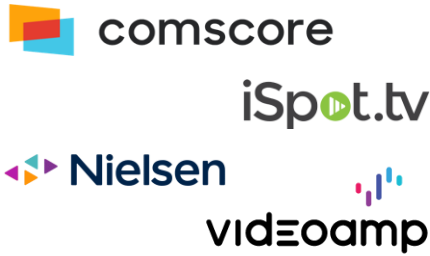


Advanced Currency and Measurement in Prisma



- Currency and measurement supported in Spectra and Prisma.
- Includes research¹, pre-buy, ordering, stewardship, pacing, posting and reporting.
- Supported in electronic cable contracts.²
- Average commercial minute and time period supported across all providers for age/sex demos.



- Advanced audience/data driven linear supported for Comscore and VideoAmp.
- Includes research¹, pre-buy, ordering, stewardship, pacing, posting and reporting.
- Supported in electronic cable contracts.²
- Average commercial minute and time period supported across all providers.



- Nielsen panel + big data with Comcast households (HH) available in Spectra and Prisma as measurement and currency.
- Data with Comcast HH available from January 2023 forward.

1. Research capabilities vary by provider, please ask your Customer Engagement representative for more details.
2. Mediaocean provides for advanced currency providers in electronic cable contracts (TECC) for age/sex demos and advanced audiences. Please contact your Customer Engagement representative if you have questions about a particular network.

For more information on our measurement innovation, please reach out to AdvancedCurrency@mediaocean.com.