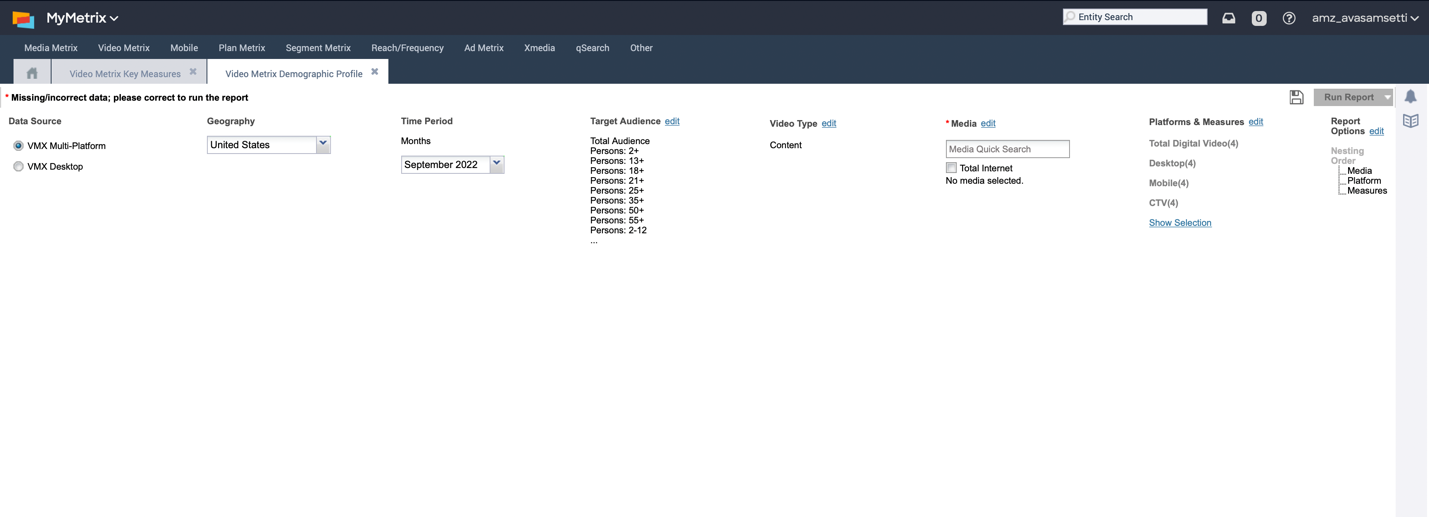
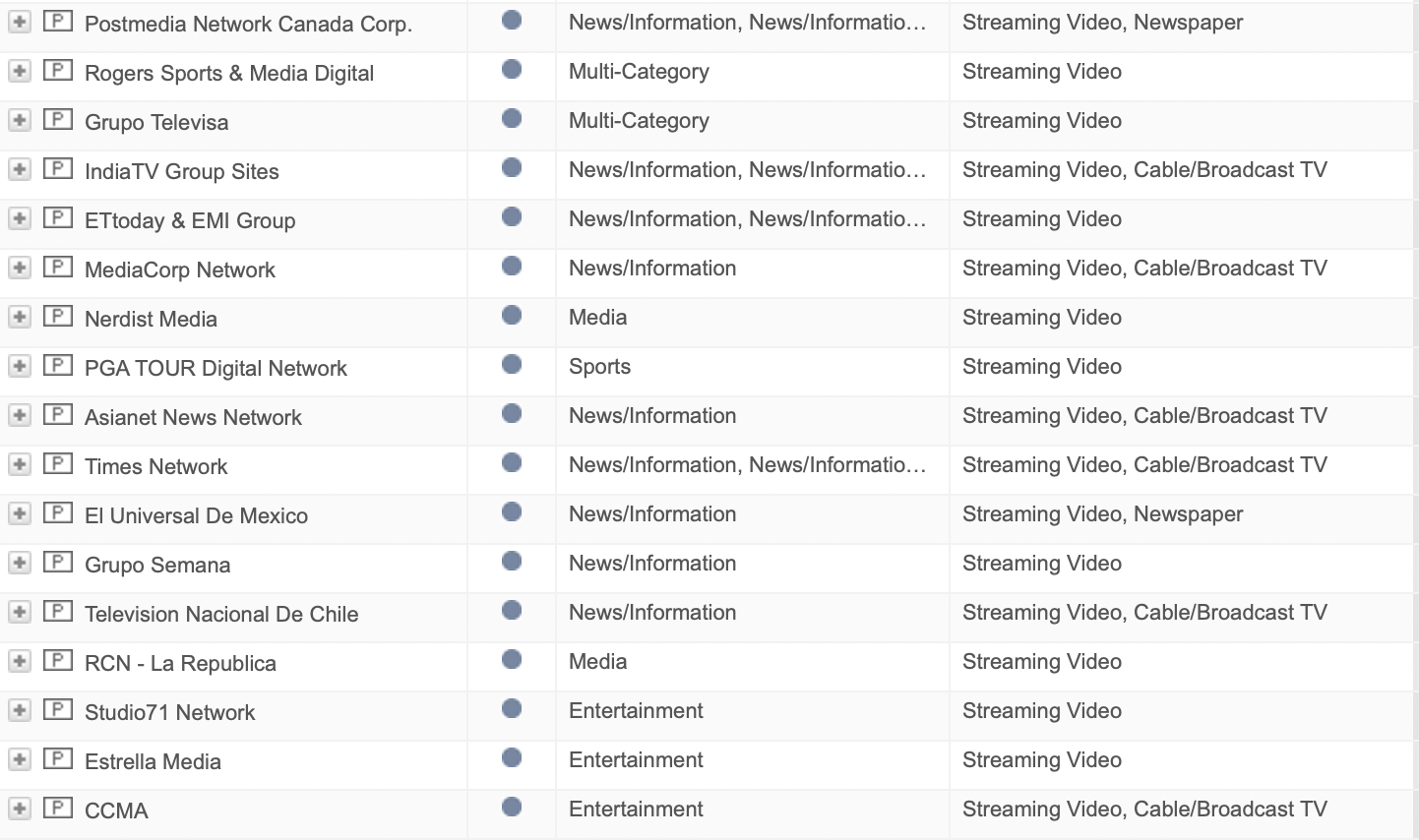
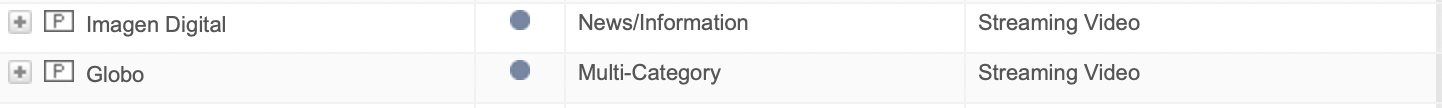
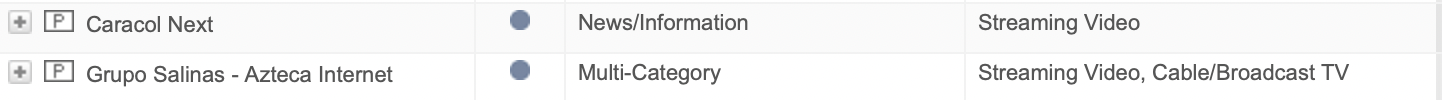
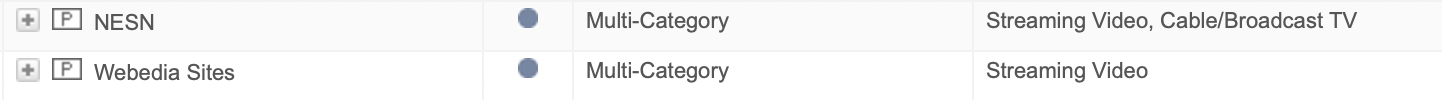
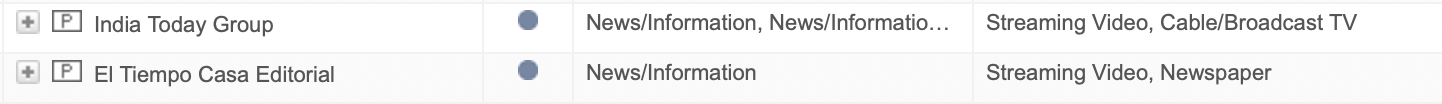
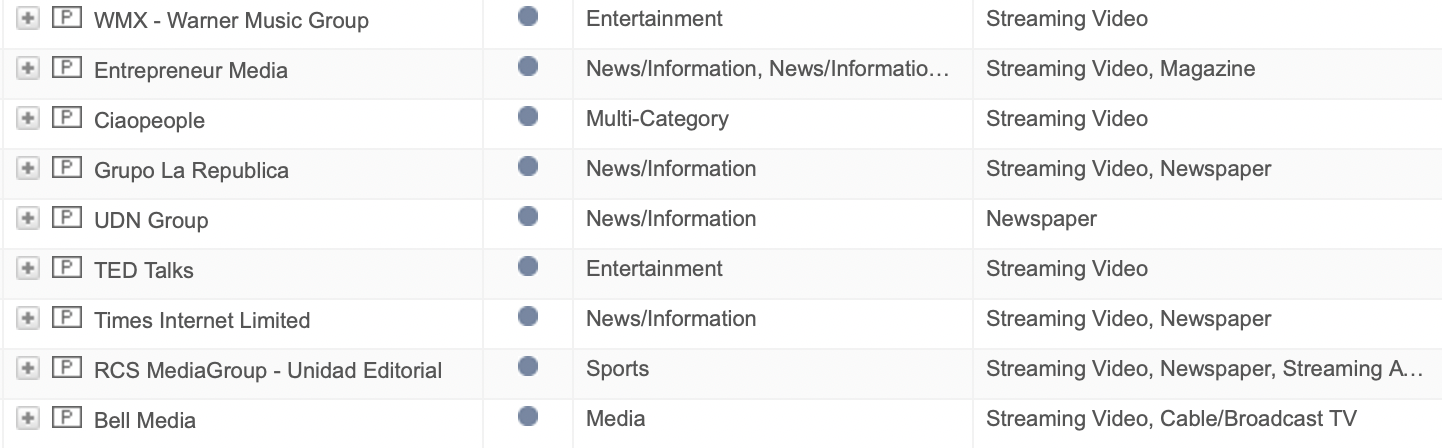
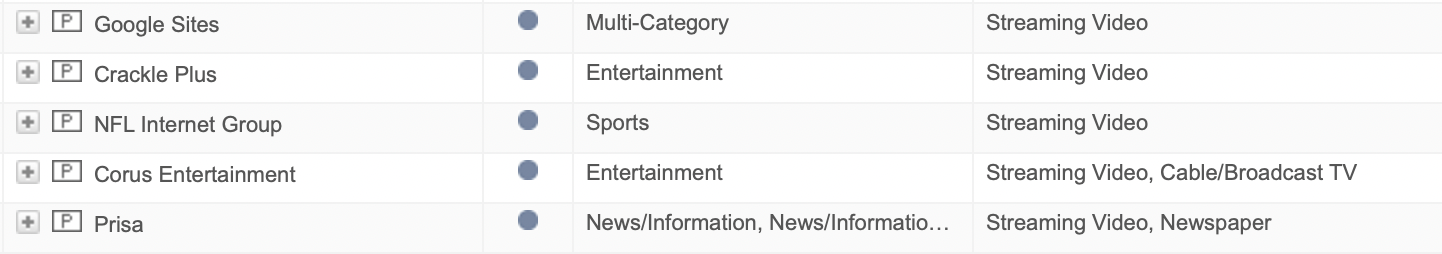
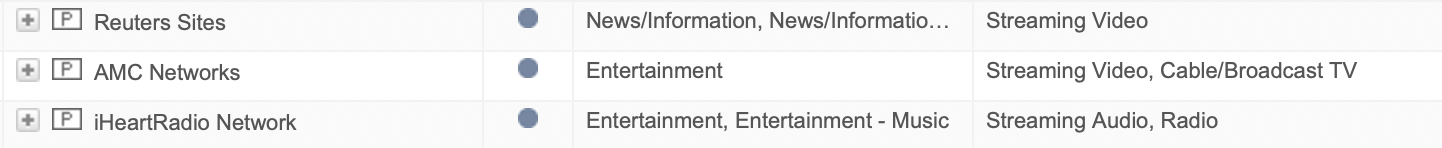
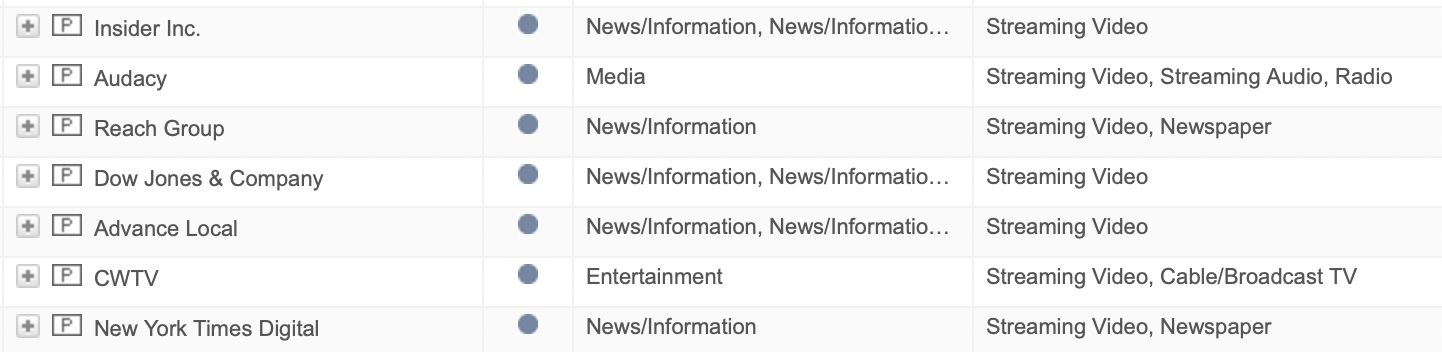
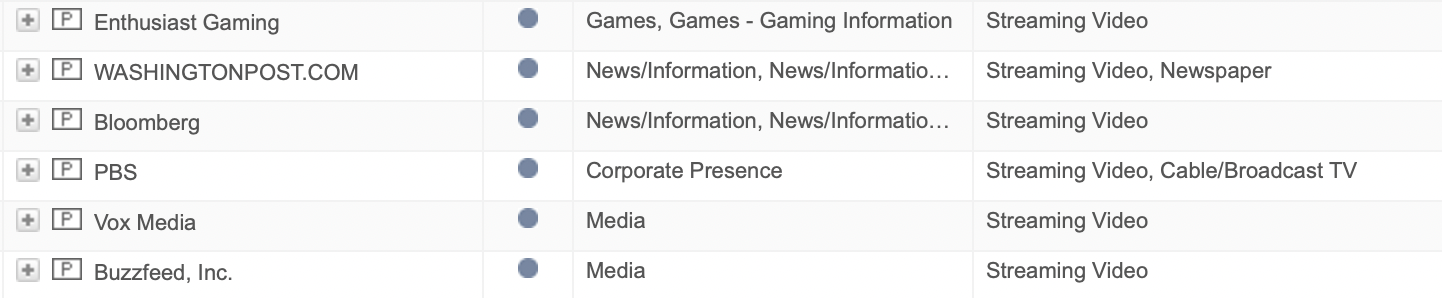
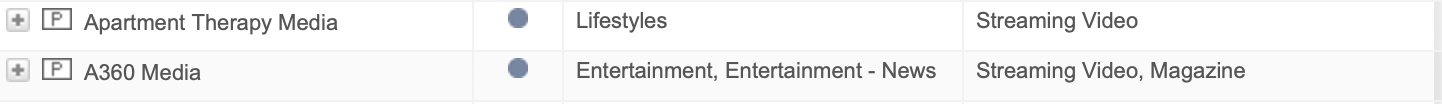
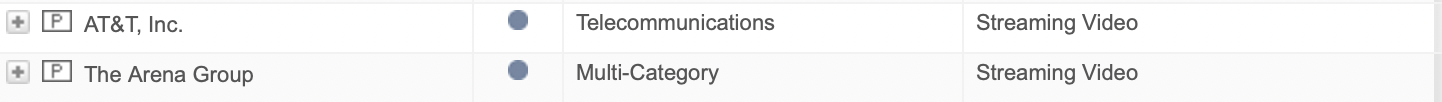
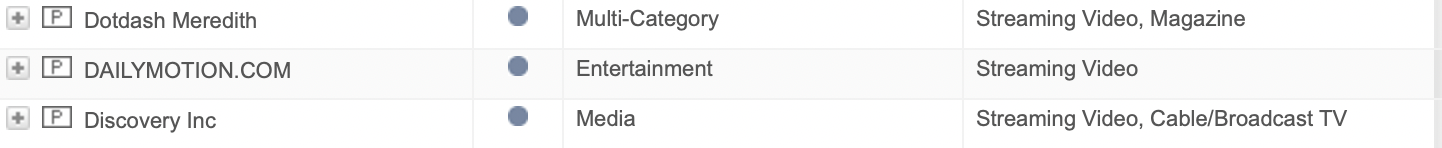
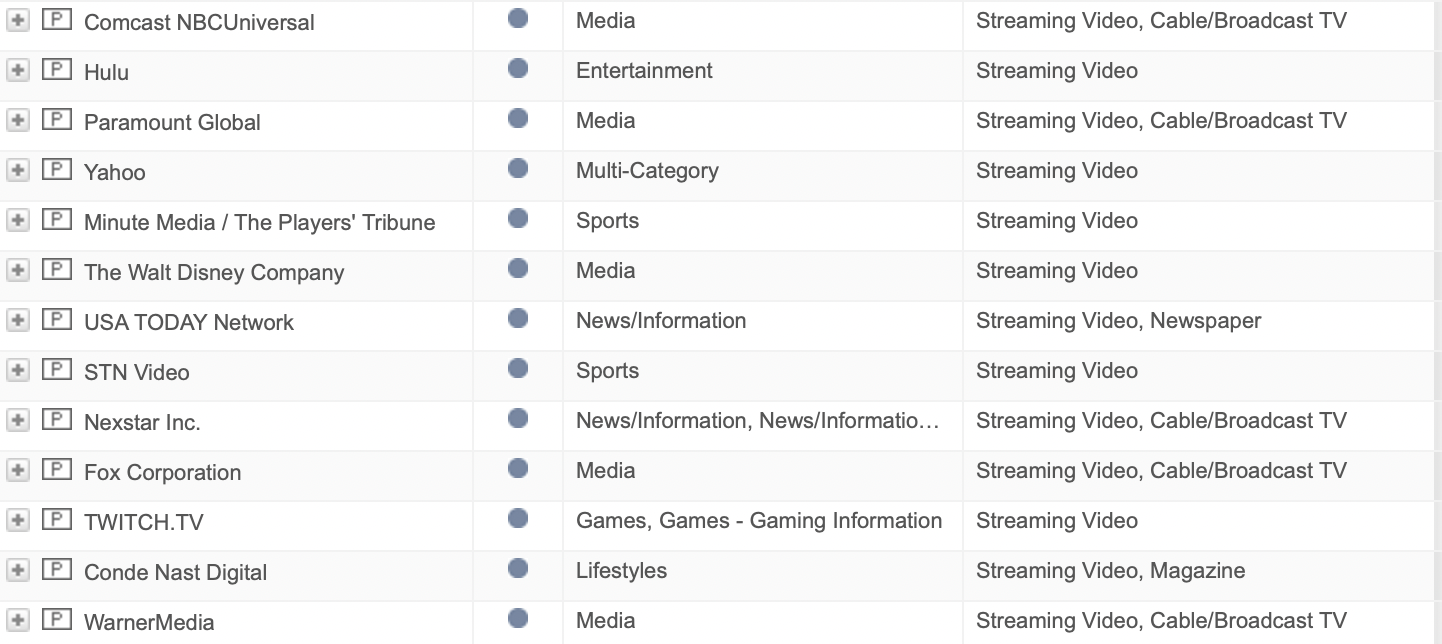
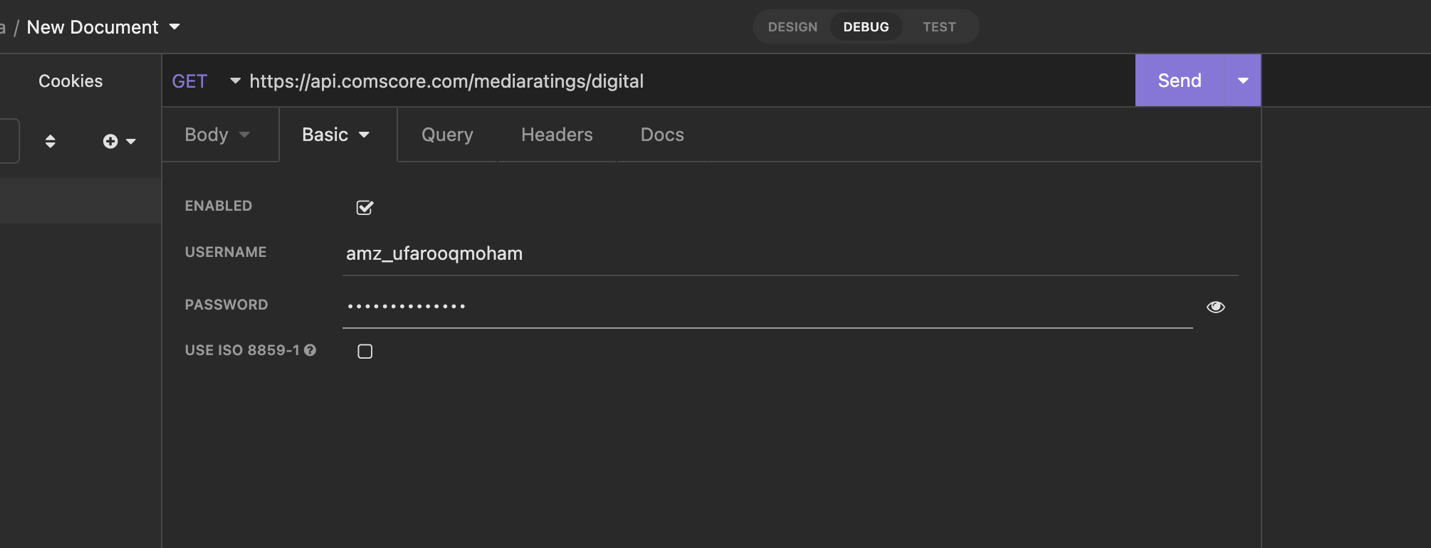
**Comscore STV Reach and API**

Login URL : [**https://mymetrix-support.comscore.com/**](https://mymetrix-support.comscore.com/)

**OBJECTIVE**

The purpose of this document is to review various STV and API options available. The results are documented for better understanding of the Comscore tool.  
  
Comscore **Key Measures** report gives a detailed publisher level overview of all the ad spaces available which include Streaming Audio platforms, Streaming Video platforms, Cable/Broadcast TV providers and Newspapers.  
There are 8 filters to generate Key Measures report, which include:  
After selecting the desired filter, run report generates the Key measures report. A sample report is attached for reference: <https://origin-mymetrix.comscore.com/app/report.aspx?utm_source=platform&utm_medium=in-app&utm_campaign=acquisition>  
The Key Measures report shows the reach in more than 100 STV platforms available, which include the following:  
  
**COMSCORE API:**  
  
Comscore MyMetrix provides an API to allow the programmatic access to its production datasets for Media Metrix Multi-Platform (MMX MP), Media Metrix (MMX), Mobile Metrix, Local Markets, Reach/Frequency, Ad Metrix, Plan Metrix, MobiLens, Segment Metrix, and Video Metrix reports.  
  
The REST API documentation provided by Comscore recommends to use [Postman](https://www.postman.com/) to test the API. But as this software is [not approved](https://w.amazon.com/bin/view/AEC/ThirdPartyServiceHelp#HNoticesforcommonblockedservices) for usage at amazon, we can use [insomnia](https://insomnia.rest/) as an alternative software for testing the API ([Reference](https://sage.amazon.com/posts/1451940)).  
  
NOTE:  
With current contract Amazon does not have the API usage access for comscore so, we cannot use the API as of now. But in future once we get the required permissions below are the steps to follow to test the API using insomnia.  
  
**Usage:**

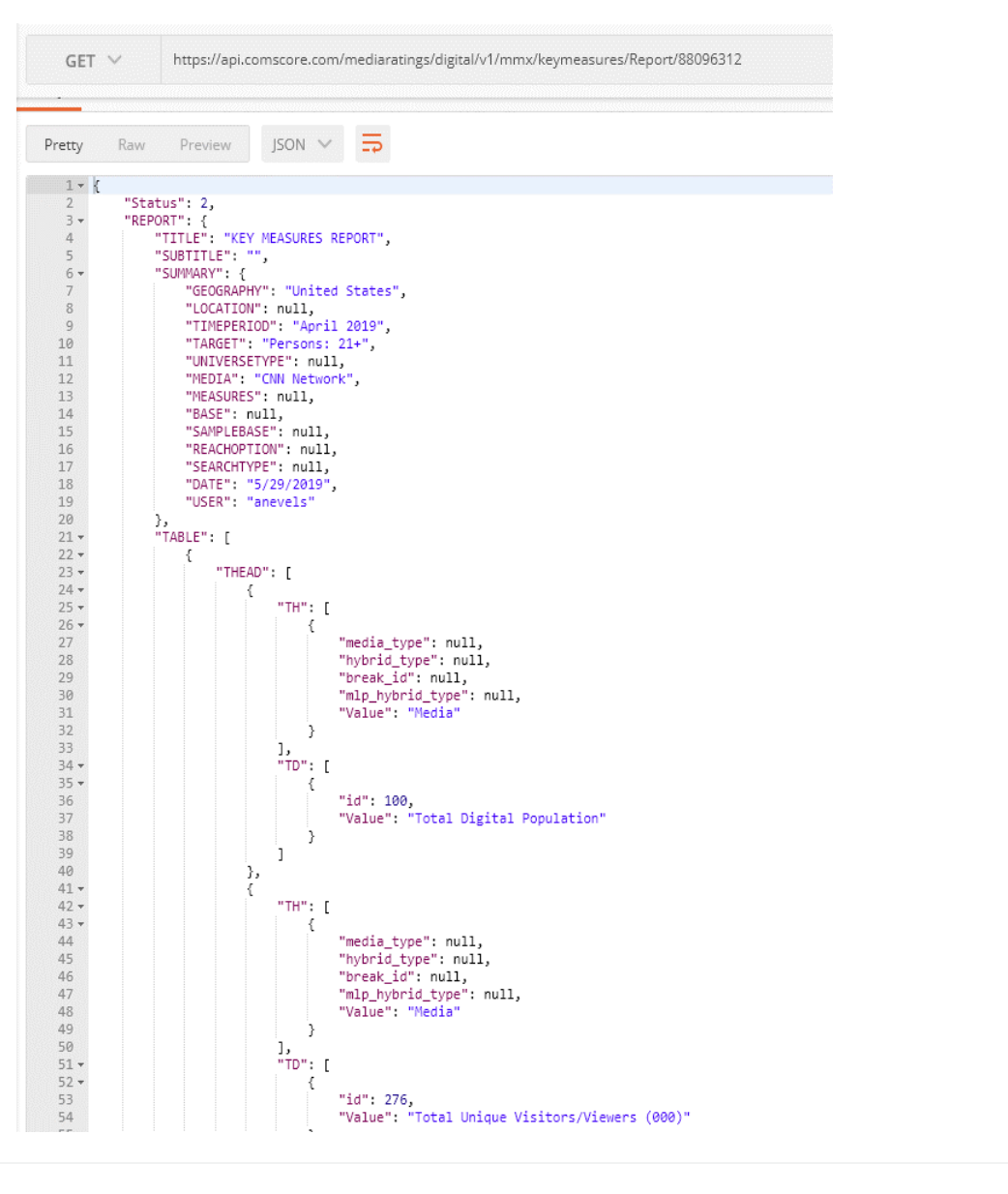
* We can download the insomnia app using this link (<https://insomnia.rest/pricing>) by downloading the free version.
* Base API Url: <https://api.comscore.com/mediaratings/digital>
* The Comscore currently supports HTTP Basic Authentication for thr requests. Which will accept our Comscore username and password which we use to access the web-portal (<https://home.comscore.com/>)



* Here is the list of all available reports using this API (<https://api.comscore.com/mediaratings/digital/Docs/Reports>). All available reports, product IDs, and report IDs can be found in the link.

**Examples:**  
To get a specific report response   
  
GET: https://api.comscore.com/mediaratings/digital/v1/mmx/keymeasures/Report/88096312  
  
**Current Response:**

<Error>  
<Message>Exception has been thrown by the target of an invocation.</Message>  
</Error>

**Expected Response:**  
  
  
We can also test the API directly from the Comscore portal [here](https://api.comscore.com/mediaratings/digital/Docs/ApiReference/index). This also provides example requests and responses for all the operations using API provided.   
  
**NOTE:**

* The API can process 8 jobs at a time.
* Once 8 jobs have been submitted any additional jobs are added to a queue which will process in order.
* Here are the documentation provided by the Comscore team for API usage ( [REST API Workflow Overview.pdf](https://api.quip-amazon.com/2/blob/efO9AA1I3R6/uJH4lrKQSpqMkXhlYlLL2g?name=REST%20API%20Workflow%20Overview.pdf&oauth_token=UVVROU1BVU9RRUk%3D%7C1742938864%7CtWM8xVew6fuDJGj4b%2BsgxnXVMTARAxvynIK6KuF8iBM%3D&s=JUhJAb3tlBgK)[MyMetrix API.pdf](https://api.quip-amazon.com/2/blob/efO9AA1I3R6/rTMSVvoN-PZ5lBgBQNoiHQ?name=MyMetrix%20API.pdf&oauth_token=UVVROU1BVU9RRUk%3D%7C1742938864%7CtWM8xVew6fuDJGj4b%2BsgxnXVMTARAxvynIK6KuF8iBM%3D&s=JUhJAb3tlBgK) ).

Quick Links:  
· **[MyMetrix Quick Reference Guide](https://mymetrix-support.comscore.com/hc/en-us/articles/360044177133-MyMetrix-Quick-Reference-Guide)**  
· [**New user video**](https://mymetrix-support.comscore.com/hc/en-us/articles/360001575174--Video-MyMetrix-for-New-Users)  
· [**Product specific trainings**](https://mymetrix-support.comscore.com/hc/en-us/sections/360000162753-Training-Resources)  
· [**Methodology documents**](https://mymetrix-support.comscore.com/hc/en-us/categories/202672578-Methodology)  
· [**Definitions**](https://mymetrix-support.comscore.com/hc/en-us/categories/202595857-Definitions)

**FAQ**

What campaign level inputs does the tool allow