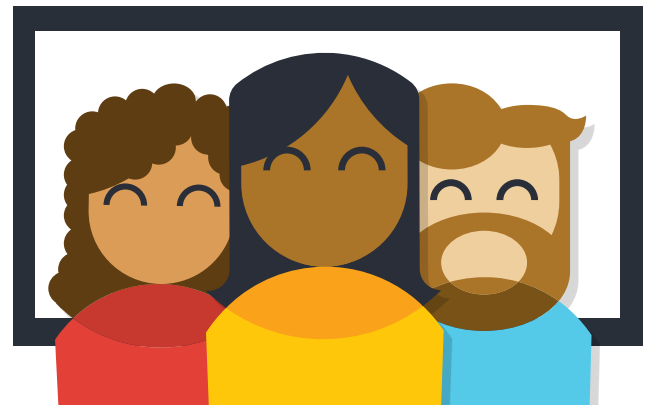


Local Measurement That Meets Modern Media Consumption

Comscore is measuring for the future of TV, today. The industry’s most sophisticated, reliable and granular TV measurement solution is fully integrated into the FreeWheel’s Strata platform VIEW module.

OVERVIEW

With the largest and most representative local TV viewing measurement footprint covering all 210 local markets – across 75MM TV screens –, Comscore provides television buyers and sellers with precise and massive-scale measurement of local TV programming and advertising. Within Strata’s VIEW module, Comscore enables seamless planning and buying using the same granular data set—resulting in an unprecedented stability across these markets. You can now devote your time to building the right media strategies to meet your client’s needs, versus managing makegoods.



WHY COMSCORE



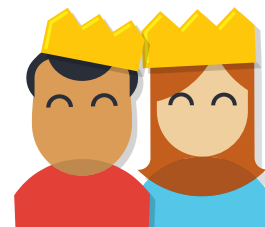
RELIABLE & SUPERIOR METHODOLOGY

Comscore local TV measurement solution is the industry’s only measurement source that has a singular methodology across all 210 local markets irrespective of their size.



SEAMLESS LOCAL & NATIONAL COVERAGE

Measurement from 99% of all residential ZIP codes in the U.S., from every major cable and satellite provider, passively collected through return path device data.



HIGHLY DESIRED ADVANCED AUDIENCES

Go beyond age/gender to find and reach high-value audiences based on the programming they watch, the lifestyles they lead, the way they vote, the cars they drive and the products they buy.

A deep-dive into Comscore Advanced Audiences™ for TV

Powered by **Comscore Advanced Audiences™**, our local television solution combines real-world TV viewership information with valuable, advanced household-level consumer and demographic behavior data, allowing buyers to access the metrics that matter to plan and transact with confidence.

CORE TRUSTED DEMOGRAPHICS

Leverage Comscore's core household-level demographic segments comprising a wide range of demographic cuts to fine-tune your reach and targeting.

HHs W/ AGE RANGE

| | | | |
|------------------|------------------------|------------------------|------------------------|
| A18+, M18+, W18+ | A18-24, W18-24, M18-24 | A21-34, W21-34, M21-34 | A35-64, W35-64, M35-64 |
| A21+, W21+, M21+ | A18-34, W18-34, M18-34 | A25-34, W25-34, M25-34 | A45-54, W45-54, M45-54 |
| A25+, W25+, M25+ | A18-44, W18-44, M18-44 | A25-49, W25-49, M25-49 | A55-64, W55-64, M55-64 |
| A35+, W35+, M35+ | A18-49, W18-49, M18-49 | A25-54, W25-54, M25-54 | |
| A50+, W50+, M50+ | A18-54, W18-54, M18-54 | A25-64, W25-64, M25-64 | |
| A55+, W55+, M55+ | A18-64, W18-64, M18-64 | A35-44, W35-44, M35-44 | |
| A65+, W65+, M65+ | A21-24, W21-24, M21-24 | A35-54, W35-54, M35-54 | |

ADVANCED HIGH-VALUE TARGETS

Build smarter, more strategic TV advertising plans and extend your reach to valuable audiences beyond age and gender.

| | | | |
|---|---|----------------------------------|--------------------------|
| HH Race/Ethnicity: Hispanic | HH Composition: Single-Person HH, Female | HH Education: Graduate School | HH Income: \$100,000+ |
| HH Composition: No Children Present in HH | HH Composition: Single-Person HH, Male | HH Income: \$0 - \$49,999 | HH Income: \$125,000+ |
| HH Composition: Children Present in HH | HH Education: High School | HH Income: \$50,000+ | |
| | HH Education: College | HH Income: \$75,000 | |

IN-DEMAND POLITICAL OVERLAY

Drive campaign efficiency by getting your message in front of a unique set of voter-based segments that identify voting preferences, party affiliation and voter turn-out.

| | | | |
|---------------------------------|----------------------------------|-------------------------------|---------------------------------|
| Democratic High Turnout Voter | Democratic Voter | Independent Primary Voter | Republican Medium Turnout Voter |
| Democratic Low Turnout Voter | Independent High Turnout Voter | Independent Voter | Republican Primary Voter |
| Democratic Medium Turnout Voter | Independent Low Turnout Voter | Republican High Turnout Voter | Republican Voter |
| Democratic Primary Voter | Independent Medium Turnout Voter | Republican Low Turnout Voter | Unregistered Voter |

Ready to get started?

To learn how Comscore can help you make business decisions with confidence, please visit comscore.com/local-tv-measurement, or connect with a [Local TV specialist here](#)