

# Multi-Currency Menu

A quick guide to the currency options that marketers are evaluating for the 25/26 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

45MM Households

### AUDIENCE

Broad Demo; Audience-Based Buying

### JIC CERTIFICATION

National Cross-Platform Currency

## Nielsen **PANEL ONLY**

### DATA SOURCE

Nielsen Panel

### SCALE

42K 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 + Publisher IPD

### SCALE

45MM Households

### REPORTING

Household; Person-Level

### AUDIENCE

Demo; Audience-Based Buying

### MRC ACCREDITATION

National Service; Local Under Review

### JIC CERTIFICATION

N/A



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

### DATA SOURCE

STB + ACR

### REPORTING

Household; Person-Level

### MRC ACCREDITATION

In Process

### SCALE

40MM 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