

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 and HHs with Demos Ratings & 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 1PD

SCALE

45MM Households

REPORTING

Household; Person-Level

AUDIENCE

Demo; Audience-Based Buying

MRC ACCREDITATION

National Service; Local Under Review

JIC CERTIFICATION

N/A

vidеоamp 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