

# Multi-Currency Menu

A quick guide to the currency options that marketers are evaluating for the 24/25 Upfront season

## **comscore** BIG DATA

### DATA SOURCE

STB + vMVPD

### REPORTING

Household; Person-Level

### MRC ACCREDITATION

National & Local Comscore TV  
Time-Based Grid Reports  
(Total HH Rating & Average Audience)

### SCALE

31MM Households

### AUDIENCE

Broad Demo; Audience-Based Buying

### JIC CERTIFICATION

National Cross-Platform Currency

## **iSpot.tv** BIG DATA

### DATA SOURCE

ACR

### REPORTING

Household; Person-Level

### MRC ACCREDITATION

TV Ad Occurrence Data

### SCALE

132MM Households\*

### AUDIENCE

Broad Demo; Audience-Based Buying

### JIC CERTIFICATION

Conditional Certification for National  
Cross-Platform Currency

## **Nielsen** PANEL ONLY

### DATA SOURCE

Nielsen Panel

### SCALE

41K Households

### REPORTING

Household; Person-Level

### AUDIENCE

Demo; Audience-Based Buying

### MRC ACCREDITATION

National Service; Local Under Review

### JIC CERTIFICATION

N/A

## **BIG DATA + PANEL**

### DATA SOURCE

STB + ACR + Nielsen Panel

### SCALE

45MM Households

### REPORTING

Household; Person-Level

### AUDIENCE

Demo; Audience-Based Buying

### MRC ACCREDITATION

Under Review

### JIC CERTIFICATION

N/A

## **vidyoamp** BIG DATA + PANEL-INFORMED

### DATA SOURCE

STB + ACR

### REPORTING

Household; Person-Level

### MRC ACCREDITATION

In Process

### SCALE

37MM Households

### AUDIENCE

Broad Demo; Audience-Based Buying

### JIC CERTIFICATION

National Cross-Platform Currency

**MARKETERS HAVE THE POWER TO CHOOSE THE CURRENCY  
THAT BEST MEETS THEIR BUSINESS GOALS**

*Hungry for more?* Download our report on [Adopting Alternative Currencies](#) and [click here](#) to learn more about relevant currency terms

Note: Measurement vendor offerings as of April 19, 2024. \*iSpot projected HH scale.

VAB