



Media Metrix Reporting

Google AMP Publisher Tag Specification

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for further information, please contact:

Comscore
Tag Support
+1 866 276 6972

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1 Introduction

The Google Accelerated Mobile Pages (“AMP”) Project is an open source initiative that came out of discussion between publishers and technology companies about the need to improve the entire mobile content ecosystem for everyone – publishers, consumer platforms, creators, and users.

Today, the expectation is that content should load super fast and be easy to explore. The reality is that content can take several seconds to load, or, because the user abandons the slow page, never fully loads at all. Accelerated Mobile Pages are web pages designed to load instantaneously – they are a step towards a better mobile web for all.

For more information on the project, visit [the AMP support documentation \(https://www.ampproject.org/docs/support/faqs.html\)](https://www.ampproject.org/docs/support/faqs.html).

2 How to tag for Comscore reporting

Comscore clients will need to make a change to their website tags on any AMP pages to allow optimized census collection. The process and placement of the tag are exactly the same as the standard website tag, with only the tag itself changing. Your Client Insights representative can assist you in updating your tags.

Only the website tag is impacted and the AMP tag should only be implemented on AMP pages, as it will not work on normal desktop web pages. The normal desktop web pages should not be impacted. AMP also has no impact on mobile apps.

2.1 How to get the tag

The tag will not be retrievable through the *Get Tag* function in comScore Direct like the standard tag. Your Client Insights representative can assist you in retrieving your tags.



AMP data will not be broken out separately from other traffic within the Direct interface.

2.2 How to apply the tag

comScore clients choosing to update their pages to AMP specifications will need to make a change to their current [c1=2](#) Census page tag. The tag should be implemented on all AMP pages and will not work on standard pages. Below is AMP tag that needs to be implemented on the appropriate pages.

```

3. <script async custom-element="amp-analytics" src="https://cdn.ampproject.org/v0/amp-analytics- 0.1.js"></script>
4. <amp-analytics type="comscore">
5.   <script type="application/json">
6.     {
7.       "vars": {
8.         "c2": "1234567"

```

```

9.         },
10.        "extraUrlParams": {
11.            "comscorekw": "amp"
12.        }
13.    }
14. </script>
15. </amp-analytics type="comscore">

```

Please note that you should provide your own Publisher ID instead of `c2` value `1234567`.

3 Communicate user consent

Applicable privacy and data protection laws and regulations may require companies to capture and/or document a user's consent for measurement. For example, the European Union's General Data Protection Regulation ("GDPR") and the Privacy and Electronic Communication Directive 2002/58/EC require capturing user consent. The California Consumer Privacy Act ("CCPA") requires companies to provide users with the ability to "opt-out of the sale of personal information." Please note that the implications of applicable privacy and data protection laws and regulations may vary and are best evaluated by each individual business.

For pages where publishers collect user consent on AMP articles through a standard `amp-consent` dialog, our `amp-analytics` tag will collect the user's consent status from the `amp-consent` dialog automatically.

When a tag fires on the article, the tag contains a value for `cs_amp_consent/cs_ucfr` as determined by the `amp-consent` dialog:

- If user has indicated by the dialog that consent is given: `cs_amp_consent=sufficient, cs_ucfr=1`
- If user has indicated by the dialog that consent is not given: `cs_amp_consent=insufficient, cs_ucfr=0`
- If user has dismissed or otherwise not interacted with the dialog, indicating an unknown consent status: `cs_amp_consent=unknown, cs_ucfr` empty

In that last scenario, if the user does not interact with the consent dialog and a consent policy timeout is not configured on the article on then a tag will not be sent to Comscore. Where appropriate, Comscore's preference is that a consent policy timeout is configured on all AMP articles so that clients' reporting is not impacted, however it is up to individual publishers to decide if they can use (and if so, enable) the policy timeout functionality.