



# MDA & comScore: Chapter 2

Multi-Platform and Mobile Updates for 2016

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# It means a lot to us...

## For more than two years, the MDA and comScore have worked together

*“Through this relationship, MDA and comScore have delivered trusted, industry-supported solutions that provide media owners and buyers alike with actionable insights to better develop and implement their digital strategies. We are very pleased to continue this relationship with comScore and look forward to more years of providing best-in-class measurement solutions for the market.”*

**Kenneth Wong, MDA President.**

# A Big Thanks to

MDA ... for having faith in us

Digital Fraternity in Malaysia... for your support

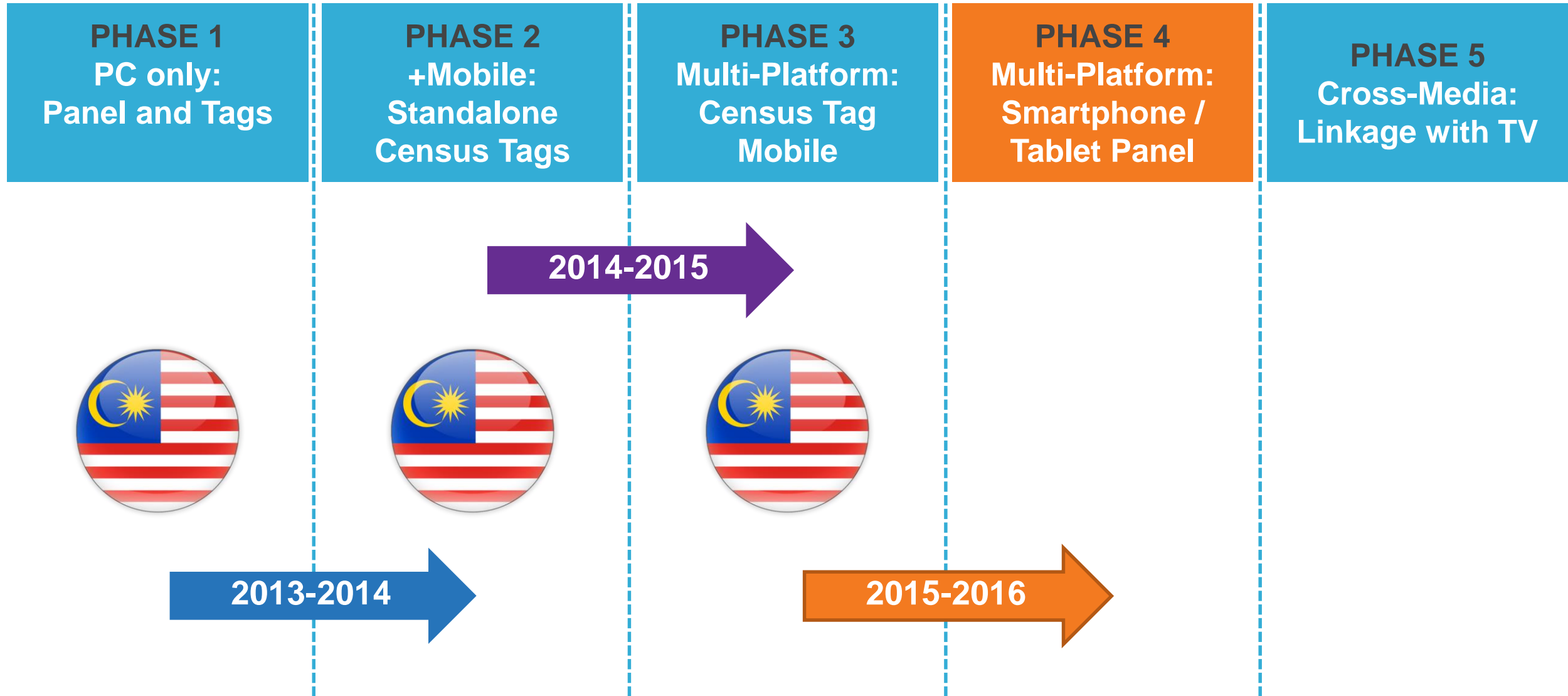


Time for the good news..

# MMX Multi-Platform comes to Malaysia

## Mobile Metrix data upgraded

# Malaysia along the multi-platform journey



# Malaysia along the multi-platform journey

**PHASE 1**  
PC only:  
Panel and Tags

**PHASE 2**  
+Mobile:  
Standalone  
Census Tags

**PHASE 3**  
Multi-Platform:  
Census Tag  
Mobile

**PHASE 4**  
Multi-Platform:  
Smartphone /  
Tablet Panel

**PHASE 5**  
Cross-Media:  
Linkage with TV



**Enumeration**

**+**




**Tagging**



# comScore & Flurry: Eliminating Tagging Barriers

## FLURRY PULSE



-  Trusted, familiar code
-  No additional SDK
-  Free-up people resources

# Getting Started with Flurry Pulse in 6 Easy Steps

1. Log into [Flurry Analytics](#) and find the newly added Pulse tab on the home screen
2. Go to the *Manage Pulse Settings* page, select the single app you want to share data for (one at a time)
3. Enter your comScore client ID and Publisher hash secret code  
*Please note:* If you do not already have these values, please go to [direct.comscore.com](https://direct.comscore.com). Signing up is free and allows you to see the data flowing into the comScore system.
4. Enter the app name as it appears in the iTunes app store or Google Play store  
*Please note:* the app name is different from the package name and the bundle ID
5. Select app versions that you want reporting to comScore
6. Toggle the *comScore Audience Measurement* button to “ON” and you’re done!

Check out the [Pulse FAQ](#) or feel free to reach out with any questions at [support@flurry.com](mailto:support@flurry.com)



# Let's look at some data – Multi-platform

**MyMetrix** Search Manage Support asingh

MMX Video Metrix Mobile GSMA Plan Metrix Segment Metrix Reach Frequency Ad Metrix Xmedia Industry Trust qSearch Office Link

Key Measures x Mobile Metrix Demographic Profile x

Learn Save Run to Export

**Data Source**

- Multi-Platform
- Desktop only

**Geography**

Malaysia

**Time Period**

Months

December 2015

**Target Audience** [edit](#)

Total Audience

**Media** [edit](#)

Media Quick Search

- [P] Astro Group
- [P] MUDAH.MY
- [P] Rev Asia

**Measures** [edit](#)

- TOTAL DIGITAL POPULATION(3)
- DESKTOP(5)
- MOBILE(1)
- [Show Selection](#)
- Include category column

# Let's look at some data – Mobile access combined

The screenshot shows a dashboard with the following elements:

- Navigation Bar:** Home icon, Key Measures (x), Mobile Metrix Demographic Profile (x), Mobile Metrix Key Measures (x), and a back arrow icon.
- Actions:** Learn, Save, Run to Export, Run in New Tab, and Run Report (highlighted in green).
- Filters:**
  - Geography:** Malaysia
  - Time Period:** Months, December 2015
  - Platform:** All Platforms
  - Access Method:** Browsing and Application comb (highlighted with an orange box)
  - Target Audience:** Total Audience
  - Media:** Top 100 Properties [Undup.]
  - Measures:** Total Unique Visitors (000), % Reach, % Composition Unique Visitors, Total Minutes (000), Average Minutes per Visitor. Includes a checkbox for "Include category column".
  - Report Options:** Nesting Order (Platform, Measures)

# Let's look at some data – MMX-MP data sets

MyMetrix Search Manage Support asingh

MMX Video Metrix Mobile GSMA Plan Metrix Segment Metrix Reach Frequency Ad Metrix Xmedia Industry Trust qSearch Office Link

Key Measures x Mobile Metrix Demographic Profile x

[Learn](#) [Pivot](#) [Filter](#) [Save](#) [Download](#) [Ser](#)

	Media	Total Unique Visitors/Viewers (000)		Total Views (MM)		Total Minutes (MM)	
		Total Digital Population	Desktop	Total Digital Population	Desktop	Total Digital Population	Desktop
		(No filter applied)	(No filter applied)	(No filter applied)	(No filter applied)	(No filter applied)	(No filter applied)
	Total Internet : Total Audience	18,330	14,418	24,343	23,489	22,222	21,161
1	Astro Group	4,550	1,665	58	27	97	24
2	Rev Asia	3,051	1,172	23	11	22	9
3	MUDAH.MY	2,996	1,771	327	145	177	88

# Let's look at some data – Mobile Demos

**MyMetrix**

MMX Video Metrix Mobile GSMA Plan Metrix Segment Metrix Reach Frequency Ad Metrix

Key Measures x Mobile Metrix Demographic Profile x

Target Audience		Total Unique Visitors (000)		
		Total Mobile*	All Smartphones	All Tablets
		(No filter applied)	(No filter applied)	(No filter applied)
<b>Persons - Age</b>				
4	Persons: 18-24	753	718	42
5	Persons: 25-34	716	674	49
6	Persons: 35-44	415	385	35
7	Persons: 45-54	202	187	18
8	Persons: 55+	32	30	3
<b>Males - Age</b>				
9	Males: 18+	1,021	964	66