

Let's bring on total biological measurement

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To: gfulgoni@comscore.com

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Hi Gian,

Hope this finds you well. I am reaching out to discuss the development of a new measurement platform, which I am confident will disrupt the current attention market in a major way. As you will see, the returns generated from lifestyle labor and the internet of "visiting an Alcoholics Anonymous meeting, going to an oncologist's office and then to the hospital radiology floor, planning and attending a political rally" are no match for the achieve that lies in targeting your subject below the tissue to gain truly novel and substantial control over their synaptic core.

As it stands today, the extent to which we can authentically measure, collect and identify a consumer's preattentive mental functions in connection with the environment of the devices has increased considerably. While this has driven up ROI and led to some serious innovate, the current market for lifestyle choices etc still depends on how effectively we can turn the user's preconscious cognitive sovereignty into a state of enraptured subjecthood. My thinking is, why not cut down on the overhead ~~platform~~ warehouse complexity and make some real addressable commodifying a device user's internal environment? Use their central nervous system as the deed and frack their automatic.

Your introduction of the comScore Total Home Panel in 2016 was a great start. Tapping the raw signals of every connected device and screen within a home of minimally compensated subjects, as well as those of any friend or neighbor who happens to be on the network is no easy task. Indeed deciding that your instrument should plug into a user's WiFi router "to pick up all activity in a household – and we mean *all* activity" was a bold move. But there's still so much noise to sift with this approach. Here is where treating the connected home as widget has its limits, and where treating the human body as device-object instead shows real scalability.

Entertainment and Sports Programming Networks (ESPN), together with the Council for Research Excellence, have already shown strong commit toward this. They are in the lab conducting a biometrics study looking at how human eye movements and facial expressions can be coded to facilitate remote user emotion tracking. ESPN's former research executive Artie Bulgrin has come around to understanding that the behavior of a body-identity "can't be measured by simply asking people...You're relying on recall and rationalized response. A lot of times the body can tell you a lot more than the person can at a conscious level."

Well I don't know about you, but I see a future here filled with lunch and plenty of room at the table, so I'm proposing a collaboration. I am going to allow comScore to rent out some of my autonomous nervous system. Make the leap with me here. Using a bit of spectrum the FCC allocated for wireless medical telemetry and the remote monitoring of a patient's vital signs for example, we first create a custom group of sensors that I will wear across different parts of my physical detail. These unique sensors will serve two functions: first, they will allow for the deep tracking of any movements my limb objects produce as my self goes about its daily consumption; second, these sensors will give your engineers the ability to measure any electrical changes below my body-terrain in response to biosocial stimuli.

In turn, this will provide the Executive team with super local health impressions output through my body-object during emote, think, and neuro. These data can in turn be sold to insurance companies, hospitals, pharmaceutical marketing departments, and government health committees. Now Gian, there are of course some multidimensional, on/offline boundaries to this collab. With your New Model, you have already publicly stated comScore's ability to "accurately measure **individual platforms** at a granular level:" however I-is-network but I-not-platform, so we need to discuss an appropriate compensation package. Nielsen was paying the Mar family only \$15 a month for the opportunity to vacuum up all the signals emanating from that household; I presume the remuneration you have offered your subjects of the Total Home Panel is not far North of that figure. Well with the gig economy being what it is, and stolen medical profiles fetching around \$1K, I am asking for an honorarium of \$3000 USD to begin and a 50 percent commission on every sale for the duration of our agreement. Does this work for you? Let me know and I'll send half a tennis ball.

Notes
¹ Landau, "Phones Move – and So Should the Law."
² Hinnant, interview.
³ Bulgrin, interview.
⁴ © comScore, Inc., "Parallel Universes: Measuring Eyeballs Across Platforms, Screens and Devices."
⁵ Mar, "We Were a Nielsen Family — Here's What It Was Like."

Sources
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I look forward to your information, and in the meantime, happy Friday,



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