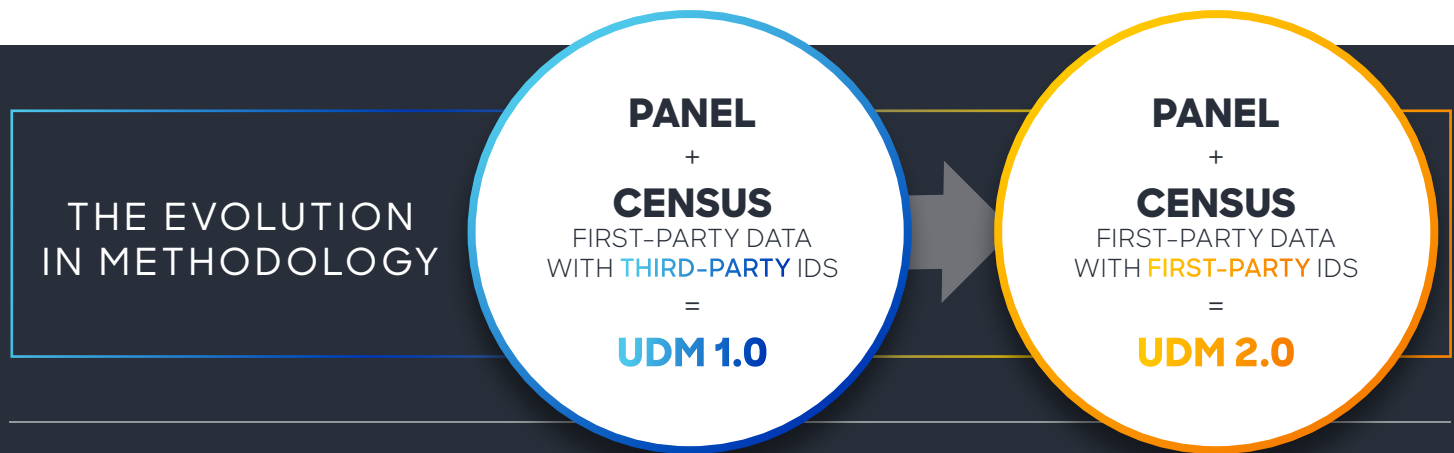


Comscore MyMetrix Unified Digital Measurement 2.0

Enhancing our flagship MyMetrix digital audience measurement suite to enable the data of the future, today.

Comscore is now introducing **Unified Digital Measurement 2.0**, the next generation of our Unified Digital Measurement (UDM), which will be powered by a new enhanced methodology that utilizes First-Party IDs from publishers in place of Third-Party signals. This enhancement to our MyMetrix suite will ensure that publishers, agencies, and advertisers can continue to measure and report on audiences with the same granularity and precision that they have come to expect from Comscore, in a future-proof manner amidst digital media landscape changes.

This next iteration of our trusted Unified Digital Measurement builds on Comscore's methodology, which has helped unify measurement across digital screens at the person-level in our audience measurement and planning products, such as Comscore MMX Multi-Platform, and campaign measurement solutions, such as Comscore Campaign Ratings.



Get ready today for the digital media landscape changes ahead

To learn more and set up a briefing with your team, get in touch at UDM2@comscore.com