

# Multi-Currency Menu

A quick guide to the currency options that marketers are evaluating for the 26/27 Upfront season

## comscore **BIG DATA**

### DATA SOURCE

STB + VMVPD + ACR

### REPORTING

Household; Person-Level

### MRC ACCREDITATION

National & Local Comscore TV  
Time-Based Grid Reports  
(Total HH and HHs with Demos Ratings & Average Audience)

### SCALE

29MM Households

### AUDIENCE

Broad Demo; Audience-Based Buying

### JIC CERTIFICATION

National Cross-Platform Currency

## iSpot.tv **BIG DATA**

### DATA SOURCE

ACR

### REPORTING

Household; Person-Level

### MRC ACCREDITATION

TV Ad Occurrence Data

### SCALE

45MM Households

### AUDIENCE

Broad Demo; Audience-Based Buying

### JIC CERTIFICATION

National Cross-Platform Currency

## Nielsen **BIG DATA + PANEL**

### DATA SOURCE

STB + ACR + Nielsen Panel + Publisher IPD

### REPORTING

Household; Person-Level

### MRC ACCREDITATION

National Service; Local Under Review

### SCALE

45MM Households

### AUDIENCE

Demo; Audience-Based Buying

### JIC CERTIFICATION

N/A

## videoamp **BIG DATA + PANEL-INFORMED**

### DATA SOURCE

STB + ACR

### REPORTING

Household; Person-Level

### MRC ACCREDITATION

In Process

### SCALE

40MM Households

### AUDIENCE

Broad Demo; Audience-Based Buying

### JIC CERTIFICATION

National Cross-Platform Currency

**MARKETERS HAVE THE POWER TO CHOOSE THE CURRENCY THAT BEST MEETS THEIR BUSINESS GOALS**

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Note: Measurement vendor offerings as of March 5, 2026.

VAB