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What the Industry Reads First

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Five Questions: comScore CEO Breaks Down State of Measurement

Gian Fulgoni, who co-founded comScore in 1999 and returned as the company's CEO in 2016, spoke recently with Cablefax contributor Dade Hayes about the state of the company's cross-platform efforts. Here are edited excerpts of that conversation about measurement and the way forward. **There's been some advancement over the past couple of years, but several stumbling blocks remain. What do you think are the biggest?** The problem is that the technology work involved can't be done quickly. Many of the companies that need to be measured don't have spare technology resources sitting around. Then, even once it's done, because the entity that's being measured was involved in generating the data that's being used, they feel, and rightly so, a sense of ownership of the data and wants to bless it before it's published. So this slows down the entire process. **There is a lot of fragmentation—of content, of platforms, of viewing. How do you try to bring it all together?** When you try to get down to understanding the audience for a particular show on a particular platform, that's a challenge. Then it gets even more complicated because what media planners need to know is the unduplicated audience across platforms. They don't just want to know the total number of people watching. They want to know, 'What happens if I move from live television to time-shifted television to streaming? What's the incremental audience I had and how does it vary by demo?' It gets crazy. They want to know, 'What about A plus B?' Or, 'Show me A plus C or A plus B plus C.' You end up with hundreds of combinations of shows. It's unbelievable. **How does comScore's approach stand out?** We have come at it in an interesting way. We built out technology to do this measurement at scale. In digital, we have a million people on a panel in the US. But that's supplemented by tagging. Rentrak came at the television business with 52 million set top boxes. Those are combined with 114 million VOD screens and 70,000 panelists. We integrate all of it together. **How difficult is it to reconcile the viewing of digital video with that of traditional TV content?** There are a whole set of issues in digital and a different set of issues in television, and then you've got common elements. The more television content is viewed via digital means, the more challenges there are in measurement. **What about the overall market for measurement? Beyond you and Nielsen, other new players have appeared as the quest for cross-platform data becomes more urgent.** Fragmentation of platforms and programming demands scale of measurement. But when those systems are built, there is

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so much data that it spawns a secondary market, an analytics market. So what's happening is the market is expanding, which is good news for the measurement companies. (Fulgoni will keynote **Cablefax's** June 8 TV Summit, sharing exclusive data about cross-platform measurement. More info at www.cfxvsummit.com)

Privacy Wars: Proving that any changes to the **FCC's** Open Internet order are going to be met with vocal resistance, things still haven't calmed down following the House's vote Tuesday to reject the broadband privacy regs approved under then-chmn *Tom Wheeler*. The outcries have included **Cards Against Humanity** co-creator *Max Temkin* tweeting that he'd do whatever he could to actually buy the Internet history of members of Congress and make it public. Such talk has resulted in numerous PR execs and others trying to explain that ISPs can't and won't be selling individual browsing history. Meanwhile, FCC commish *Mignon Clyburn* and the **FTC's** *Terrell McSweeney* took to the op/ed page of the *L.A. Times* Friday to urge *Trump* to veto the move: "We have yet to hear from a single consumer who wants less control over their sensitive personal data." ISPs are trying to fan the flames. A **Comcast** blog on Friday attempted to explain that it doesn't sell individual web browsing history and that it's committed to not sharing customers' sensitive info (such as banking, children's and health info) unless obtaining affirmative opt-in consent. Plus, customers can opt out of other, non-sensitive data being shared. Similar story at other ISPs. "We have two programs that use web browsing data — and neither of these programs involves selling customers' personal web browsing history," **Verizon** chief privacy officer *Karen Zacharia* wrote Friday. **AT&T** also tried to set the record straight, explaining that its privacy protections are the same after the vote as they were 5 months ago when the FCC adopted the rules. "In truth, companies that collect and use the most customer information on the internet are not the ISPs but other internet companies, including operating system providers, web browsers, search engines, and social media platforms. And the FCC rules had nothing — literally nothing — to do with these companies or their practices," the telco said.

Verizon Senior Leadership: A day after reports that **Verizon** is planning to launch a virtual MVPD business in the vein of **Sling TV** or **DirectTV Now**, the telco announced a new operating structure focused on three areas: Media & Telematics; Network & Technology; and Customer & Product Operations. As a result, former **Ericsson** CEO *Hans Vestberg* joins as evp for the network group, reporting to CEO *Lowell McAdam*. *Marni Walden* shifts to evp, media & telematics from evp and president of product innovation and new businesses. Her team's responsibilities include the integration of **Yahoo** assets. *John Stratton*, evp, pres ops, will serve as evp of the customer & product ops group. He'll be focused on Verizon Wireless, Verizon Enterprise Solutions, Verizon Partner Solutions, Verizon Consumer Markets and Verizon Business Markets, all while accelerating a digital-first model. Walden and Stratton both will continue to report to McAdam. "This new structure is designed to accelerate our progress toward delivering the promise of the digital world to customers," McAdam said in the announcement.

More 4K for DirectTV: **DirectTV** will have two **NASCAR** races from the Monster Energy Cup series in 4K UHD, beginning with the STP 500 at Martinsville Speedway at 2pm ET Sunday. The Fox Sports production marks the first live NASCAR race in 4K UHD. On May 13, **DirectTV** will feature the Go Bowling 400 race at Kansas Speedway in 4K UHD.

Programming: **HGTV's** latest home renovation series "Home Town" notched a 0.88 24-43 rating during its second airing last week, ranking as the second highest-rated show among this demo in all of cable during the 10-11 p.m. timeslot. -- **Lifetime** begins airing a **National Women's Soccer League** Game of the Week on April 15 at 3:30pm, with a 30-minute pregame show ahead of kickoff. The net will have *Jenn Hildreth*, *Aly Wagner* and *Dalen Cuff* providing coverage and analysis. Lifetime parent **A+E Networks** recently took an equity stake in the NWSL.

On the Bookshelf: We've had a spotting of our old friend *Eileen O'Neill*, formerly of **Discovery Communications**. Cruise over to **Amazon** and check out children's book "Doors and Drawers," which she authored. It's a pretty adorable, rhyming tale of a young tot who explores opening and shutting doors and drawers. The well-respected O'Neill, a 25-year Discovery vet, left the company in 2015. She most recently served as global group president at **Discovery Studios**.

People: Twenty-six year **Arris** vet and Cable Pioneer *Ronald Coppock* is set to retire from his post as evp, global marketing and customer operations effective May 31. He plans to dedicate his focus in retirement to a number of personal charitable interests, including the **Cystic Fibrosis Foundation Board**, the **National Incarceration Association** and the **Auburn Univ Alumni Assn**.

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