**ComScore Will Measure TV, Digital Audiences with Single Metric**

Xmedia is the name of a new service from comScore that will offer a single metric for TV and digital viewing. The service promises to measure multiplatform viewing by analyzing audiences and their levels of engagement. "We're excited to be the first company to help the industry rewrite these rules by delivering what our clients have long been asking for," said comScore CEO Serge Matta.

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[***http://www.broadcastingcable.com/news/currency/comscore-combines-tv-digital-audience-data/144174***](http://www.broadcastingcable.com/news/currency/comscore-combines-tv-digital-audience-data/144174)