coMScore.

Mobile Site Measurement

Tag Specification Document
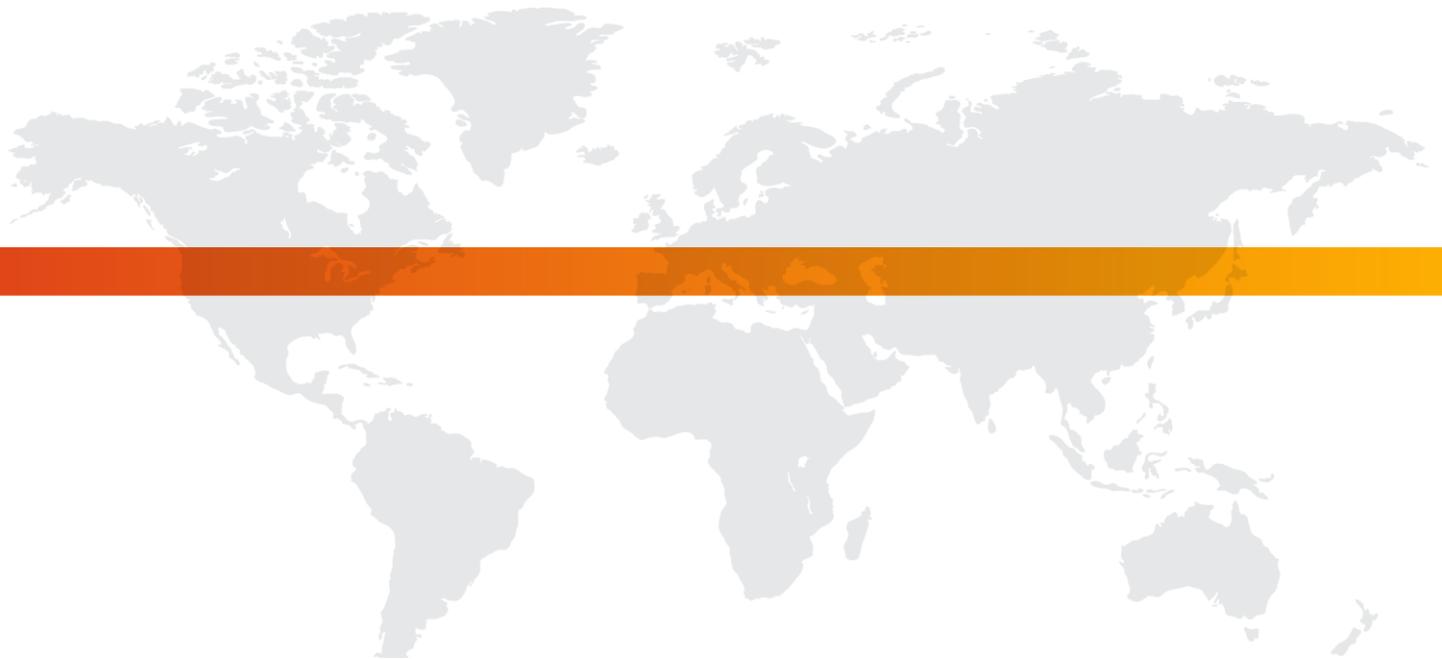
OVERVIEW

comScore tagging measures web activity across all device types. Mobile site measurement follows the same process as standard web tagging. For most HTML and XHTML mobile sites, please follow the instructions available at direct.comscore.com as well as outlined in this document. Other markup languages use a modified tag which is also described in this document. The tag will capture page view event traffic and other site provided data using customer parameters (c-values).

REQUIREMENTS

- Your comScore Client ID, a 7-digit number. This parameter is the C2 value.
  - Available in the comScore Direct tag, found at direct.comscore.com
  - Click "Get Tag"
  - C2 parameter within the tag is the comScore Client ID
  - Contact your client service representative or beaconsupport@comscore.com with questions

If you do not have a comScore Client ID, sign up for free at direct.comscore.com.

WALKTHROUGH

The standard Direct tag can be used in the following markup languages:
- HTML 3.0
- HTML 4.01 Transitional & Frames
- XHTML 1.0 Transitional & Frames
- XHTML 1.1 Basic + Modularized

For markup languages other than those listed above, comScore provides additional tagging requirements. These markup languages do not support the Javascript tag below. comScore currently provides code for the following markup languages:
- HTML 4.01 Strict
- XHTML 1.0 Strict
- XHTML Mobile Profile 1.0, 1.1 & 1.2
- WML 1.1, 1.2, 1.3 & 2.0
- c-HTML (HTML 4.01 subset)

Please contact beaconsupport@comscore.com if there are other markup languages that require tagging.

comScore's Publisher Tag Parameters

These parameters improve classification and reporting.

ID	Required or Optional	Description	Explanation
C1	Required	Tag Type	Constant value of 2
C2	Required	Client ID	Unique ID for each client assigned by comScore
C4	Required for WAP sites*	Full Page URL	Manually populated full page URL including query string variables

> ***IMPLEMENTATION NOTE:** If your site targets devices that may not support JavaScript (feature phones, Blackberry, etc.), you must populate the C4 value in all `<img />` tags (see examples below). C4 is not required in the JavaScript tag.

Javascript will automatically populate the follow parameters:

ID	Description
C7	Full Page URL
C8	Page Title
C9	Referrer URL

Standard comScore Direct Tag

The comScore Direct tag is an **asynchronous tag**. An asynchronous tag is a script that uses a separate thread to handle processing the webpage (so the tag will not prevent or block loading of other elements on the page). The asynchronous tag uses this thread to help reduce webpage load time.

The asynchronous tag offers the following benefits:
- Faster tracking code load times for your web pages due to improved browser execution
- Elimination of tracking errors from dependencies when the JavaScript hasn't fully loaded

Publishers should not implement the tag inside ad calls and/or iFrames. The Javascript may not collect the proper page URL in these cases.

Place this code at the top of each page or in the header of all pages on your site:

```
<!-- Begin comScore Tag -->
<script>
  var _comscore = _comscore || [];
  _comscore.push({ c1: "2", c2: "[Client ID]" });
  (function() {
    var s = document.createElement("script"), el =
document.getElementsByTagName("script")[0]; s.async = true;
    s.src = (document.location.protocol == "https:" ? "https://sb" : "http://b") +
".scorecardresearch.com/beacon.js";
    el.parentNode.insertBefore(s, el);
  })();
</script>
<noscript>
  <img src="http://b.scorecardresearch.com/p?c1=2&c2=[Client ID]&c4=[PAGE URL]" />
</noscript>
<!-- End comScore Tag -->
```

After deployment, tagged web activity will be available in comScore Direct after 24 - 48 hours.

IMPLEMENTATION NOTE: When placing the comScore tag on a secure site, every instance of `http://b.scorecardresearch.com/` below must be replaced with `https://sb.scorecardresearch.com/`

Non-Standard Tag

HTML & c-HTML

Inclusion of IMG tags is allowed only inside "p", "h1", "h2", "h3", "h4", "h5", "h6", "div", "address", "fieldset", "ins", "del" elements. The IMG tag should NOT be self-closed in order to support the vast majority of browsers and useragents.
In URLs, the ampersand separator shall be HTML-encoded as an entity.
Alt attribute is mandatory.

```
<!-- Begin comScore Tag -->

<div>
<img src=" http://b.scorecardresearch.com/p?c1=2&amp;c2=[Client ID]&amp;c4=[Page URL]"
alt="*">
</div>

<!-- End comScore Tag -->
```

XHTML & XHTML Mobile Profile

Inclusion of IMG tags is allowed only inside "p", "h1", "h2", "h3", "h4", "h5", "h6", "div", "address", "fieldset", "ins", "del" elements.

Tag names & attributes are **case sensitive**.

In URLs, the ampersand separator shall be HTML-encoded as an entity.

Alt attribute is mandatory.

```
<!-- Begin comScore Tag -->

<div>
<img src=" http://b.scorecardresearch.com/p?c1=2&amp;c2=[Client ID]&amp;c4=[Page URL]"
alt="*">
</div>

<!-- End comScore Tag -->
```

WML 1.x & WML 2.0

Inclusion of IMG tags is allowed only inside "p" elements.

In URLs, the ampersand separator shall be HTML-encoded as an entity.

GIF is not supported so a white "w.wbmp" or black "b.wbmp" needs to be used in the URL.

Alt attribute is mandatory.

```
<!-- Begin comScore Tag -->

<p>
<img src=" http://b.scorecardresearch.com/w.wbmp?c1=2&amp;c2=[Client ID]&amp;c4=[Page URL]"
alt="*">
</p>

<!-- End comScore Tag -->
```

FAQs

How can I validate my tag is working as intended?

Log into comScore Direct and click on the "Verify URL" button. In the pop-up, enter in the URL that you desire to test. The Verify URL process will make a request to the page and verify that the tag is physically present on the page. For those sites that embed the comScore tag within a header or footer file (or similar include file), the Verify URL feature will not detect the presence of the tag. We suggest that you load your web page and verify the request to the comScore JavaScript and tag file using a browser plug-in such as Fiddler or Firebug. The instructions for looking for the appropriate tag calls are as follows:

On initial deployment of the comScore tag, the user's machine will request the comScore beacon.js file.

The resulting HTTP call will have the following syntax:

http://b.scorecardresearch.com/beacon.js?{client parameters}

The beacon.js call then provides the required instruction set to the browser to fire the actual tag call. The final tag call will have the following syntax:

http://b.scorecardresearch.com/b?{client parameters}

and will have a response code of 204 No Content.

When do I provide the URL in the C4 parameter and why?

The C4 parameter should be populated with a hardcoded URL
1. when the auto-populated URL in the C7 parameter does not represent the URL associated with the content the user is viewing,
2. or you are interested in reporting on non Javascript enabled devices.

In these cases, the C4 parameter should be populated manually with the full URL of the content being consumed by the end user, which is not necessarily the URL in the address bar of the browser.

Where should I place the tag?

We recommend that the clients place the comScore tag code in the header or as close to the top of the page body as possible.

Will placing tags slow the site increasing page load time?

No. comScore has partnered with Akamai and delivers industry-leading response times. It is expected that the comScore tag will have a response time of 60-90ms.

Can I place the comScore tag on secure pages?

Yes, the default comScore tag auto-detects that it is placed on a secure page and in those cases fires a HTTPS version of the tag.

comSCORE.