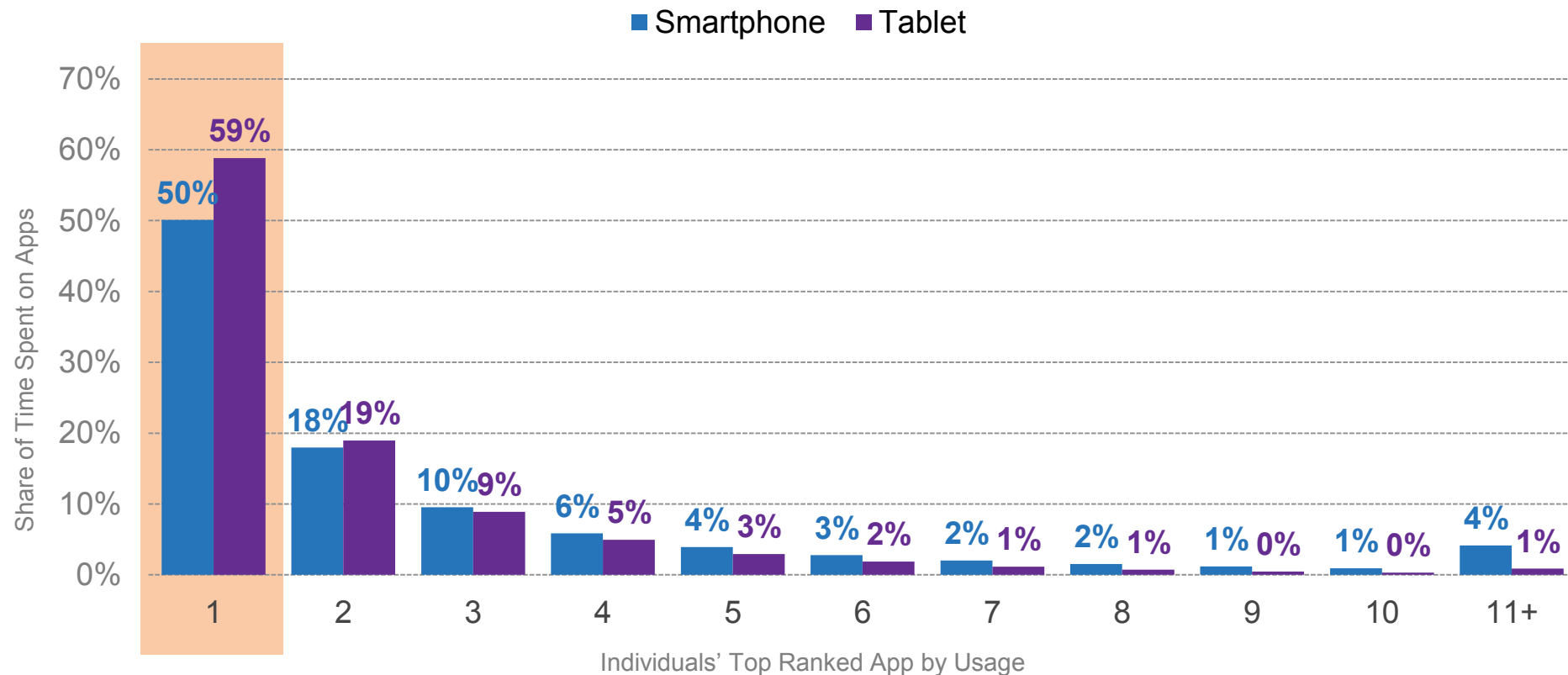
Source: comScore Mobile Metrix, U.S., Age 18+, June 2015



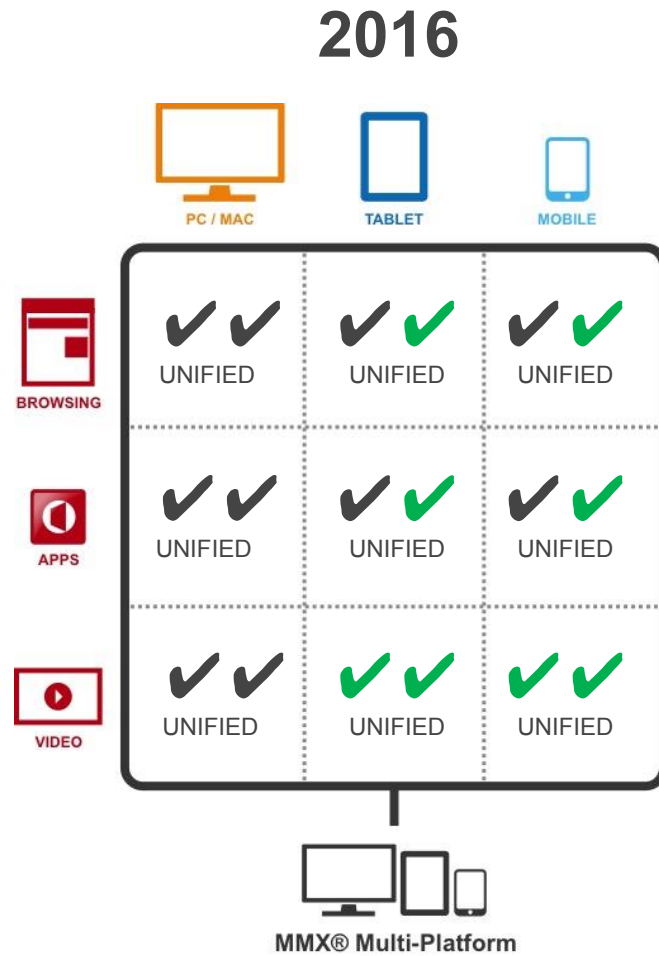
Half of all time spent on smartphone apps occurs on the individual's single most used app. And it's almost 60% on tablets.

Share of Time Spent on Apps Across Ranks

Source: comScore Custom Analytics, U.S., Age 18+, June 2015



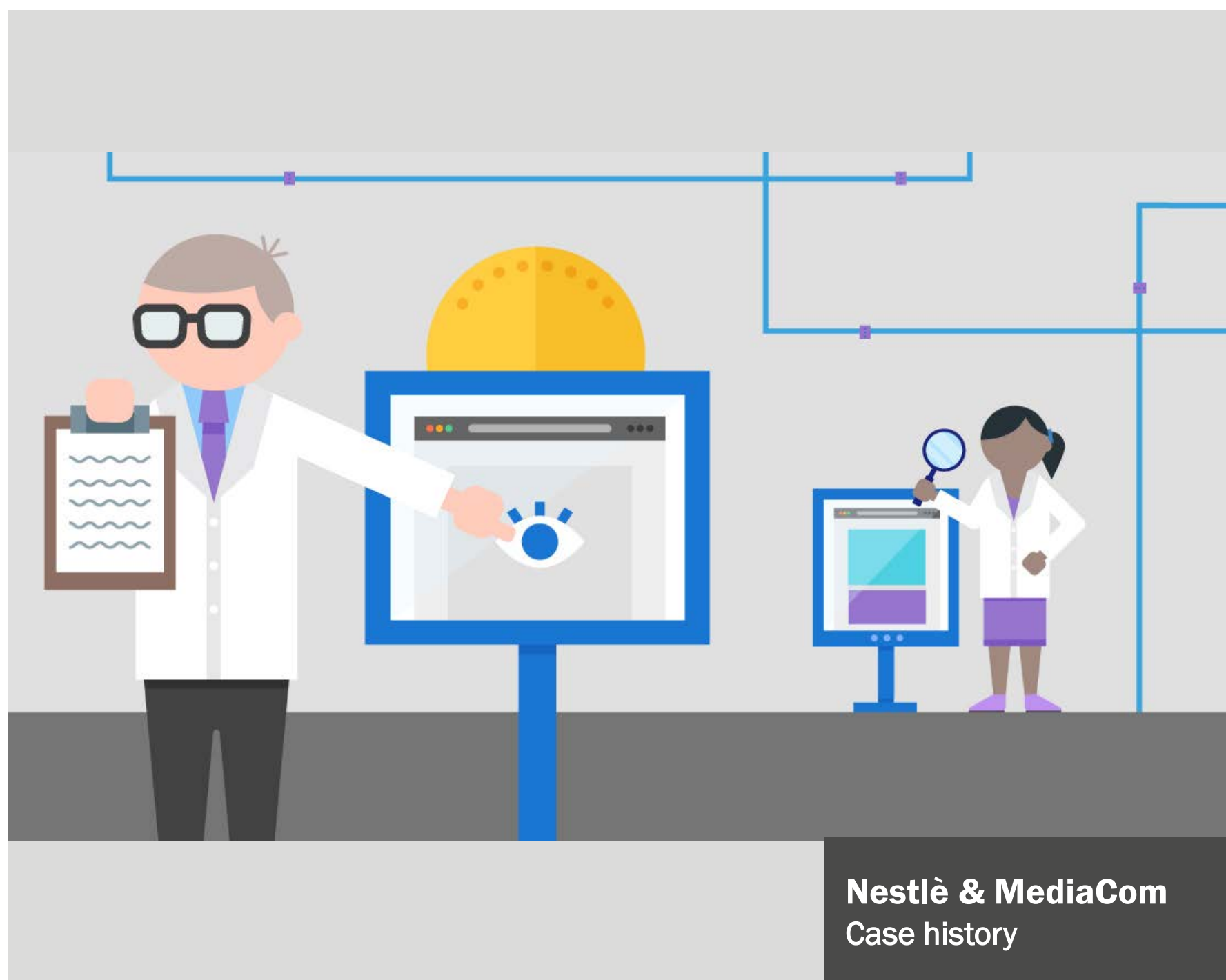
Prossimi rilasci



- ✓ Mobile Panel in 2016
- ✓ vCE Mobile Audience in 2Q 2016

Background

- We track everything
- 100% impression tracked by comScore
- starting Oct15 we implemented comScore Video Viewability - 1st adopter in the market - enabling tracking via adserver



Nestlé & MediaCom
Case history

■ What does 16pts means?

Cost avoidance

✓ 275.000€

Impression recovered

✓ 100 mioimps



Nestlé & MediaCom
Case history

using comScore data and MediaCom' math analysis we can say **YES**

Nestlè & MediaCom
Case history



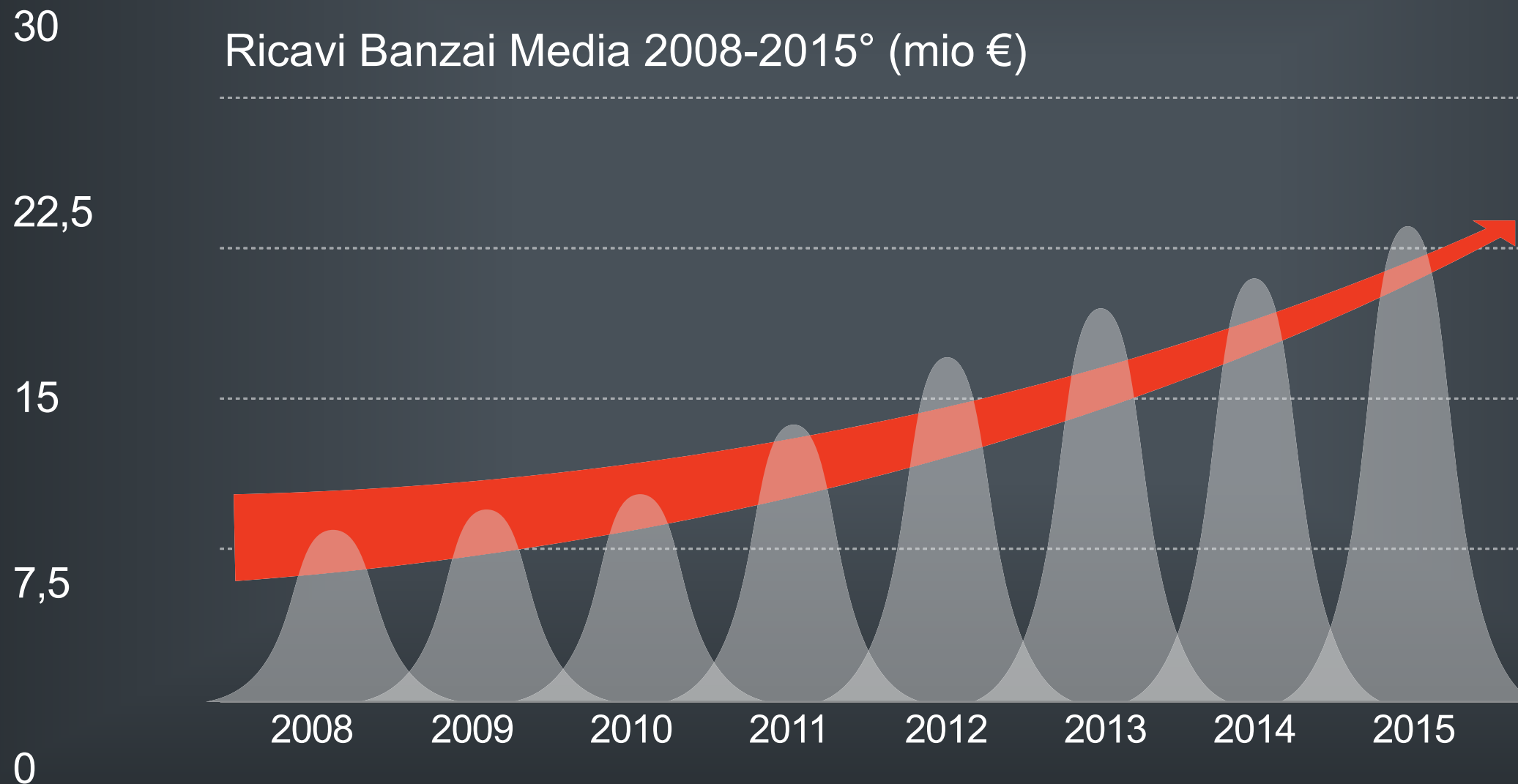
V-CTR - means Click Through Rate
from Viewable imps
VUR = Viewable Uplift Reaction



T-CTR - means Click Through Rate
from imps in target based on data
TUR = Targeted Uplift Reaction

I risultati

Il primo editore digitale italiano con focus sui verticali di valore



L'ADV digitale è in forte trasformazione



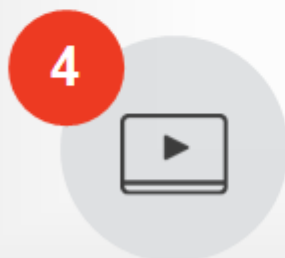
1 Conoscenza dei propri consumatori

BIG DATA 125 BIL \$ MARKET GLOBAL NEL 2015
+30% expected CAGR prossimi 5 anni



2 Multi device

MOBILE BROWSING + 30% UTENTI ITALIA YOY
APP TIME SPENT + 27% YOY
SMART TV



4 Evoluzione dei formati

VIDEO
+ 16% Adv Spending YOY (15 vs 14)
NATIVE
+ 40% Adv Spending YOY (15 vs 14 mercato US)



3 Efficacia ed efficienza ADV

VIEWABILITY
Stima +10pp YOY 15 vs 14 top player Italia
PROGRAMMATIC
+70% YOY (program. adv investments Europe 14 vs 13)



L'evoluzione Banzai Programmatic e Viewability

INVESTIMENTI
INNOVAZIONE

2013

Programmatic

primi esperimenti sul programmatic

2014

Viewability

- Diminuzione bacini inventory con esclusione di quelli a basso valore adv:
 - Esclusione IP esteri
 - Eliminazione Autorefresh delle pagine
 - Eliminazione da vendita Premium di siti, sezioni e posizioni a bassa viewability
- Riprogettazione struttura pagine:
 - Scroll 300*250 in pagina
 - Posizionamento ottimale formati
 - Priorità alle chiamate adv
 - Alleggerimento delle pagine

OGGI
2015

Programmatic

disponibili tutti i formati, private deal, video, campagne con dato DMP

Viewability

- da 57% a 70% vs media mercato 50%
- Il 75% dei nostri siti oggi sono Tier 1 o 2 ComScore

Banzai
Case history

Grazie!

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www.facebook.com/comscoreinc

