

MEASUREMENT VENDOR COMPARISON FOR NATIONAL

NBCU Evaluation V1.0 Nov 2022

Key: ✓ Capability supported ✓ Supported but not fully developed ⌚ In development or in process ✗ Not offered



CORPORATE OVERVIEW

Core Business	Measurement Only	Measurement Only	Measurement & Activation
Buy vs. Sell Side	80% buy; 20% sell	Equal Focus	(undisclosed)
Employees	370	1,300+	480
Year Founded	2012	1999	2014

AUDIENCE MEASUREMENT

Linear	✓	✓	✓
CTV and cross-screen	✓	✓	✓
OOH	✓	✗	✗
Co-viewing	✓	✓	✓
Age/Gender	✓	✓	✓
Advanced Audiences	✓	✓	✓
Ad Reporting Speed	XP 48 hours Linear 24 hours Digital 48 hours	XP 9-11 days Linear 7-9 days Digital 24-72 hours	XP 3-9 days Linear 3-9 days Digital 24-72 hours
Impression Qualifier	6 sec.	5 sec. (TV ads) 3 sec. (online ads)	2 sec.

AD MEASUREMENT & VERIFICATION

Proprietary Creative Catalog	✓	✗	✗
Proprietary Ad Occurrence Data	✓	✗	✗
Ad Verification – Linear (Device On/Off)	✓	✓	✓
Ad Verification – CTV (Device On/Off)	✓	✗	✗
Ad Verification – Linear Network As Run Log	✓ iSpot.tv	✓ kinetic	✓ Kantar

*NielsenOne Added Upon Product Launch to Market

CURRENCY, PANELS & INTEGRATIONS

Smart TV Footprint	40M LG, Vizio	17M	20M Vizio
Set-Top Box Footprint	12M TiVo + Major Satellite	32M	Comcast, Frontier, TiVo, + Major Satellite
Person-Level Panel	✓ 5K HH TVision	✓ Digital Only	✓ 5K HH TVision
Currency – Program Ratings	✓ Linear Only ✓ Streaming	✓ Linear ✓ Streaming (Panel)	✓ Linear Only ⌚ Streaming
Currency – Ad Ratings Supported Networks for National Persons Based Demo Guarantees	✓ NBCUniversal ⌚ Others Joining	✓	✓
Currency – Ad Ratings Supported Networks for National Advanced Audience Guarantees	✓	✓ NBCUniversal, Paramount, Disney, Warner Bros., FOX	✓ Paramount, TelevisaUnivision ⌚ Others Joining
Mediaocean Integration	✓	✓ Linear (HH/with) Only	✓
Agency Support (Cross Platform Transacting)	⌚	⌚	⌚
MRC Accreditation	Ad Occurrence Data (Linear)	Household Level Rating, Average Audience, Universe Estimate (National/Local Markets)	In Discussion for Pre-Audit

ADDITIONAL CAPABILITIES

Ad Competitive Intelligence	✓	✓	✓
Attention	✓	✗	✗
Creative Assessment	✓	⌚	✗
Brand Lift	✓	✓	✗
Attribution – Conversion	✓	✓ (through Data + Math/LiveRamp)	✓
Attribution – Incrementality Lift	✓	✓ (through Data + Math/LiveRamp)	✓
Attribution – Cross-Screen	✓	✗	✓
Exposure Level (Raw Data Feed)	✓	✓	✓
Clean Room Data Environment	✓	✓	✓
Planning Tools	✓	✓	✓

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