

What are the Key Features of 'The Gauge' and 'The Score'?

Nielsen

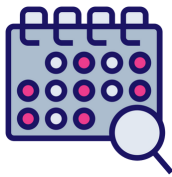
The Gauge™

Leveraged for **measurement purposes**, a **monthly** snapshot of total broadcast, cable, streaming and other consumption through TV screens, reporting how US audiences spend their **time watching TV** across various platforms and media distributors

comscore

the **score** report

Leveraged for **measurement purposes**, a **weekly** report on the **share of ad exposure time** of broadcast, cable and streaming on TV screens at both the national and local market levels, across platforms, media distributors, networks and stations



Launch Date

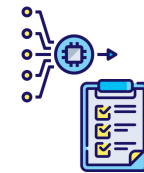
May 2021

October 2024

Data Sources

Panel
(Streaming Meter + National TV)

Big Data
(STB + ACR)



Content Reporting

YES

NO

Ad Exposure Reporting

NO

YES



Reporting Granularity

Platform; Distributor

Platform; Distributor;
Network; Station

National Reporting

YES

YES



Market-Level Reporting

NO

YES

Reporting Cadence

Monthly

Weekly



Audience

Persons 2+

Total Household

MRC Accreditation



Not Accredited

Not Accredited