



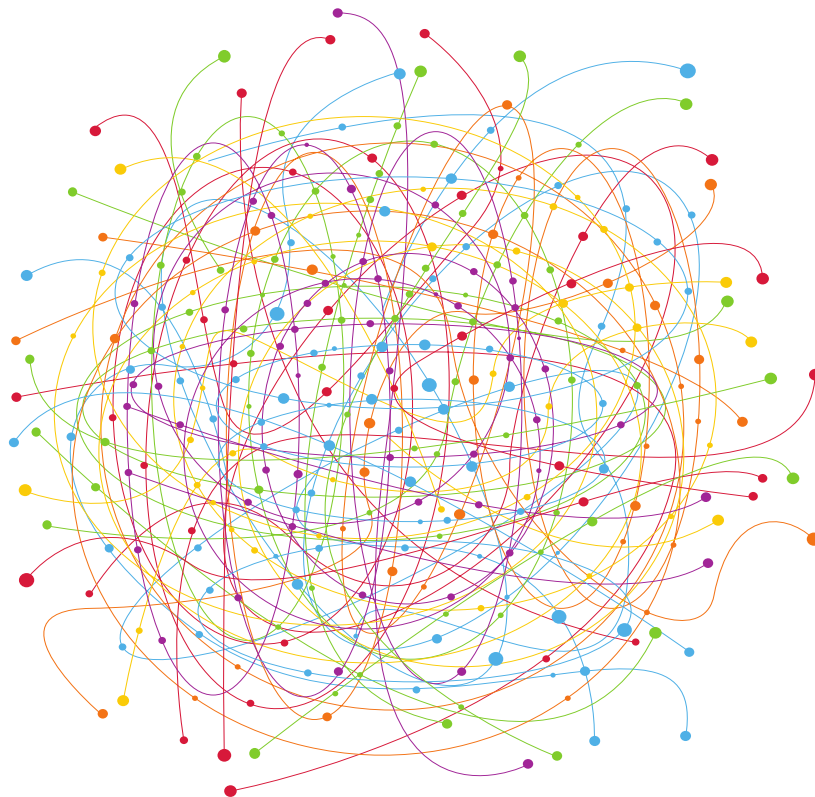
AUDIENCE MEASUREMENT IN THE AGE OF ONLINE VIDEO

TOTAL AUDIENCE

GABRIEL MATWIEJCZYK | NIELSEN POLAND








THE MARKETPLACE IS INCREASINGLY COMPLEX








ALL DOTS CONNECTED...

Grossed and de-duplicated total reporting across all devices, access points and business models

		TV 	CONNECTED DEVICE 	PC 	TABLET 	SMARTPHONE 
Linear	Programs & Ads	✓	✓	✓	✓	✓
	Content		✓	✓	✓	✓
Dynamic	Ads		✓	✓	✓	✓

...WITH COMPARABLE MEASUREMENT

The alignment of all metrics between linear and digital

		TV 	CONNECTED DEVICE 	PC 	TABLET 	SMARTPHONE 
Linear	Programs & Ads	=	=	=	=	=
	Content		=	=	=	=
Dynamic	Ads		=	=	=	=

MEASURING ADS AND CONTENT SEPARATELY

TOTAL AUDIENCE



Total Ad Ratings



Includes:

Digital Ad Ratings

+

TV Ad Ratings



Total Content Ratings



Includes:

Digital Content Ratings

+

TV Program Ratings

CREATING A RATINGS SOLUTION FOR VIDEO, AUDIO AND TEXT



Video Ratings



Audio Ratings



Text Ratings

DIGITAL AD RATINGS

THE STANDARD IN DIGITAL AD MEASUREMENT

DIGITAL AD RATINGS

Audience demographics
Reach/frequency/GRPs
Viewability by demographic



MEASURE

Know who you are reaching and where you are reaching them, using industry standard audience data



OPTIMIZE

Analyze publisher performance and take action in flight

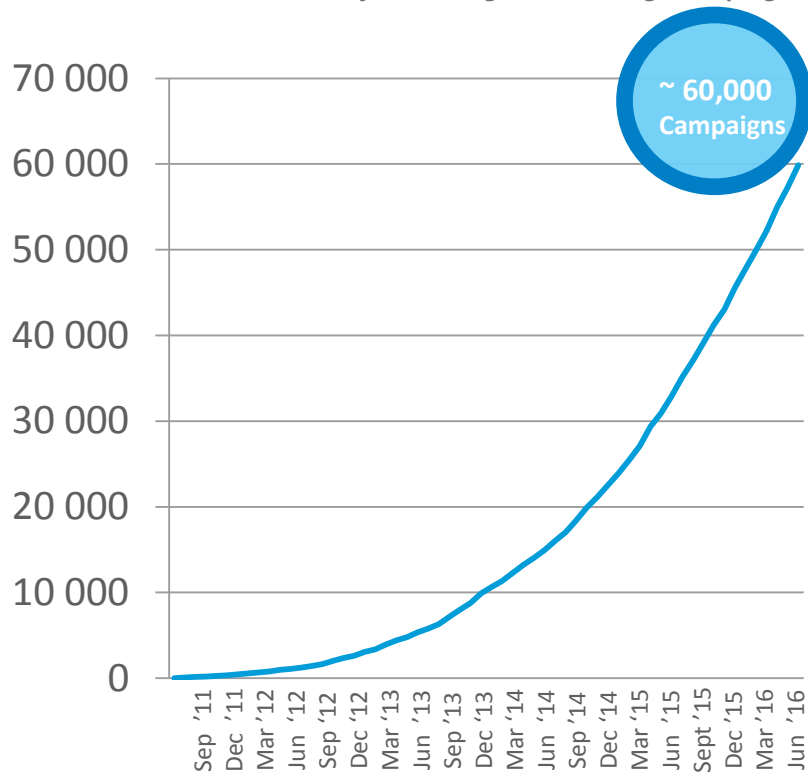


IMPROVE

Establish a baseline and track performance over time to quantify success and set future goals

DIGITAL AD RATINGS IS THE INDUSTRY LEADER AMONG BOTH MEDIA BUYERS & SELLERS

Cumulative Number of Global Digital Ad Ratings Campaigns



We think Digital Ad Ratings empowers us and media companies

Rob Master
VP Media, Unilever

> 95% of commitments we will make this year will be guaranteed via Digital Ad Ratings

Donnie Williams
CDO, Horizon Media

Digital Ad Ratings helps our clients better understand the audience value of online video

Geri Wang
President, ABC Sales

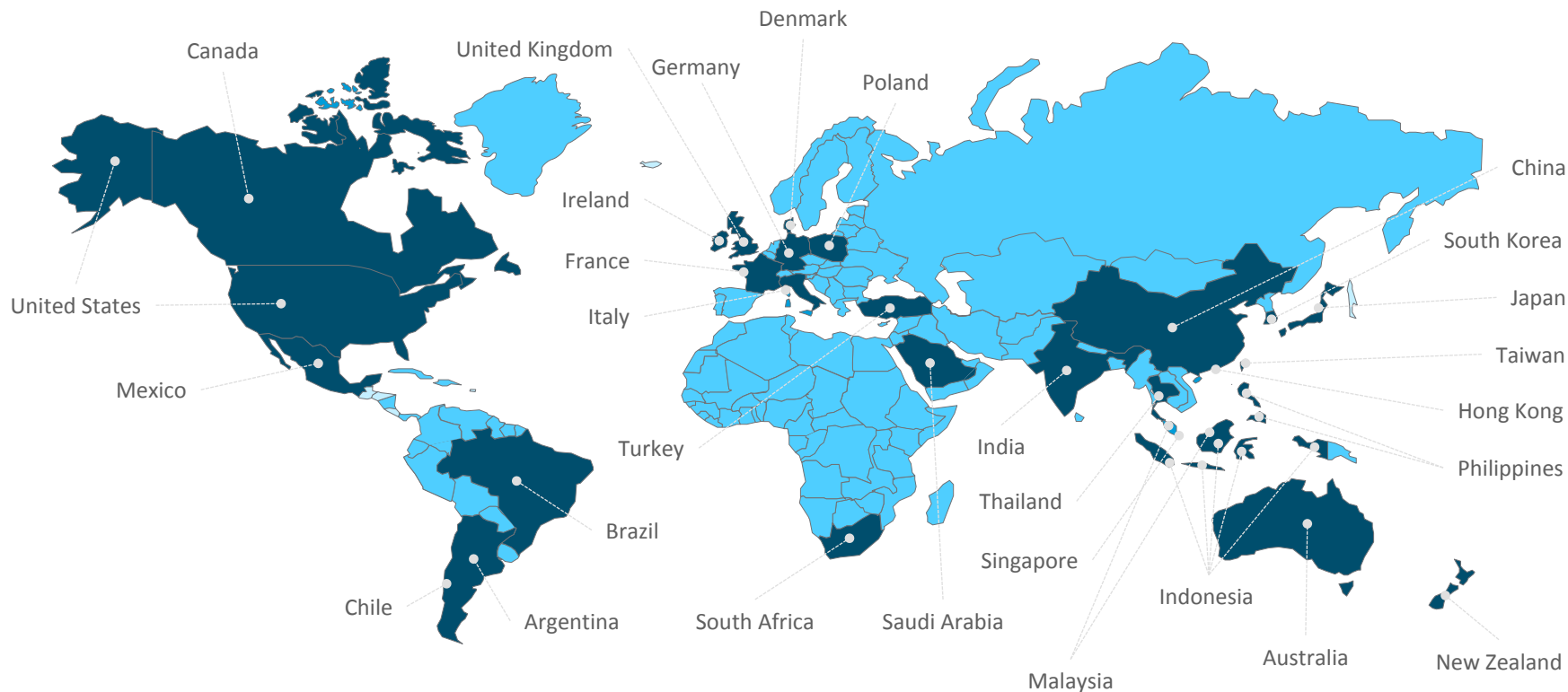
Advertisers are clamoring for a solution that reaches across all devices and Nielsen Digital Ad Ratings is that solution

Keith Eadie
CMO, TubeMogul

Our ongoing checks with marketers convey to us that Nielsen's campaign measurement tools continue to dominate the preferences of the largest brands, likely capturing a greater share of spending

Brian Weiser
Wall St. Analyst

GLOBAL COVERAGE



Digital Ad Ratings available

HOW DIGITAL AD RATINGS WORK?



TAG

Nielsen tag fires



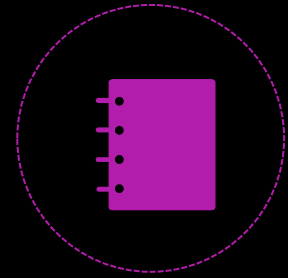
MATCH

Blind tag sent to data provider (Facebook) and blinded demos returned



CALIBRATE

Demos calibrated with external dataset



DELIVER

Reports delivered overnight via MediaView

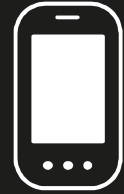


BENEFITS OF DIGITAL AD RATINGS

COMPARE
TO TV



INCLUDE
MOBILE INTO
TOTAL DIGITAL



EASY COMPARISON
OF STRATEGIES



ON TARGET VS
WASTED MONEY



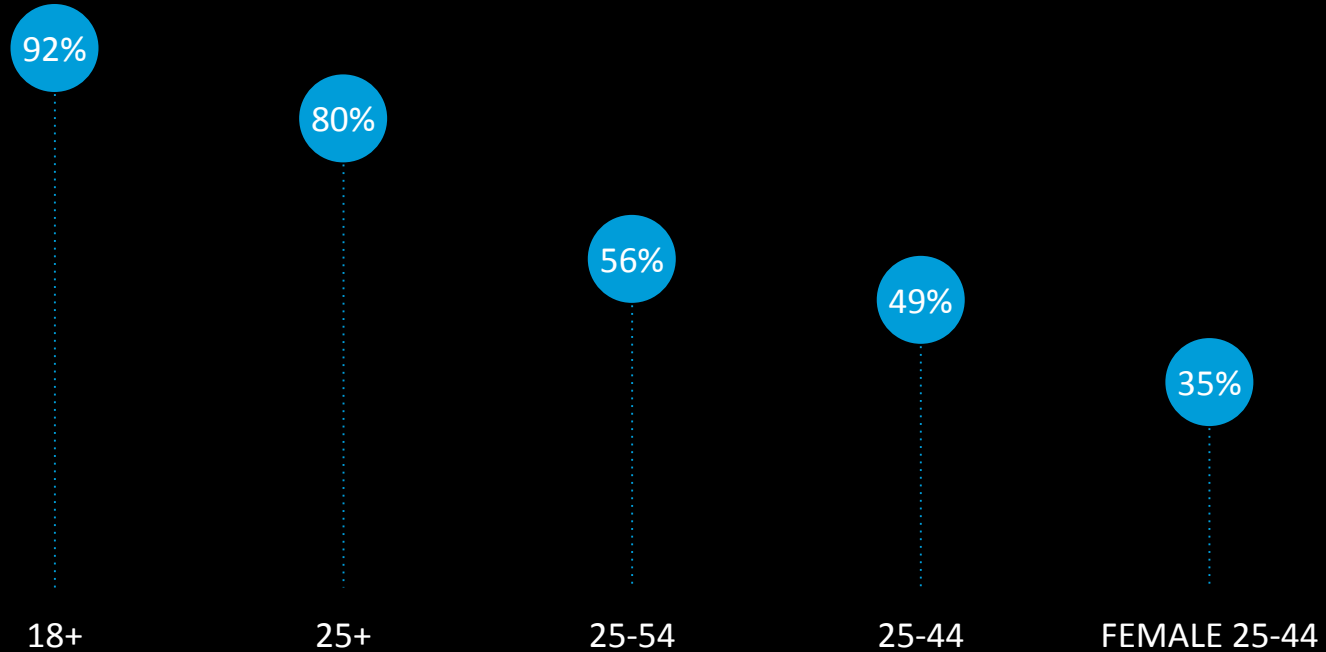
IT'S NOT 100%...



A horizontal bar chart with two bars. The top bar is blue and labeled '59%'. The bottom bar is red and labeled '43%'. Both bars are set against a dark gray background.

Category	Percentage
Blue Bar	59%
Red Bar	43%

PRECISION VARIES WITH NARROWNESS OF CAMPAIGN TARGET



SOME VARIABILITY BUT GENERAL PATTERNS

ALL 25-54

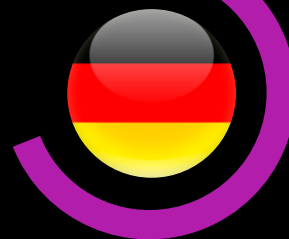
59%



56%



69%



70%



EUROPEAN INSIGHTS - #1

Ad inventory delivered on a **mobile device** outperform inventory delivered to the desktop

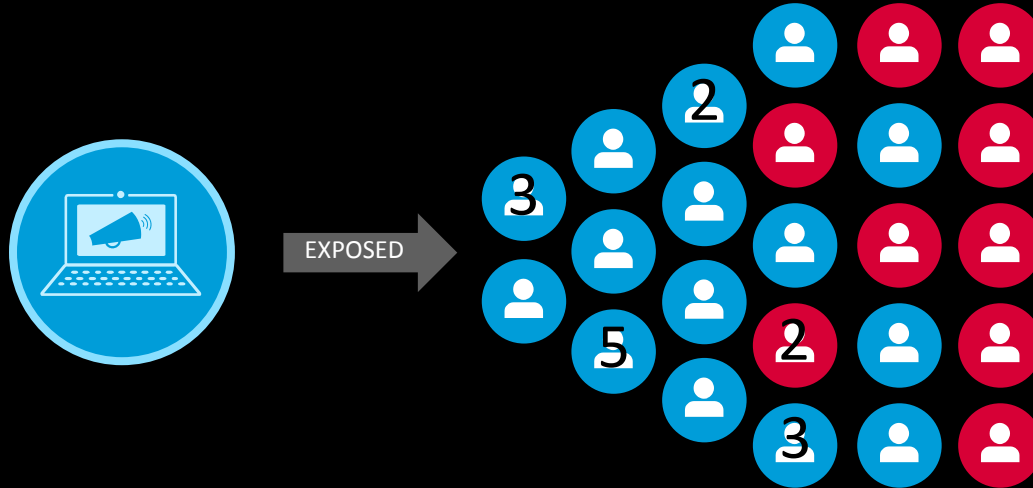
EUROPEAN INSIGHTS - #2

Display outperform video

EUROPEAN INSIGHTS - #3

Do traditional publishers still
outperform ad networks?

ON-TARGET IS NOT ENOUGH... REACH EFFICIENCY



On-Target

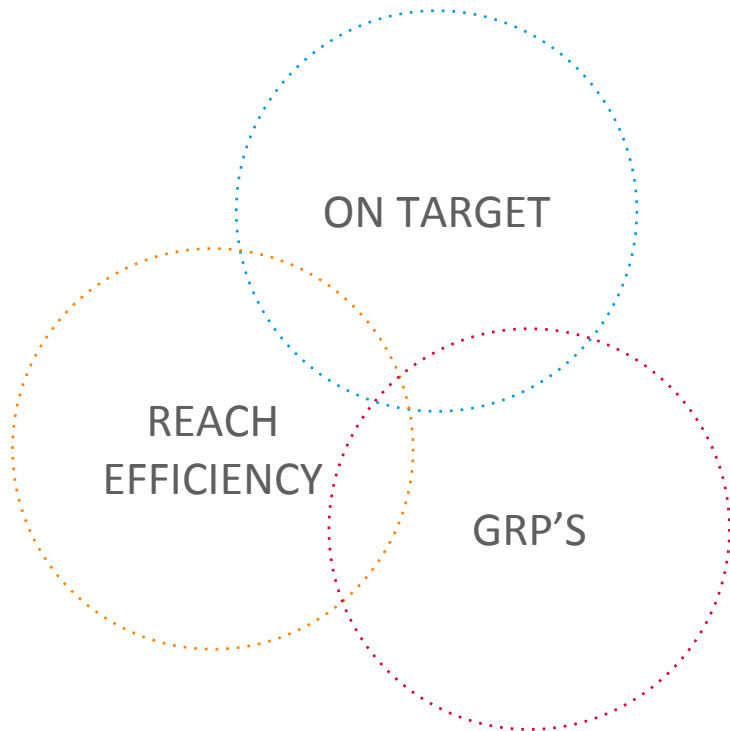


Outside Target



Frequency

COMMON CURRENCY



An abstract graphic on the left side of the image. It features a dome-like structure composed of a dense grid of thin, curved lines in various colors (red, blue, green, yellow, purple). From the base of this dome, several straight lines radiate upwards and outwards, each ending in a small, solid-colored dot of the same color as the lines. The dots are scattered across the upper half of the image, with one prominent blue dot near the top right.

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™