

Title: Details on the Comscore data used in the study appendix for “Mapping the website and mobile app audiences of Russia’s foreign communication outlets, RT and Sputnik, across 21 countries”

Authors: Julia Kling (1), Florian Toepfl (1), Neil Thurman (2,3), Richard Fletcher (4)

Date: December 22<sup>nd</sup>, 2022

Note: The material contained herein is supplementary to the article named in the title and published in the Harvard Kennedy School (HKS) Misinformation Review.

---

## Appendix: Details on the Comscore data used in the study

In our study, we used data from the analytics company Comscore, which provides audience estimations of website/app entities. (For details on their methodology, see Comscore, 2021). What follows is a list of every report retrieved from Comscore that was used in the analysis.

Figures 1 and 2

Comscore MMX Multi-Platform, Total Unique Visitors/Viewers (000) and % Reach, Total Audience, October 2021 – December 2021, Argentina, Australia, Brazil, Canada, Chile, Colombia, Finland, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Malaysia, Mexico, Norway, Singapore, Spain, United Kingdom, United States.

Figure 3

Comscore MMX Multi-Platform, % Reach, Total Audience, October 2021–December 2021, Argentina, Australia, Brazil, Canada, Chile, Colombia, Finland, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Malaysia, Mexico, Norway, Singapore, Spain, United Kingdom, United States.

Figures 4 and 5

Comscore MMX Multi-Platform, % Reach, Total Audience, October 2021–December 2021, Argentina, Australia, Brazil, Canada, Chile, Colombia, Finland, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Malaysia, Mexico, Norway, Singapore, Spain, United Kingdom, United States.

Figure 6 and 7

Comscore MMX Multi-Platform, % Reach, Total Audience, March 2019–December 2021, Argentina, Australia, Brazil, Canada, Chile, Colombia, Finland, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Malaysia, Mexico, Norway, Singapore, Spain, United Kingdom, United States.

We used data from the following rows of the above reports:

**Table 1.** Overview of the rows from the Comscore reports that were used for the analysis.

Country	Overall visitors and reach (RQ1 and RQ3)	Reach by gender (RQ2)	Reach by age group (RQ2)
Argentina	Total Audience	Females: 18+ Males: 18+	Persons: 18–34 Persons: 35+
Australia	Persons: 15+	Females: 15+ Males: 15+	Persons: 15–24 Persons: 25–34 Persons: 35–44 Persons: 45–54 Persons: 55+
Brazil	Persons: 18+	Females: 18+ Males: 18+	Persons: 18–24 Persons: 25–34 Persons: 35–44

			Persons: 45+
Canada	Persons: 18+	Females: 18+ Males: 18+	Persons: 18–24 Persons: 25–34 Persons: 35–44 Persons: 45–54 Persons: 55+
Chile	Total Audience	Females: 18+ Males: 18+	Persons: 18–34 Persons: 35+
Colombia	Total Audience	Females: 18+ Males: 18+	Persons: 18–34 Persons: 35+
Finland	Persons: 15+	Females: 15+ Males: 15+	Persons: 15–24 Persons: 25–34 Persons: 35–44 Persons: 45–54 Persons: 55–64 Persons: 65+
France	Persons: 18+	Females: 18+ Males: 18+	Persons: 18–24 Persons: 25–34 Persons: 35+
Germany	Persons: 18+	Females: 18+ Males: 18+	Persons: 18–34 Persons: 35+
Hong Kong	Persons: 15+	Females: 15+ Males: 15+	Persons: 15–24 Persons: 25–34 Persons: 35–44 Persons: 45–54 Persons: 55+
India	Persons: 15+	Females: 15+ Males: 15+	Persons: 15–24 Persons: 25–34 Persons: 35+
Ireland	Total Audience	Females: 15+ Males: 15+	Persons: 15–24 Persons: 25–34 Persons: 35–44 Persons: 45–54 Persons: 55+
Italy	Persons: 15+	Females: 15+ Males: 15+	Persons: 15–24 Persons: 25–34 Persons: 35–44 Persons: 45+
Japan	Persons: 15+	Females: 15+ Males: 15+	Persons: 15–24 Persons: 25–34 Persons: 35–44 Persons: 45–54 Persons: 55+
Malaysia	Persons: 15+	Females: 15+ Males: 15+	Persons: 15–24 Persons: 25–34 Persons: 35+
Mexico	Persons: 15+	Females: 15+	Persons: 15–24

		Males: 15+	Persons: 25–34 Persons: 35+
Norway	Persons: 15+	Females: 15+ Males: 15+	Persons: 15–24 Persons: 25–34 Persons: 35–44 Persons: 45+
Singapore	Persons: 18+	Females: 18+ Males: 18+	Persons: 18–34 Persons: 35–44 Persons: 45–54 Persons: 55+
Spain	Persons: 18+	Females: 18+ Males: 18+	Persons: 18–24 Persons: 25–34 Persons: 35–44 Persons: 45–54 Persons: 55+
United Kingdom	Persons: 18+	Females: 18+ Males: 18+	Persons: 18–24 Persons: 25–34 Persons: 35–44 Persons: 45–54 Persons: 55+
United States	Persons: 18+	Females: 18+ Males: 18+	Persons: 18–24 Persons: 25–34 Persons: 35–44 Persons: 45–54 Persons: 55–64 Persons: 65+