

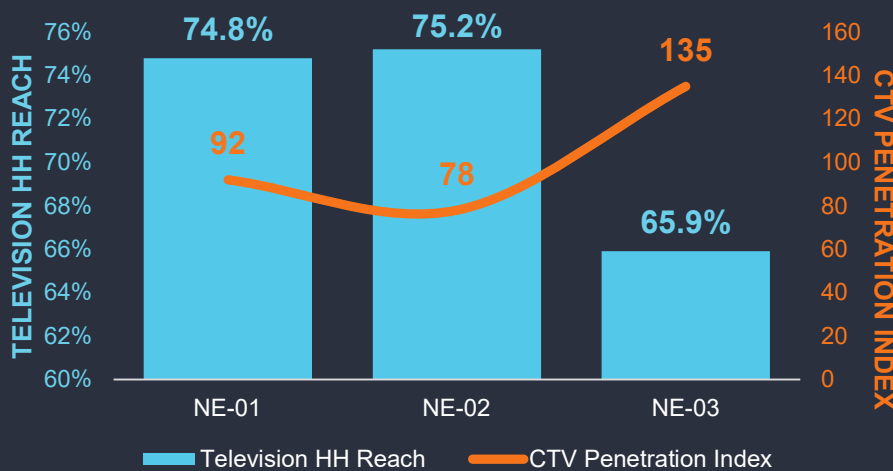
Comscore Congressional District CTV Index

Content access index across traditional linear television and digital connected television ("CTV") connectivity to help advertisers, advocacy groups, candidates and strategists allocate their media budgets by the congressional voting districts.

Local Precision Across All Congressional Districts

Nebraska By District Content Access Insights

NEBRASKA BY-DISTRICT VIDEO CONSUMPTION INDEX



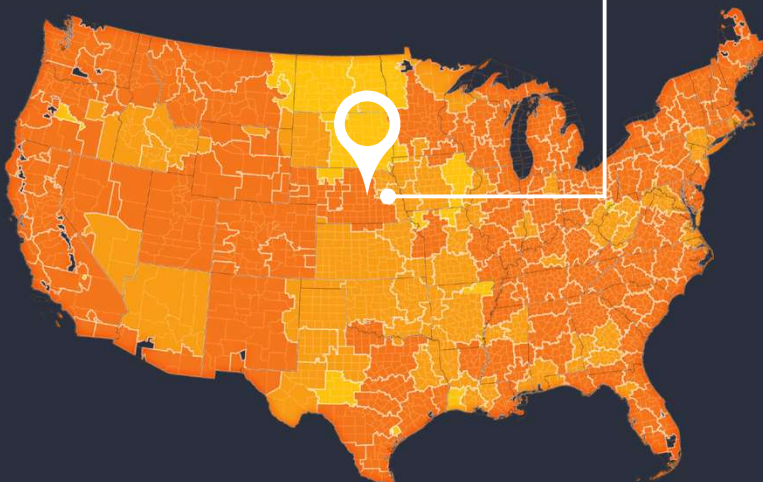
Audiences and voters have different content consumption behaviors in each district – don't use national averages to predict market-level penetrations.

The Comscore Congressional District TV Index showcases the reach of traditional linear television and the index of persons who consume television via a connected TV device, providing the best understanding of marketplace insights for allocating media spend for optimal reach.

Metrics Reported By District:

- ✓ Television HH Reach (%)
- ✓ CTV Penetration Index

Allocate your spend where you are most likely to reach your intended Audience



The Insights & Value

Precise insights on the platforms where content is being watched by voting district to **OPTIMIZE planning & reach**



Nebraska By District Linear Reach

- NE-01 **75% Reach on Linear**
- NE-02 **75% Reach on Linear**
- NE-03 **66% Reach on Linear**



Nebraska By District CTV Index

- NE-01 **8% LESS** likely to watch on CTV
- NE-02 **22% LESS** likely to watch on CTV
- NE-03 **35% MORE** likely to watch on CTV

To purchase the Report click [here](#)

Comscore is **built for the future** of cross-platform media on a foundation of stability, granularity, & precision



- ✓ Big Data Scale
- ✓ Speed & Accuracy
- ✓ Integrated Footprint

For more information contact dkovach@comscore.com

*As of January 2024