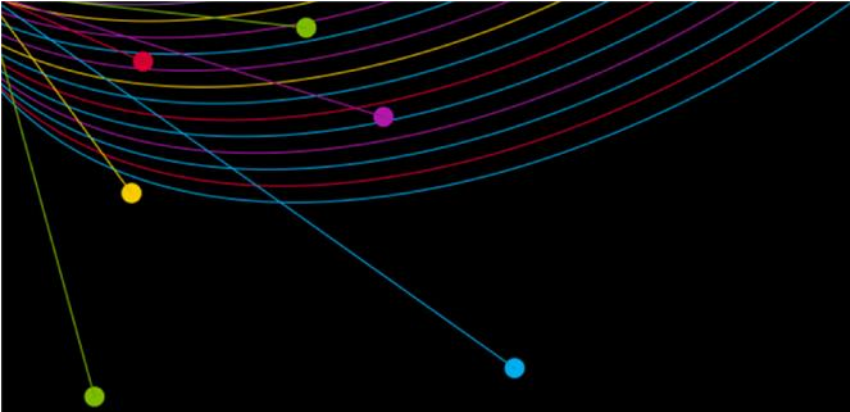


nielsen
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UNDUPLICATED RATINGS

ACROSS ALL SCREENS, PLATFORMS AND DISTRIBUTION MODELS

Megan Clarken
November 2015

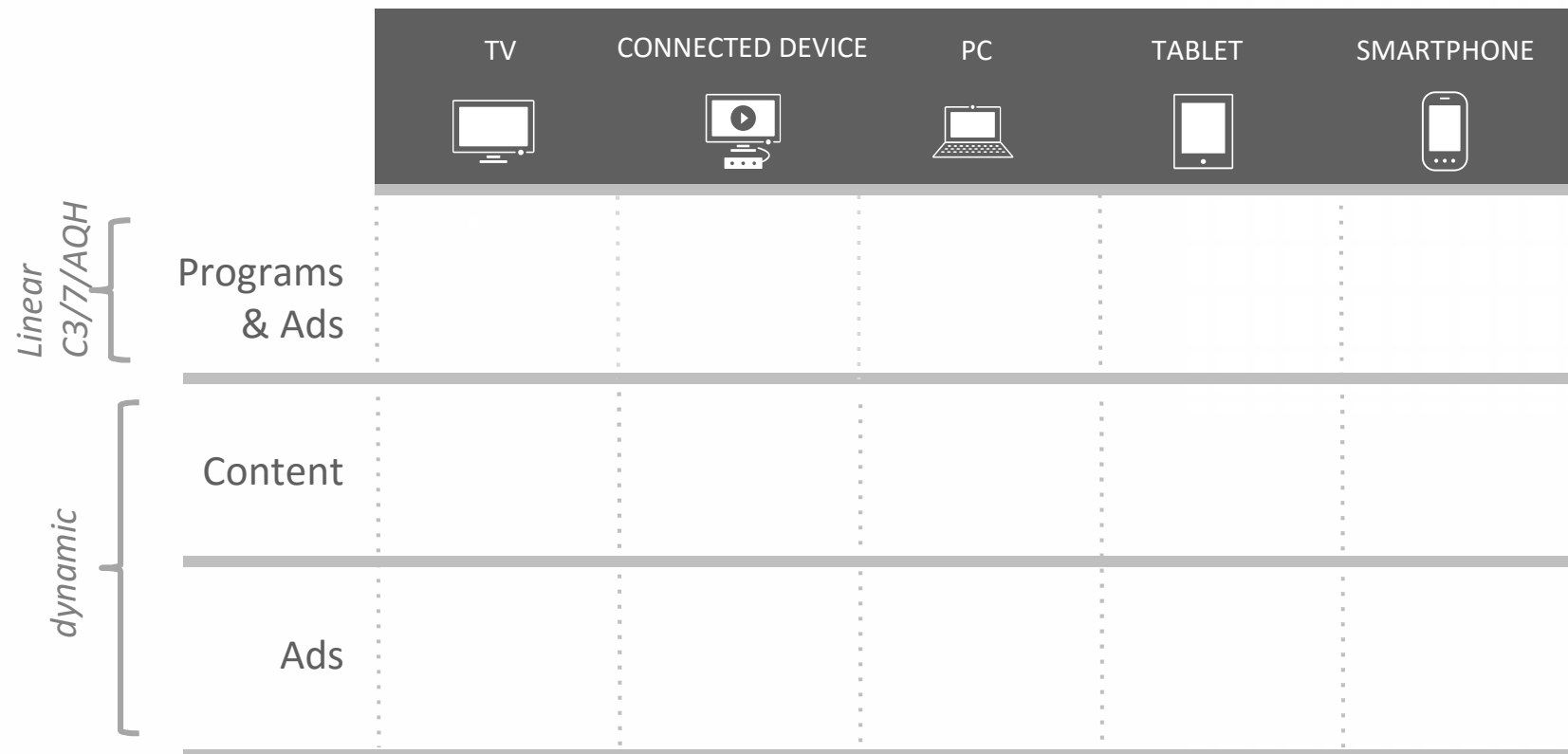


“To paraphrase Seinfeld, total audience measurement is real and, given the industry's growing cries this fall (in the face of more live TV viewership declines) for a tool that will finally allow them to fully measure and monetize viewers, it's spectacular.”

*Jason Lynch – AdWeek
Oct 20th 2015*

NIELSEN'S TOTAL AUDIENCE

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



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

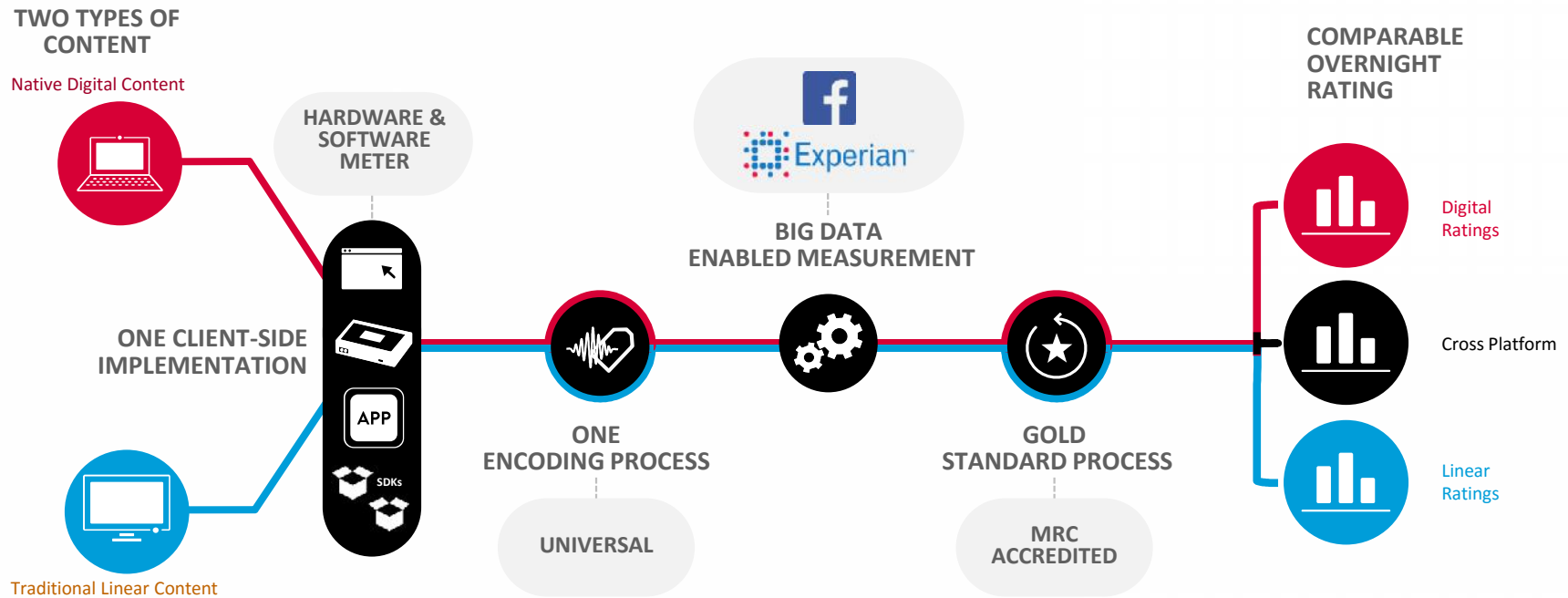


Content

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

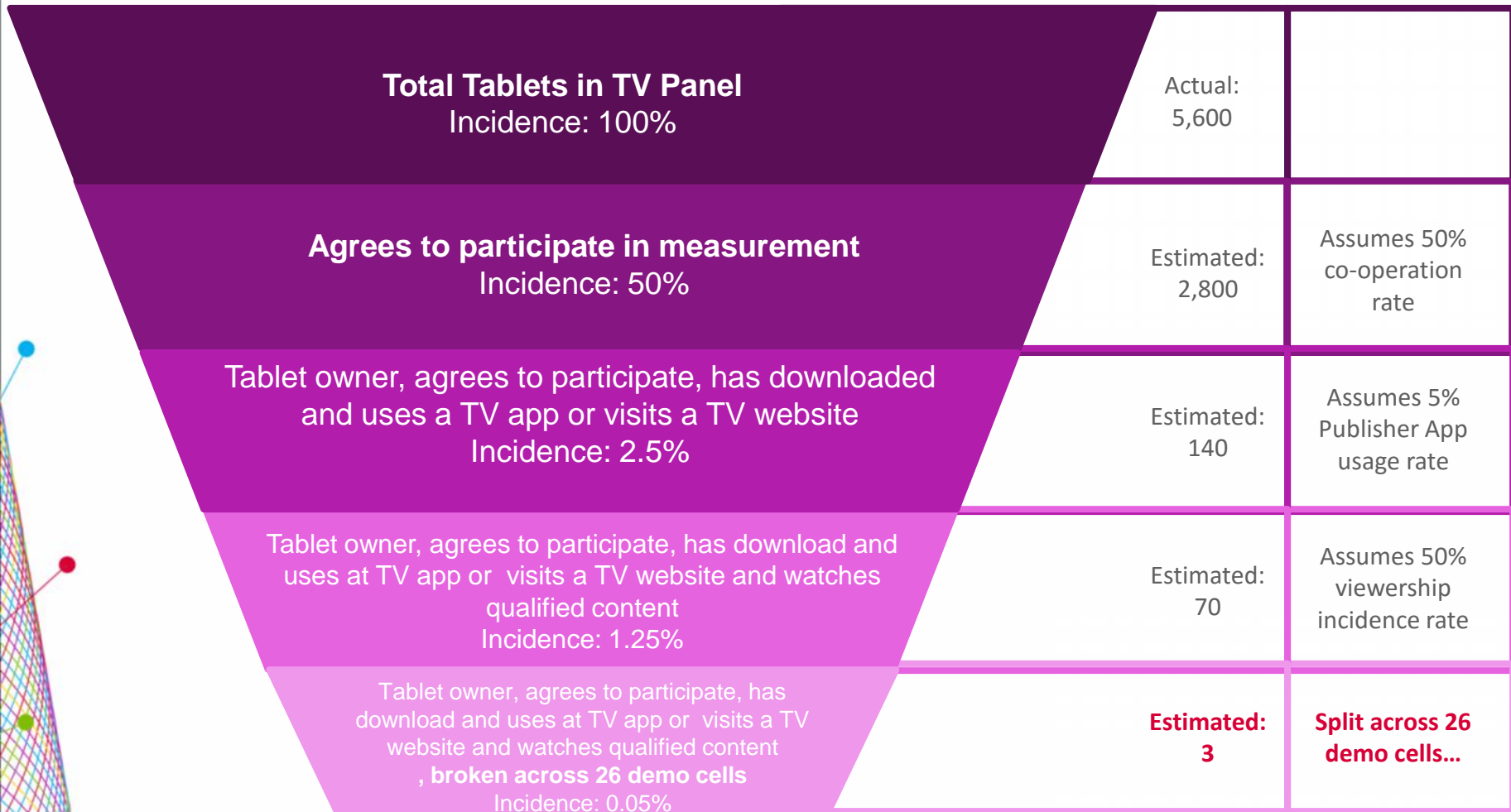
unduplicated
across all devices
and business models

HOW IS IT CREATED – WITH AND WITHOUT 3RD PARTY DATA PROVIDERS



WHAT HAVE WE LEARNT.....

Sample Size (Tablet) Assumptions

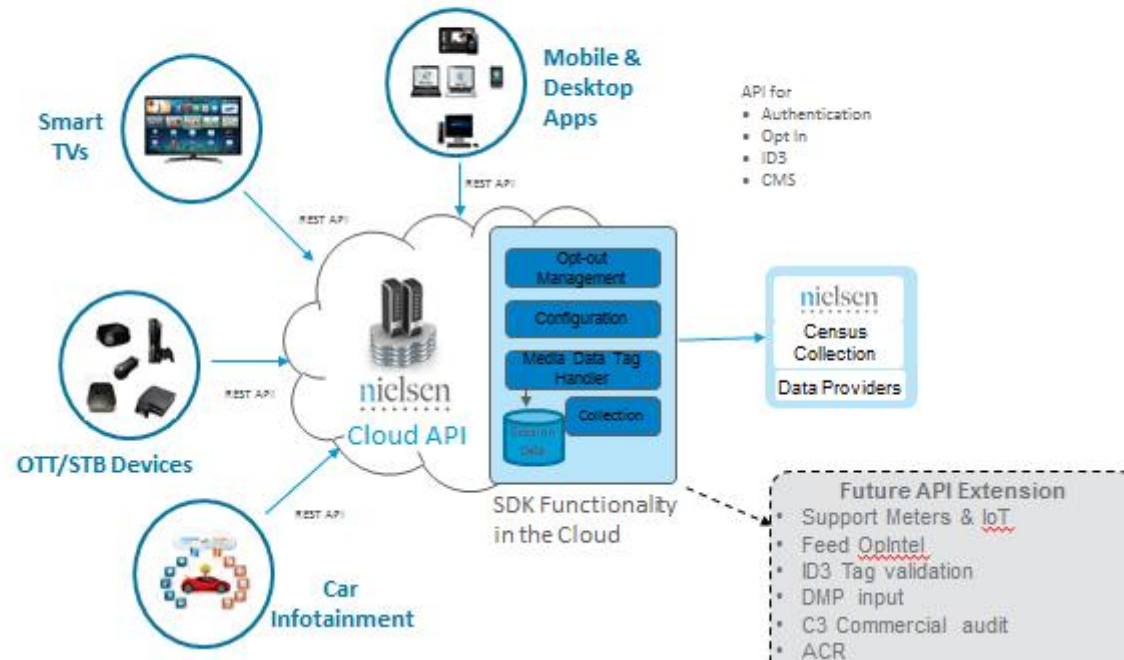


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WHAT HAVE WE LEARNT.....



CLOUD API Measure Connected Devices



WHAT HAVE WE LEARNT.....



facebook®



ALIGNING METADATA ACROSS TV & DIGITAL

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NIELSEN CONTENT RATINGS | Jay Smith

Total Content Program Mapping

REJECTED: 918 | NEW PROGRAMS: 1,272

Program List - 05/26/2015

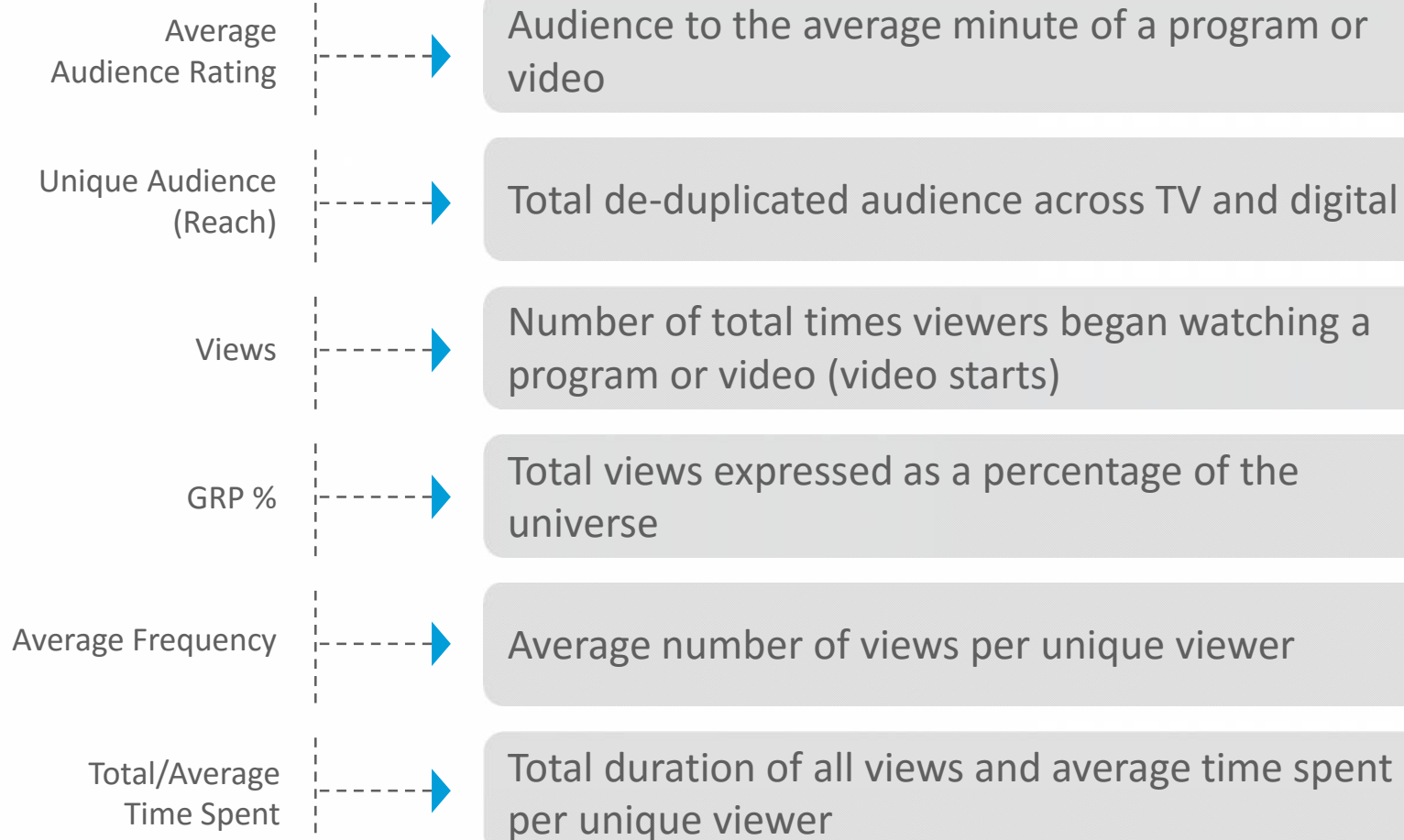
Request ID	Created At	Status	Auto Matches	Manual Matches	Rejected	Flagged	Not Reviewed	New Programs	Status
2801153	2015-05-26-1:30	Done	6584	112	352	0	0	456	Files Sent
2801153	2015-05-26-1:30	Done	6584	112	352	0	0	456	Files Sent
2801153	2015-05-26-1:30	Done	6584	112	352	0	0	456	Files Sent

Program List - 2801153 - (05/26/2015 - 1:30pm)

ABC	Rank	MOTOGP WORLD CHAMP	SELECT	SPORTS EVENT	2015-05-26-1:30	2015-05-26-2:30
ABC	10	NASCAR Racing	<input type="radio"/>	Sports Event	2015-05-26-1:30	2015-05-26-2:30
ABC	25	NASCAR Racing	<input type="radio"/>	Sports Event	2015-05-26-1:30	2015-05-26-2:30
ABC	50	MOTOGP WORLD CHAMP	<input checked="" type="radio"/>	Sports Event	2015-05-26-1:30	2015-05-26-2:30
ABC						

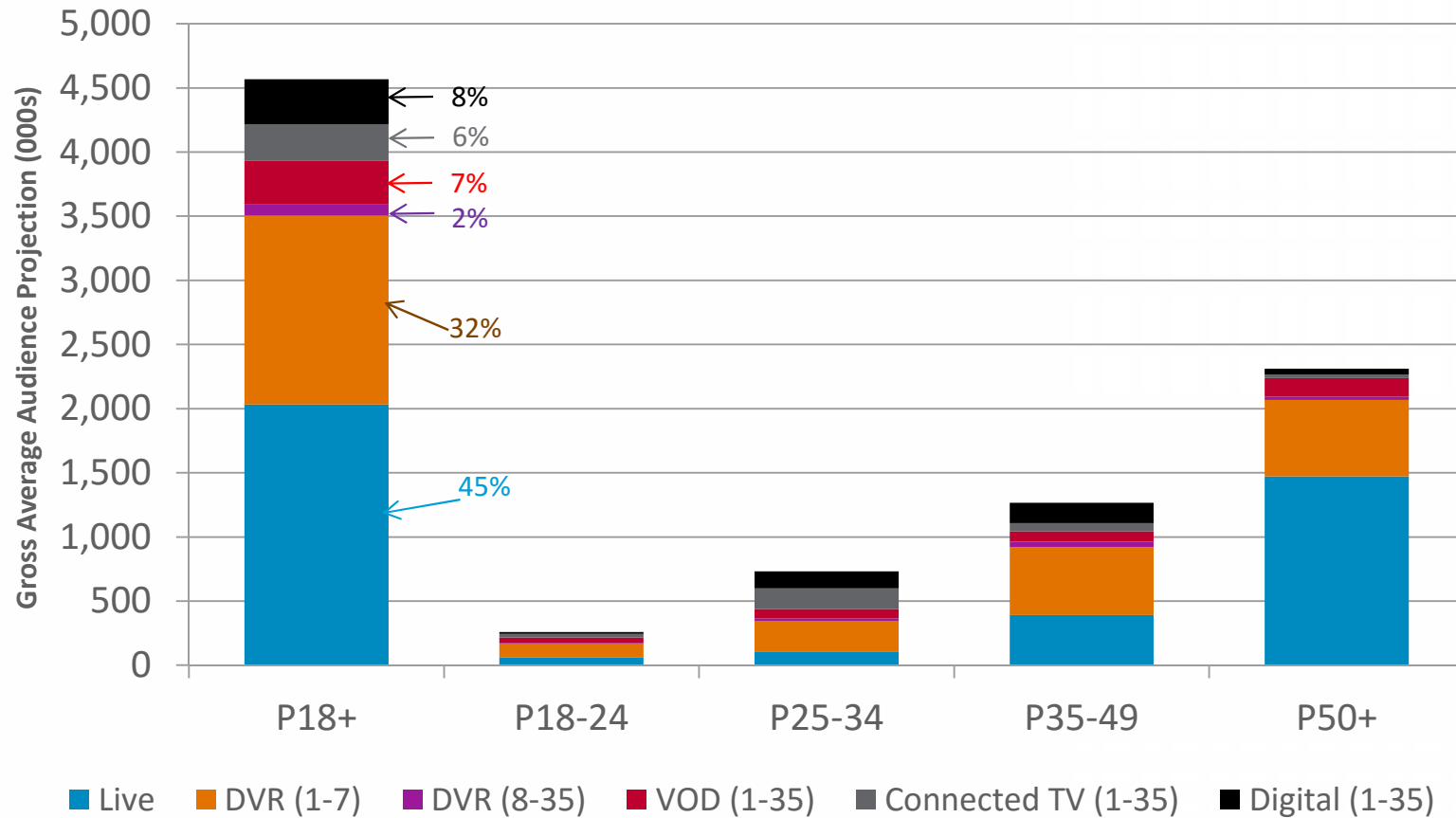
TOTAL CONTENT RATINGS ENABLES COMPARABLE METRICS FOR TV AND DIGITAL VIDEO

Providing a consistent set of metrics based on Total US Population



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

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

