**HyphaMetrics Takes on Nielsen, Comscore**

HyphaMetrics is a media analytics firm that relies on a proprietary panel of 5,000 homes and various technologies to track TV, app, mobile and other device viewership into a single-source data stream to be licensed by marketing execs seeking "neutral and autonomous" household-level behavior statistics. Launch tools include ContentMetrics related to TV viewership and MobileMetrics for mobile media insight.

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[*https://www.mediapost.com/publications/article/357424/former-groupm-comscore-execs-start-media-measurem.html*](https://www.mediapost.com/publications/article/357424/former-groupm-comscore-execs-start-media-measurem.html)

*Image credit:*

[*https://milamali1211.files.wordpress.com/2014/08/audiencewanted1.png*](https://milamali1211.files.wordpress.com/2014/08/audiencewanted1.png)