

Comscore Direct User Guide

Comscore Direct is a self-service portal for managing the measurement of your web content. When you register for Comscore Direct, you control how your properties are reported by Comscore because you organize and initiate the tagging process. Claim the domain that you wish to tag from the Comscore dictionary or submit a new dictionary entry. Then select the “Get Tag” button to generate your own customized tag. After your tags are placed on your site, Comscore Direct provides an easy interface to track and validate traffic counts on a daily basis, giving you confidence that your sites are reported accurately.

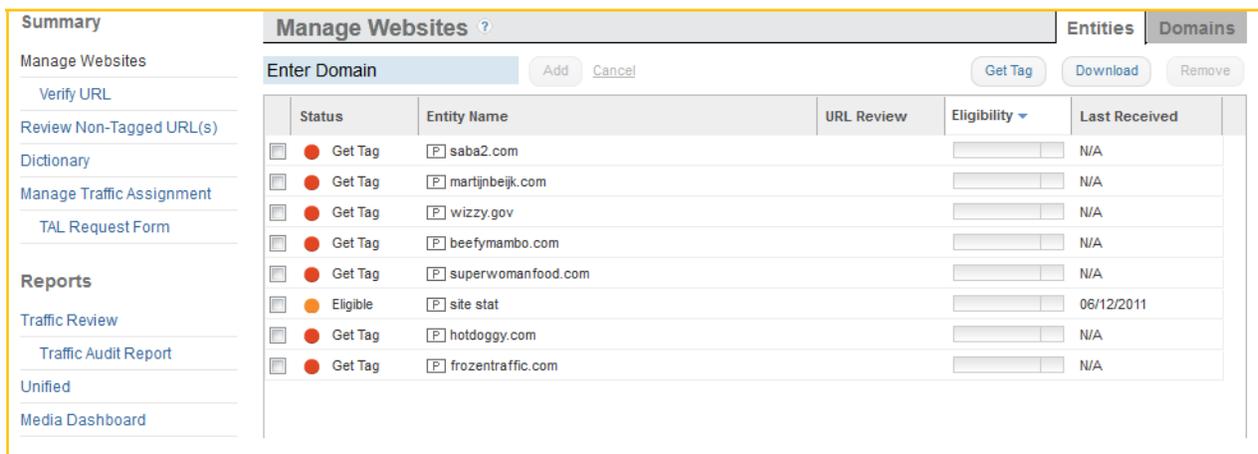
This document is designed to provide you with a step by step guide to navigating the Comscore Direct interface and the process for tagging your site, reviewing your data and ensuring that you are following the appropriate steps towards having your sites be eligible for Unified Digital Measurement in Comscore Media Metrix.

Websites Tab

Manage Websites

The “Manage Websites” area of the Websites tab is the area to:

1. Claim an entity from the Comscore Dictionary or request a new dictionary entry
2. Monitor the status of each entity or domain
3. Get the Comscore tag
4. Review a Non-Tagged URLs report
5. Monitor eligibility of an entity or domain
6. Review when data was last seen by Comscore



Status	Entity Name	URL Review	Eligibility	Last Received
<input type="checkbox"/> ● Get Tag	<input type="text" value="saba2.com"/>			N/A
<input type="checkbox"/> ● Get Tag	<input type="text" value="martijnbeijk.com"/>			N/A
<input type="checkbox"/> ● Get Tag	<input type="text" value="wizzy.gov"/>			N/A
<input type="checkbox"/> ● Get Tag	<input type="text" value="beefymambo.com"/>			N/A
<input type="checkbox"/> ● Get Tag	<input type="text" value="superwomanfood.com"/>			N/A
<input type="checkbox"/> ● Eligible	<input type="text" value="site stat"/>			06/12/2011
<input type="checkbox"/> ● Get Tag	<input type="text" value="hotdoggy.com"/>			N/A
<input type="checkbox"/> ● Get Tag	<input type="text" value="frozentraffic.com"/>			N/A

Tabs in the Manage Websites Grid

- **Entities:** The Entities tab is where Reportable Domains (as reported in Media Metrix syndicated products) are listed for review.
- **Domains:** The Domains tab is where domains are listed for review.

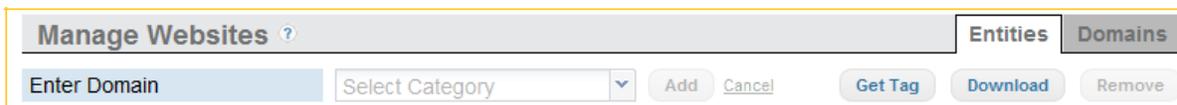
The difference between these two tabs is how your content is displayed in the Comscore Dictionary. As tag request data is collected, the Traffic Review report will display your data in the Dictionary hierarchy view if applicable.

Buttons on Page

- **Get Tag:** The “Get Tag” button will launch a modal that displays the Comscore tag for you to copy. The tag is pre-populated with your Client ID (C2). This tag may be used on all domains that you wish to tag. Please be sure that you have claimed your domain in the Manage Websites page prior to deploying the tag to your site.
- **Download:** The “Download” button will export all of the columns displayed on the page to an Excel file. If you have filtered the page using the Search box, only the filtered results will be included in the download file.
- **Remove:** The “Remove” button will remove an entity or domain from the Management tab. When you click on the “Remove” button, a pop-up will display asking you to confirm that you as the user are authorized to remove the entity and to confirm your action.
 - Please note that the checkboxes to the left of each entity correlate to the use of the “Remove” button. They do not perform any other action except for when removing an entity.

Enter Domain

The “Enter Domain” field is the starting point for you to indicate the existing Comscore dictionary entity or the domain for which you want to tag.



The screenshot shows the header of the 'Manage Websites' grid. It features a title bar with 'Manage Websites' and a help icon. Below the title bar are two tabs: 'Entities' (active) and 'Domains'. The main header area contains an 'Enter Domain' text input field, a 'Select Category' dropdown menu, and a row of buttons: 'Add', 'Cancel', 'Get Tag', 'Download', and 'Remove'.

There are two options for claiming a domain:

1. Select an existing entity from the Comscore dictionary. In the “Enter Domain” box in the Manage Websites grid, enter the domain you wish to tag. The system will start to search for the domain as you type to display any Comscore dictionary entities that may match. Select the desired entity and click “Add” to have the entity appear in the Management grid below.
 - Dictionary entries in **black** are available to be claimed, entries listed in **grey** are already associated with a C2.
 - If you see that your entity is greyed out, please review the list of entities in the Manage Websites grid to ensure that the entity is not already associated with your account.

- If the entity is not listed in the Manage Websites grid, and you are unable to claim your domain in the drop-down box, please email DirectHelp@comscore.com with a description of the issue.

The screenshot shows the 'Manage Websites' interface. On the left is a navigation menu with sections: Summary, Manage Websites (Verify URL, Review Non-Tagged URL(s), Dictionary, Manage Traffic Assignment, TAL Request Form), Reports (Traffic Review, Traffic Audit Report, Unified, Media Dashboard). The main area has a header 'Manage Websites ?' with tabs for 'Entities' and 'Domains'. Below the header is a search box containing 'domain.com' and buttons for 'Add', 'Cancel', 'Get Tag', 'Download', and 'Remove'. A dropdown menu is open, showing suggestions: 'DOMAIN.COM', 'DOMAIN.COM.TR', and 'DOMAIN.COM.AU'. Below the dropdown is a table with columns: Status, Entity name, URL Review, Eligibility, and Last Received. The table contains several rows with various domain names and their corresponding status and eligibility information.

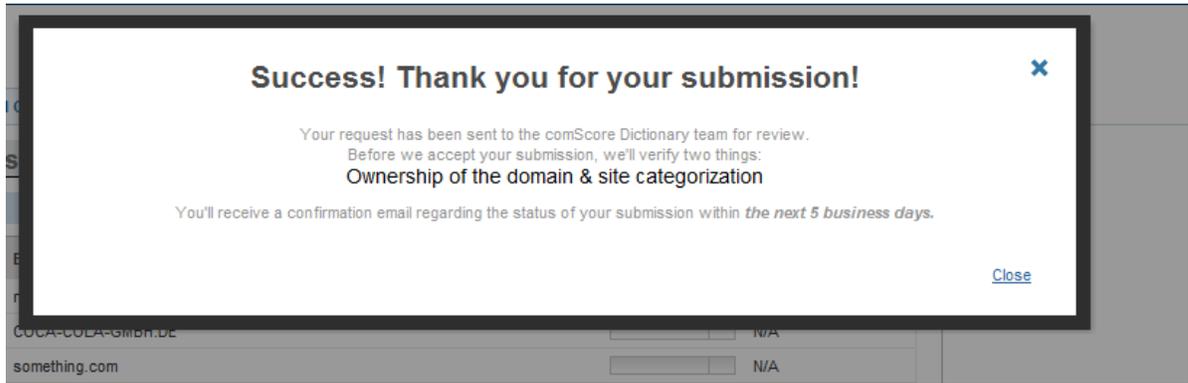
2. Add a new entry to the Comscore dictionary. If the domain is not already listed as an entity in the Comscore dictionary, the system will prompt you to add a new entry and categorize the site.

The screenshot shows the 'Manage Websites' interface. The search box now contains 'my2domain.com'. The dropdown menu is open, showing the option 'Add "my2domain.com"'. The table below the dropdown is the same as in the previous screenshot, but it now includes the newly added entry 'my2domain.com' at the top, which is currently in a 'Get Tag' status.

- A properly formatted domain in this field is: mydomain.com
- The prefix of “https://” or “www” is not needed or valid.

After entering the domain name, select a category for the site and click the “Add” button.

New dictionary entries require verification from Comscore's dictionary management team. They will verify site ownership, branding and categorization of your submission and confirm your entry by email within five business days. Entries submitted after the 20th/21st of the month may not be approved until the beginning of the next calendar month due to a closed period in which new entries are not updated in the Comscore dictionary.



Important note: If you are an existing Media Metrix subscriber tagging through Comscore Direct, you are not required to claim your domains or dictionary entities as that process has already been completed by Comscore. However please note that new domains that are not already in the Comscore dictionary must be claimed prior to tagging to ensure that data will appear within your Comscore Direct account for review.

FAQs

How will Traffic Assignment Letters (TALs) be treated in this new system?

If you are tagging with your own C2 value in the Comscore tag will they continue to see their numbers inside of Comscore Direct. If you are tagging with the C2 of the partner that you are assigning your traffic to, the data will appear in the Direct account of that partner.

What is the maximum number of domains that can be tagged?

Direct only subscribers may tag up to 100 unique domains.

Important note: Excessive submission of promotional entities (those domains that are not categorized as content, but primarily advertising) could result in the termination of service.

Status column

- **Get tag:** This red icon and status of “Get tag” indicates that you need to tag your site as Comscore has yet to see any tag requests from the entity.
- **Tagged:** This red icon and status of “Tagged” indicates that Comscore is seeing tag requests coming from the entity.
- **Eligible:** This orange icon indicates that the entity has met the required eligibility calculation. In order to be eligible for Private data for the current reporting period, the eligibility calculation must be met by the 8th of the month. *Please note that some entities may not be eligible for reporting in Media Metrix based on the total number of unique cookies observed on the site.*
- **Private:** This yellow icon and status of “Private” indicates that the entity is being reported as Unified, but in a private mode to you and to internal Comscore users for review and verification.
- **Public:** This green icon and status of “Public” indicates that the entity has crossed coverage and is now reported as Unified in Media Metrix.

Review Non-Tagged URL(s)

Non-Tagged URLs are URLs that have been viewed on the Comscore panel but are not appearing in tag request data. It is important that you tag essential URLs OR submit a request to remove invalid URL(s) ¹ from your reportable data. This process helps ensure websites reported by Comscore meet the necessary requirements to be fairly and properly reported.

If there are non-tagged URLs for a domain or entity, a red icon with a link that states “Review” will appear in the URL Review column of the Manage Websites grid. The “Review” link is specific to the domain or entity listed on the row where the alert appears.

By clicking on the “Review” link in the Manage Websites view (under the “URL Review column, for entity data only), the Review Non-Tagged URLs workspace will be revealed displaying a list of URLs that should be tagged or removed.

Non-Tagged URL(s) - Entity Data

The new Review Non-Tagged URLs workspace will allow you to review URL(s) that have been viewed by the Comscore panel but do not appear in tag request entity data. Some of these URLs are invalid and should be removed from your reportable data.

¹ Entity level data only

There are two ways to access the *Review Non-Tagged URLs* workspace: from the Review link that appears in the URL Review column of the Managed Website – Entities grid, or from the Review Non-Tagged URLs link located in the Manage Website left hand navigation menu.

- The Review link will display URL(s) associated with a specific entity.
- The Review Non-Tagged URLs link will display a complete list of entities that have associated Non-Tagged URLs.
- It is important that you tag URLs that you deem essential to help an entity achieve an eligibility score of more than 80% and therefore become eligible for Unified reporting in Media Metrix.
 - You may see URLs included in the workspace that you have already tagged, these URLs may be ignored as the next update of panel observations versus tag requests will resolve this discrepancy.

How do you download a list of URLs to review?

Select the URLs that you want to download in the “Plan Tag” column and click the “Download” button.

When should you submit a request to remove a URL(s)?

You only should submit a request to remove non-tagged URLs from your reportable data if they non-user requested and do not contain valid content as these are considered invalid URLs by Comscore.

- To submit a request, navigate to the Review Non-Tagged URLs workspace; select the URL(s) you would like removed from the Remove URL(s) column and click on the Send Request button.

Important note: *After you submit and confirm your request to remove the selected URL(s) from your reportable data, the URL(s) will be removed within the next 5 business days. Any request received after the 20th of the month may be removed in the next calendar month. This is due to a closed period in which new removal request are not applied to the Comscore dictionary.*

Eligibility

The eligibility bar is an indicator for when an entity has or has not crossed eligibility. Each entity needs to have an eligibility score of 80% or more in order to be considered for Unified reporting in Media Metrix.

Indicators are as follows:

- Orange indicates that the entity has not yet crossed eligibility.
- Blue indicates that the entity has crossed eligibility.

Hovering your cursor over the eligibility bar will display the percent eligibility for the entity.

Important note: *In addition to achieving an eligibility score of 80% or more, an entity is required to tag for seven continuous days to cross eligibility. For example, if an eligibility score of 80% or more is achieved on the sixth day of tagging the seventh day is still required for the entity to cross eligibility.*

Last Received

The “Last Received” column in the Manage Websites Grid indicates the date and time that tag data was last collected by Comscore for the entity.

Dictionary

The Dictionary Editor is the tool within Direct where those who are subscribed to Comscore syndicated products can manage their dictionary hierarchy. The tasks supported in this area include:

- Ability to modify the dictionary hierarchy (move entities around within the hierarchy)
- Add/edit/delete entities
- Add/edit/delete patterns
- Review a recent submission that has not yet been approved
- Cancel a recent submission that has not yet been approved

The change history box above the dictionary editor grid allows you to view your current work or recent submissions.

The screenshot displays the Comscore Dictionary Editor interface. On the left is a sidebar with navigation options: Summary, Manage Websites, Verify URL, Review Non-Tagged URL(s), Dictionary, Manage Traffic Assignment, TAL Request Form, Reports, Traffic Review, Traffic Audit Report, Unified, and Media Dashboard. The main content area is titled "Dictionary" and features a tree view of entities. A "Change History" pop-up window is open, showing a list of changes with columns for "Deleted", "Date", and "Time". The current change is "Deleted ROCKAUTO.COM" on "09/20/2012 04:02 PM". The main dictionary view shows entities like "DISCOUNTTIRE.COM", "% DISCOUNTTIRE.COM%", "% TIRES.COM%", "GOOSEBERRYPATCH.COM", "% GOOSEBERRYPATCH.COM", "ROCKAUTO.COM" (highlighted), "% ROCKAUTO.COM%", "ASPIREPROPERTYSOLUTIONS.COM", and "% ASPIREPROPERTYSOLUTIONS.COM%".

The “Undo Last” link removes the last change that you made while the “Reset” link removes all current changes that you made.

Important note: Please note that the Dictionary area of Comscore Direct is only available to those who are currently subscribed to one of the Comscore syndicated products.

Manage Traffic Assignment

Traffic Assignment Letters (TALs) represents an agreement between parties in regards to how traffic will be reassigned for Comscore reporting. Once you and your partner have completed a traffic assignment request form, available through Comscore Direct interface, the request will be automatically sent to the Comscore Dictionary team for further review.

***Important note:** All traffic assignment requests are subject to review by Comscore. Comscore retains the right, in its sole discretion, to refuse request approval if requests are not consistent with Comscore reporting rules.*

Traffic Assignment Request Rules

Traffic can be reassigned, for Comscore reporting, where a legitimate and reasonable business reason exists. Rules for traffic reassignment, for Comscore reporting, include (but are not limited to) the following:

- Situations involving equal ownership (50-50) or where no single party has majority ownership, owners must mutually agree on the assignment of the reporting rights and communicate such agreement with a written request by a legal officer(s) of the company / companies. Joint venture companies will be considered single legal entities.
- Traffic assignment letters must be signed by an adult over the age of 18 who is an officer of the company.
- In cases where a company has assigned traffic to more than one company, Comscore will honor the most recently dated traffic assignment.

***Important note:** If you experience issues/difficulties with submitting a request via Comscore Direct please contact the Direct Help support team by sending a message to DirectHelp@comscore.com*

FAQs

How will Traffic Assignment Letters (TALs) be treated in this system?

If you are tagging with your own C2 value in the Comscore tag will they continue to see their numbers inside of Comscore Direct. If you are tagging with the C2 of the partner that you are assigning your traffic to, the data will appear in the Direct account of that partner.

Manage Traffic Assignment

The new workspace allows you to review all previously submitted requests and their status. You can review and edit request that have been declined, from this workspace, as well.

Request Status

You can track the status of your request from the easy-to-use interface. Requests can be viewed by the following states:

- **Accepted:** The request is currently being reviewed by the Comscore Dictionary team. Your Comscore client service person will contact you as soon as the request has been approved by the Comscore Dictionary team.
- **Pending:** The request has not yet been accepted nor declined by the current traffic owner.
- **Declined:** The request has been declined by the current traffic owner.

Direct ▾

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Summary

Manage Websites

Verify URL

Review Non-Tagged URL(s)

Dictionary

Manage Traffic Assignment

TAL Request Form

POP Request Form

Reports

Traffic Review

Traffic Audit Report

Unified

Media Dashboard

Manage Traffic Assignment

View: [View Partner Link](#)

URL Requested	Form Type	Status	Type	Company	Date Submitted ▲	Date Responded
h20soap.com	TAL	Pending	Owner	Test Co.	08/24/2012	---
www.strawberrycake.org	TAL	Accepted	Owner	Chipotle	08/28/2012	08/28/2012
www.hail.edu	TAL	Accepted	Recipient	Pepsi-Cola, Inc	09/20/2012	09/20/2012
www.baseball.org	TAL	Accepted	Recipient	Dell, LLC	09/20/2012	09/20/2012
www.3hundred.com	TAL	Accepted	Recipient	Testing Company...	09/20/2012	09/20/2012
www.applecourt.com	TAL	Accepted	Recipient	Pepsi-Gatorade, ...	09/21/2012	09/21/2012
www.fall3.com	TAL	Declined edit	Recipient	Oatmeal, Inc	09/21/2012	09/21/2012
www.autofizzle.com	TAL	Accepted	Owner	Pepsi Co.	01/03/2013	01/03/2013
www.amansethitest.com	TAL	Declined edit	Recipient	aman	01/09/2013	01/09/2013
abccccc.com	TAL	Accepted	Owner	aman	01/09/2013	01/09/2013
link2.com	TAL	Pending	Owner	test	01/10/2013	---
testingtesting.com	TAL	Pending	Owner	T Patel Co	02/13/2013	---
test.com	TAL	Pending	Owner	test Maria	07/24/2013	---
test.com	TAL	Accepted	Owner	AOL	07/24/2013	07/25/2013
testurl.ie10-tal.com	TAL	Accepted	Owner	test company2	10/29/2013	10/29/2013
testurl.fx-pop.com	POP	Accepted	Owner	test company2	10/29/2013	10/29/2013
testurl.gc-tal.com	TAL	Accepted	Owner	company name	10/29/2013	10/29/2013
testurl.ie9-pop.com	POP	Pending	Owner	company name	10/29/2013	---
testurl1.ie9-pop.com	POP	Accepted	Owner	company	10/29/2013	10/29/2013
testurl2.ie9-pop.com	POP	Accepted	Owner	company2	10/29/2013	10/29/2013
shop.cncpts.com	TAL	Pending	Owner	Jo Mama's Subs	10/29/2013	---

Filter: [Filter](#)

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TAL Request Form

This workspace allows you and your partners to create traffic reassignment letter requests for Comscore reporting. You can create a request in three easy steps.

Step 1: Fill in the form to generate the request

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Summary

Traffic Assignment Letter (TAL) ?

I, certify that (if you are not, do not proceed)

Your job title: Senior Director... Your Company's Legal Name: Testing Account TAL Effective Date: What is the effective date? (mm/dd/yyyy)

my company has a legitimate business relationship with

Company Name: Who is the other company? Contact Person's Title: What is their title? Phone Number: What is their phone number?

Contact Person's Name: Who is the contact person? Email Address: What is their email address? "CC" Recipient

and that my company is the ?

Majority traffic owner and is reassigning traffic for
 Traffic recipient and is requesting traffic from the owner of:

URL: Enter the URL Add Upload URLs in an Excel/CSV formatted file Upload File

Requested URLs

Required Fields

Next Cancel

- Your Job Title
- Your Company's Legal Name
- Your Partner's Company's Legal Name
- Name, title, phone number, and email address for the contact person at partner's company
- Your company's status as either majority traffic owner, or as traffic recipient of the URLs for which the traffic is to be reassigned.
- URL(s) for which traffic is to be reassigned
- TAL effective date: the desired start date from which the traffic could be reassigned. The actual effective date is dependent on final approval from Comscore.

Important note: You should carefully select the correct ownership status. If the wrong status is selected the request is subject to be declined by either your partner or by Comscore.

Options for entering URL(s):

There are two ways to enter URLs, manual entry or by uploading an appropriately formatted file.

- **Manual Entry:** URLs can be entered manually by typing each URL (individually) into the “Enter the URL” field. You must select the “Enter” key, from your keyboard, to fully execute the command.
- **File Upload:** URLs can also be uploaded as a list by using the “Upload File” button. Simply click the button, retrieve the file to be uploaded.

After you have entered/uploaded the URLs to be reassigned, you can review list from the Comscore Direct interface.

Removing URLs from your request

URLs can be removed prior to submitting a request by selecting the remove feature located adjacent to the URL name. Simply click the “x” button to remove a URL from the list.

Entry Errors

Make sure the spelling and formatting for all URLs entered is correct.

- A properly formatted domain in this field is: mydomain.com
- The prefix of “http://” or “www” is not needed or valid.

***Important note:** if the entered/uploaded list contains any misspellings or incorrectly formatted URLs, these URLs will not be loaded. In this case, you will receive an interface message that indicates there was a “Failure to upload URLs”. Follow the directions, check and correct the URLs that were misspelled or formatted incorrectly, and reload the list. Only the new URLs will be added to the Requested URLs list. Items that were previously added (correctly) will not be duplicated.*

Other buttons on page

- **Next:** The “Next” button will take you to the next step in the process.
- **Cancel:** The “cancel” button clears the form, and takes you back to the Manage Traffic Assignment workplace.

Step 2: Review request and provide your eSignature

Now it’s time to review your request; should edits be required you can begin the process by clicking the “Back” button. When you are ready to proceed click the “Accept” button, this action will add your electronic signature to the request.

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Summary

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Verify URL

Review Non-Tagged URL(s)

Dictionary

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TAL Request Form
POP Request Form

Reports

Traffic Review
Traffic Audit Report

Unified
Media Dashboard

Traffic Assignment Letter (TAL) ?

Traffic Assignment Request for comScore Inc. Reporting

Effective Date: November 15, 2019

- ▶ Company xyz and Company cdf

I, , Senior Director, Company xyz certify that Company xyz is the majority owner of:

- ▶ test.com

enjoys a legitimate business relationship with Company cdf justifying the aggregation of this traffic, and requests the assignment of the traffic from these URLs from Company xyz to Company cdf in the comScore Inc. syndicated audience measurement reports.

In requesting this assignment, I understand that Company xyz will independently contribute traffic associated with the publisher from the assigned URLs in the syndicated audience reports for those entities where Company cdf elects to include these URLs. This assigned traffic will contribute to Company cdf's overall traffic, while remaining independently reportable. These URLs may not be assigned to any other company. In the event that comScore Inc. receives multiple requests for assignment of the same URL, comScore Inc. will review and honor the request most recently received.

I understand that this request is subject to review by comScore Inc. to determine that the assignment of traffic is consistent with comScore Inc. reporting rules. comScore Inc. retains the right in its sole discretion to refuse the requested assignment if such assignment would in fact be inconsistent with comScore Inc. reporting rules. If necessary, comScore Inc. may require additional documentation to verify ownership of the URLs before granting this request. For example, if Company xyz is not the named registrant of the URLs listed, Company xyz must provide documentation demonstrating that the registrant of those URLs is (1) owned or (2) employed by Company xyz.

I understand that acceptance of this letter by comScore Inc. imposes no legal liability whatsoever on comScore Inc. for damages, whether actual, incidental or consequential, relating to the maintenance or reporting of the attached URLs. I understand that Company xyz is fully responsible for timely notification to comScore Inc. of any updates to the list, including, but not limited to, changes in ownership of any of those URLs.

Company xyz shall indemnify and hold harmless comScore Inc. from and against any claims, liabilities, costs and expenses of any kind (including reasonable attorney's fees and expenses) arising out of any allegation of improper assignment of the URLs pursuant to this letter.

BY CLICKING ON THE "ACCEPT" BUTTON BELOW, YOU ARE AGREEING TO BE BOUND BY ALL OF THE TERMS AND CONDITIONS LISTED ABOVE.

Back Accept Cancel

Step 3: Send the request to your partner, to obtain their eSignature

Once you click the "Accept" button, signifying that you are ready to submit the request to your partner, you have the option to add a personalized message for the recipient. If you prefer to not add a message, click the "No message" button. Thereafter Comscore will send a notification directly to your partner.

What happens next?

Once you and your partner have completed a traffic assignment request form, by submitting an eSignature, the request form will be automatically sent to the Comscore Dictionary team for further review.

Website Reports

Traffic Review

The Traffic Review report provides site-level granular detail. This report will give you a good sense of the entities for which Comscore is collecting data, and if those levels are in line with your internal metrics.

This report may be viewed in either a Dictionary entity or Domain view and allows you to segment the data by geography and monthly or custom data ranges. The report metrics include:

- **Census Page Views Metric:** The Census Page Views metric is the sum of all tag requests seen for a domain or entity. This metric is cumulative and may be queried over any month or custom date range.
- **Unique Cookies Metric:** The Unique Cookies metric is calculated based on an unduplicated count of unique cookie IDs from the Comscore cookie. There are four important things to note about the Unique Cookies metric:
 - An unduplicated Unique Cookie count is available for daily or monthly counts only.
 - Monthly Unique Cookie counts are reported in the interface after the last day of the month.
 - Available for individual countries only (not “All” which corresponds to worldwide)
 - Available for individual entities only (not “Total” which aggregates all entities)

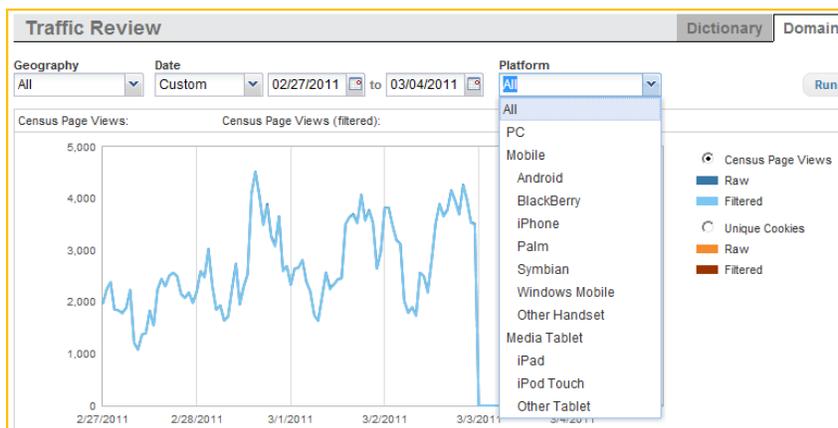
Important note: As you will see “N/A” in the Unique Cookie metric column if a country and entity are not selected. You will also see “N/A” if a specific month or day is not selected. Multiple months or days will display in the chart, but will not result in a value in the table.

To download daily counts of Unique Cookies, select a custom timeframe, geography and entity.

- **Filtered metrics:** Filtered metrics in Comscore Direct have non-human traffic removed per the IAB robots and spiders list and any traffic that is suspected to be non-human or machine generated in nature.

Traffic Review - Domain View Filter

Use the platform filter to display the desired platform data subset in the Traffic Review Domain view.



The Domain view filter options are:

- All: Traffic derived from any measured platform - PC, Media Tablet or Mobile Handset
- PC: Traffic derived from PCs only
- Media Tablets: Traffic derived from a media tablet (Android Tablet, iPad, iPod Touch or other media tablet). A specific media tablet type can be selected if desired.
- Mobile Handsets: Traffic derived from a mobile handset (Android, BlackBerry, iPhone, Palm, Symbian, Windows Mobile or other handset). A specific mobile handset type can be selected if desired.

Important note: Cookie data can only be viewed when the “All” platform filter option is applied.

Traffic Audit Report

The Traffic Audit report is in alignment with Internet Advertising Bureau (IAB) measurement guidelines and includes a core set of traffic metrics that provides additional transparency into the data collected on your tagged media. This report is a sub-child of the Traffic Review report and is applicable to the server data included in the Traffic Review Domain view only. The report is published monthly and covers the time period of the most recent calendar month. Comscore calculates the end of the month based on midnight GMT.

The report metrics include:

- **Census Page Request:** The sum of all tag requests seen for a domain or entity.
- **Robotic Traffic:** The number of tag request attributed to non-human activity including: robots, spiders, crawlers and agents.
- **Filtered Census Page Views:** The total tag requested corrected for non-human activity.
- **Multi Event Traffic:** The number of tag request requested with three seconds of a previous one for the same user.
- **Estimated Auto-Refresh Events:** The estimated fraction of page views due to auto-refresh rather than user initiated request.
- **Estimated Auto-Refresh Interval:** The frequency in which page views auto-refresh rather than user initiated request.
- **Unique Cookies:** This is calculated off of an unduplicated count of unique cookie IDs from the Comscore cookie.
- **Filtered Unique Cookies:** The unduplicated count of unique cookie IDs corrected for non-human traffic.

Unified Report

This report displays Unique Visitors, Page Views and Duration as reported in Media Metrix. This report is available for Website, Distributed Content and Ad Network data.

- **Website data:** Once entities achieve 80% eligibility, they are eligible for Unified reporting. At that point the panel-centric Unified measures of Unique Visitors, Page Views and Duration are produced. Within the Unified report, an entity's Unified metrics are reported privately for the first full release month following their Unified qualification. The following month these numbers that will be reflected in Media Metrix when the entity is reported publicly.
- **Distributed Content & Ad Network data:** Unified reporting for Distributed Content and Ad Network data is now available for those who subscribed to the required Comscore syndicated products. To learn more please contact your Comscore client services representative.

Ad Network Tab

Manage Ad Networks

The "Manage Ad Networks" area of the Ad Network tab is the area to:

- Get the Comscore tag
- Review when data was last seen by Comscore
- Review usage data for your tagged channels / genre IDs

Buttons on Page

- **Get Tag:** The "Get Tag" button will launch a modal that will help you create your tag.
- **Download:** The "Download" button will export all of the columns displayed on the page to an Excel file. If you have filtered the page using the Search box, only the filtered results will be included in the download file.
- **Remove:** The "Remove" button will remove a channel from the Management tab. When you click on the "Remove" button, a pop-up will display asking you to confirm that you as the user are authorized to remove the entity and to confirm your action.
 - Please note that the checkboxes to the left of each entity correlate to the use of the "Remove" button. They do not perform any other action except for when removing an entity.

Ad Network Reports

Tag Review

Tag Review is the reporting area where you can review usage data for your tagged channels. This report allows you to segment the data by geography, monthly or custom data ranges, and platform.

Platform Filter

Use the platform filter to display the desired platform data subset.

The Platform filter options are:

- All: Traffic derived from any measured platform - PC, Media Tablet or Mobile Handset
- PC: Traffic derived from PCs only
- Media Tablets: Traffic derived from a media tablet (Android Tablet, iPad, iPod Touch or other media tablet). A specific media tablet type can be selected if desired.
- Mobile Handsets: Traffic derived from a mobile handset (Android, BlackBerry, iPhone, Palm, Symbian, Windows Mobile or other handset). A specific mobile handset type can be selected if desired.

Important note: *Cookie data can only be viewed when the “All” platform filter option is applied.*

Mobile App Tab

The Comscore mobile application code will allow you to measure unique users and cold-launch events. The Comscore application SDK is now available for the iOS and Android platforms; BlackBerry and Windows Phone 7 will be released soon.

Manage Mobile Apps

The “Manage Mobile Apps” area of the Mobile tab is the area to:

- Get the Comscore tag
- Review when data was last seen by Comscore
- Review usage data for your tagged Apps

Getting Started

To begin the measurement process:

1. Select the “Get Tag” button, from the Manage Apps area of the Mobile Apps tab
2. Download the platform specific SDK and implementation instruction files
3. Instrument the Comscore measurement code into your App, using your C2 Value and Publisher Secret Code.
4. Publish and distribute. After the first cold start of your App, usage data will become available within 24 hours in the Tag Review report.

Mobile App Reports

Tag Review

Tag Review is the reporting area where you can review usage data for your tagged application(s). This report allows you to segment the data by geography, monthly or custom data ranges, and platform. The report metrics include:

- **App Starts Metric:** App Starts is calculated when a mobile device user launches an application that was not already running on their mobile device. This metric is cumulative and may be queried over any month or custom date range.
- **Unique Devices Metric:** Unique Devices is calculated based on an unduplicated count of unique device IDs, as reported by a device, and collected by the Comscore mobile app tag SDK. There are five important things to note about the Unique Devices metric:
 - An unduplicated Unique Device count is available for daily or monthly counts only.
 - Monthly Unique Device counts are reported in the interface after the last day of the month.
 - Available for individual countries only (not “All” which corresponds to worldwide)
 - Available for individual Apps only (not “Total” which aggregates all Apps)
 - Available for individual platforms only (not “All” which aggregates all Platforms)

Appendix:

Comscore Media Metrix Reporting Rules

The following rules apply to all monthly roll-up submissions, and assignments of traffic.

NOTE: *the Dictionary area of Comscore Direct is only available to clients subscribed to our syndicated products.*

I. Property (P)

- A Property is the highest level of reporting in the Media Metrix Client Focus Dictionary.
- Properties represent all those Domains, Full Domains (i.e. finance.felmont.com), Pages (i.e. sports.felmont.com/baseball), Applications or Online Services under common ownership or majority ownership for a single legal entity.
- A Property may also contain any digital media content that is not majority owned, but has been legally signed over for reporting purposes by the majority owner.
- Any domain that is not claimed as part of a Property will be treated as if it alone represents a Property.

II. Media Title (M), Channel (C), Sub-Channel (S), Group (G) and SubGroup (SG)

- Every inclusion of content to a syndicated reportable entity at the M, C, S, G and SG level must adhere to the branding rules of the Media Metrix Client Focus Dictionary as described below, and must maintain editorial consistency.
 - This content may represent a domain, a group of domains, online service or application.
- Branding will be enforced on all roll-ups below the Property level.
 - Branding must be placed on outer frames of the page and not embedded within page content
 - Branding must be applied consistently to all pages in the defined roll-up
 - Acceptable branding can be in the form of a logo, graphic, copyright or text:
 - Copyright is acceptable only if the direct parental name (immediate parent) is specified
 - Text has to be written in font size 8 point or greater with parent name represented
 - Branded naming conventions must possess a direct relationship to the direct parental name in the hierarchy.
- The Comscore Media Metrix dictionary team reserves the right to accept or refuse entities as deemed appropriate to aforementioned branding rules.
- Traffic being assigned from one entity to another entity at the M, C, or S level must adhere to these rules described here-within.

General Policies and Procedures

Below are the General Policies and Procedures for submitting a roll-up or Traffic Assignment Letter to the Media Metrix Client Focus Dictionary.

All submissions must be sent to Comscore Media Metrix by the 1st of the month.

- Each entity to be included in a Property, Media Title, Channel or Sub-Channel must follow the Reporting Rules described above and must be majority owned by the claiming party. “Majority” is defined as 50.1% or more ownership. Other rules for majority ownership include:
 - The requesting company must be the registrant of all the URLs in its request
 - Documentation proving that the registrant of the URL is an employee or subsidiary of the company.
- The majority owner can assign reporting rights to an interested party by providing a written request (TAL – Traffic Assignment Letter) by a legal officer of the majority owning company. There must be a legitimate and reasonable business reason to make such an assignment.
- Rules for assignment of traffic include:
 - The traffic being assigned must adhere to the Comscore Media Metrix Reporting Rules as described above.
 - Situations involving equal ownership (50-50) or where no single entity has majority ownership, owners must mutually agree on the assignment of the reporting rights and communicate such agreement with a written request by a legal officer(s) of the company (ies). Joint venture companies will be considered single legal entities.
 - Traffic assignment letters must be signed by an adult over the age of 18 who is an officer of the company.
 - Assignment agreement letters must be printed on the assigning company’s letterhead. ○ In cases where a company has assigned traffic to more than one other company, Comscore Media Metrix will honor the most recently dated.
 - Comscore Media Metrix will honor those existing letters of assignment received under the old reporting system that are consistent with Client Focus rules.
 - In cases where a company has incorporated traffic assignment language into its contracts with its clients, the receiving company must provide a copy of the relevant language from that contract along with a copy of the signature page demonstrating the consent of the assigning company.