UNDUPLICATED RATINGS
ACROSS ALL SCREENS, PLATFORMS AND DISTRIBUTION MODELS
“To paraphrase Seinfeld, total audience measurement is real and, given the industry's growing cries this fall (in the face of more live TV viewership declines) for a tool that will finally allow them to fully measure and monetize viewers, it's spectacular.”

Jason Lynch – AdWeek
Oct 20th 2015
NIELSEN’S TOTAL AUDIENCE

Grossed and de-duplicated Total Reporting across all devices, access points and business models

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>CONNECTED DEVICE</th>
<th>PC</th>
<th>TABLET</th>
<th>SMARTPHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs &amp; Ads</td>
<td>![TV icon]</td>
<td>![Connected Device icon]</td>
<td>![PC icon]</td>
<td>![Tablet icon]</td>
<td>![Smartphone icon]</td>
</tr>
<tr>
<td>Content</td>
<td>![Content icon]</td>
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<tr>
<td>Ads</td>
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</tr>
</tbody>
</table>

Linear C3/T/AQH

dynamic
REPORTING THE TOTAL AUDIENCE

Measuring any video, audio or text—content or ad—when it is seen, by whom, and on what device

Ads
includes daily ratings regardless of where + how ad is consumed, including both linear and dynamic ad models
unduplicated across all devices and advertising models

Content
combined daily ratings for a program or content regardless of where + how content is consumed, including C3/7 eligible, non eligible, ad supported, non ad supported
unduplicated across all devices and business models
HOW IS IT CREATED – WITH AND WITHOUT 3\textsuperscript{RD} PARTY DATA PROVIDERS

TWO TYPES OF CONTENT
- Native Digital Content
- Traditional Linear Content

ONE CLIENT-SIDE IMPLEMENTATION

HARDWARE & SOFTWARE METER

COMPARABLE OVERNIGHT RATING
- Digital Ratings
- Cross Platform
- Linear Ratings

ONE ENCODING PROCESS
- UNIVERSAL

BIG DATA ENABLED MEASUREMENT

GOLD STANDARD PROCESS
- MRC ACCREDITED

MRC ACCREDITED
WHAT HAVE WE LEARNT.....

<table>
<thead>
<tr>
<th>Sample Size (Tablet)</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual: 5,600</td>
<td></td>
</tr>
<tr>
<td>Estimated: 2,800</td>
<td>Assumes 50% co-operation rate</td>
</tr>
<tr>
<td>Estimated: 140</td>
<td>Assumes 5% Publisher App usage rate</td>
</tr>
<tr>
<td>Estimated: 70</td>
<td>Assumes 50% viewership incidence rate</td>
</tr>
<tr>
<td>Estimated: 3</td>
<td>Split across 26 demo cells...</td>
</tr>
</tbody>
</table>

**Total Tablets in TV Panel**
Incidence: 100%

**Agrees to participate in measurement**
Incidence: 50%

Tablet owner, agrees to participate, has downloaded and uses a TV app or visits a TV website
Incidence: 2.5%

Tablet owner, agrees to participate, has downloaded and uses at TV app or visits a TV website and watches qualified content
Incidence: 1.25%

Tablet owner, agrees to participate, has download and uses at TV app or visits a TV website and watches qualified content, broken across 26 demo cells
Incidence: 0.05%
WHAT HAVE WE LEARNT.....

CLOUD API
Measure Connected Devices

- Smart TVs
- OTT/STB Devices
- Car infotainment
- Mobile & Desktop Apps

Cloud API

- Nielsen
- Census Collection
- Data Providers

Future API Extension
- Feed ODbT
- ID3 Tag validation
- DMP input
- C3 Commercial audit
- ACR

API for
- Authentication
- Opt In
- ID3
- ODbT
WHAT HAVE WE LEARNT.....
ALIGNING METADATA ACROSS TV & DIGITAL
TOTAL CONTENT RATINGS ENABLES COMPARABLE METRICS FOR TV AND DIGITAL VIDEO

Providing a consistent set of metrics based on Total US Population

- **Average Audience Rating**: Audience to the average minute of a program or video
- **Unique Audience (Reach)**: Total de-duplicated audience across TV and digital
- **Views**: Number of total times viewers began watching a program or video (video starts)
- **GRP %**: Total views expressed as a percentage of the universe
- **Average Frequency**: Average number of views per unique viewer
- **Total/Average Time Spent**: Total duration of all views and average time spent per unique viewer
MEASURING THE TOTAL AUDIENCE

Example of a Broadcast Drama at Telecast/Episode Level: September 2015

Source: Nielsen Total Audience Ratings (various Nielsen sources across Linear and Digital measurement platforms), Digital is computer/mobile, Aug/Sep 2015