**ComScore to Deliver OTT Ratings for Roku**

Roku Inc. and comScore today announced that Roku will be the first streaming platform to enable syndicated measurement of video advertising through comScore’s Campaign Essentials. Publishers and advertisers that choose to participate can measure dynamically inserted video ads on the Roku platform with vCE metrics.

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<http://www.tvnewscheck.com/article/98830/comscore-to-deliver-ott-ratings-for-roku?utm_source=Listrak&utm_medium=Email&utm_term=ComScore+To+Deliver+OTT+Ratings+For+Roku&utm_campaign=AWARN+Alerting%3a+An+ATSC+3.0+Business+Model>