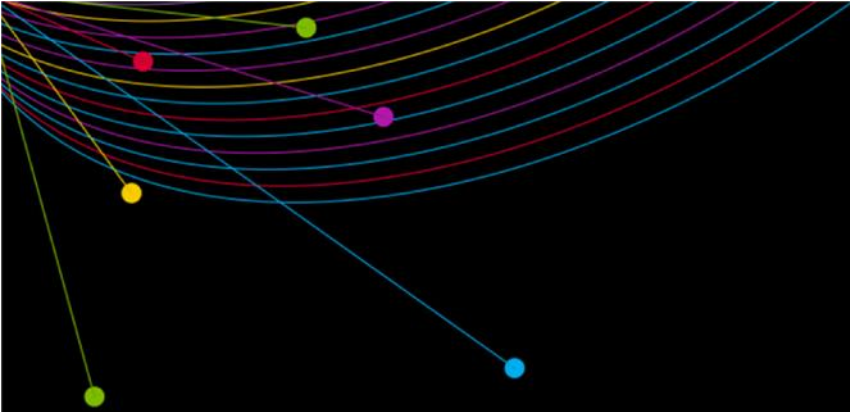


nielsen  
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# UNDUPLICATED RATINGS

ACROSS ALL SCREENS, PLATFORMS AND DISTRIBUTION MODELS

Megan Clarken  
November 2015

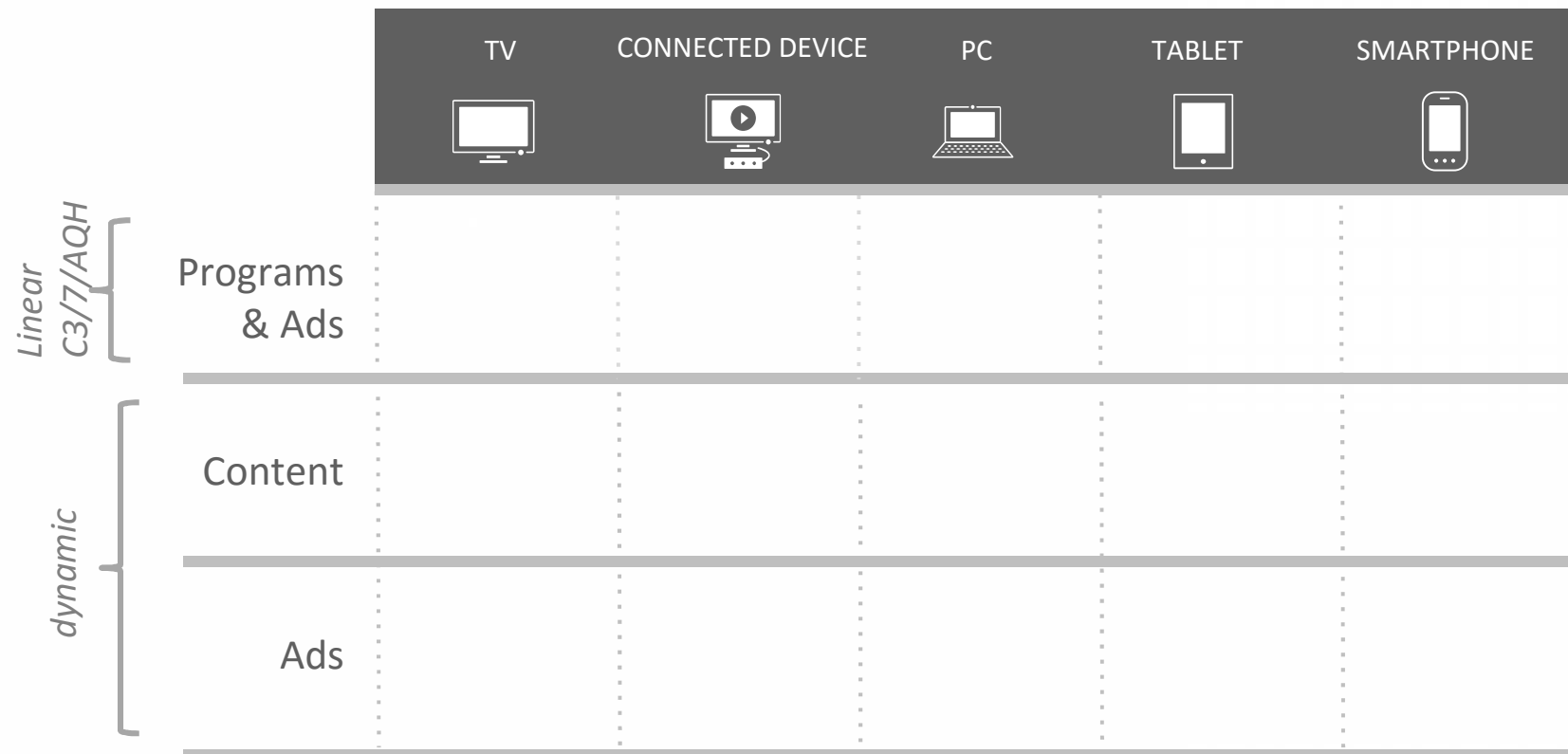


*“To paraphrase Seinfeld, total audience measurement is real and, given the industry's growing cries this fall (in the face of more live TV viewership declines) for a tool that will finally allow them to fully measure and monetize viewers, it's spectacular.”*

*Jason Lynch – AdWeek  
Oct 20<sup>th</sup> 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

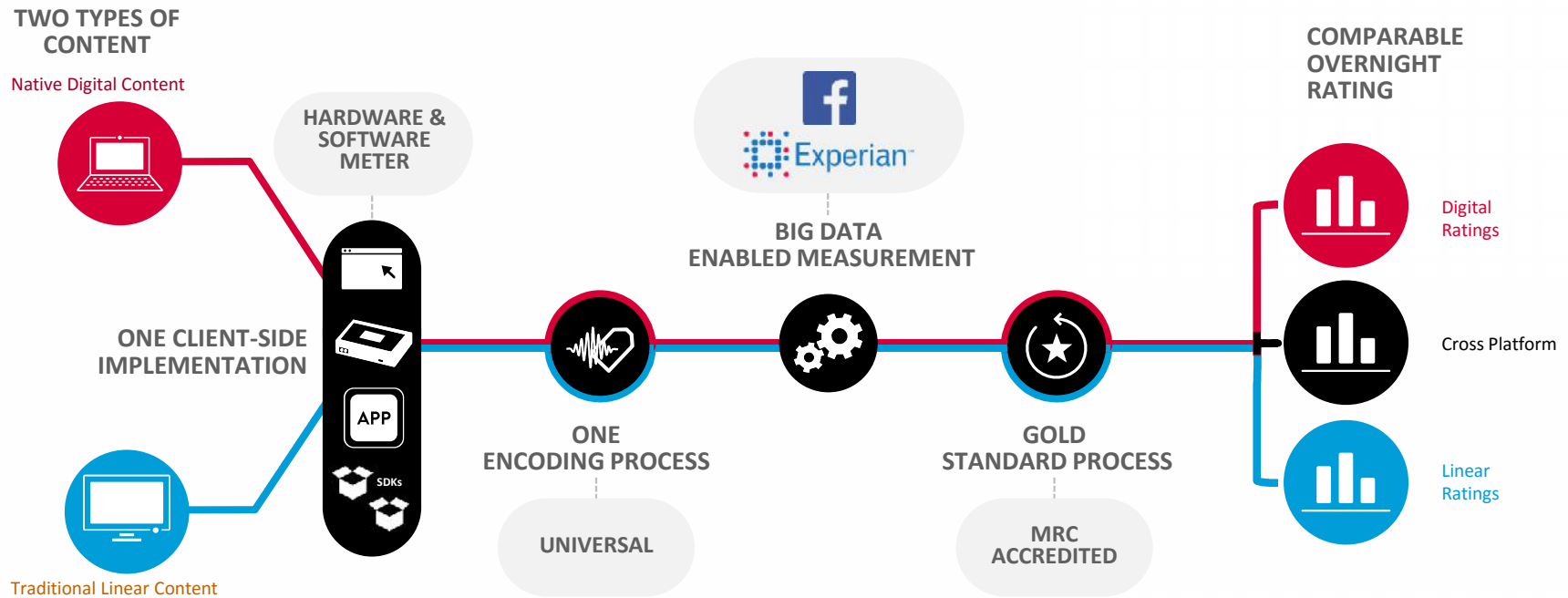


## Content

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**

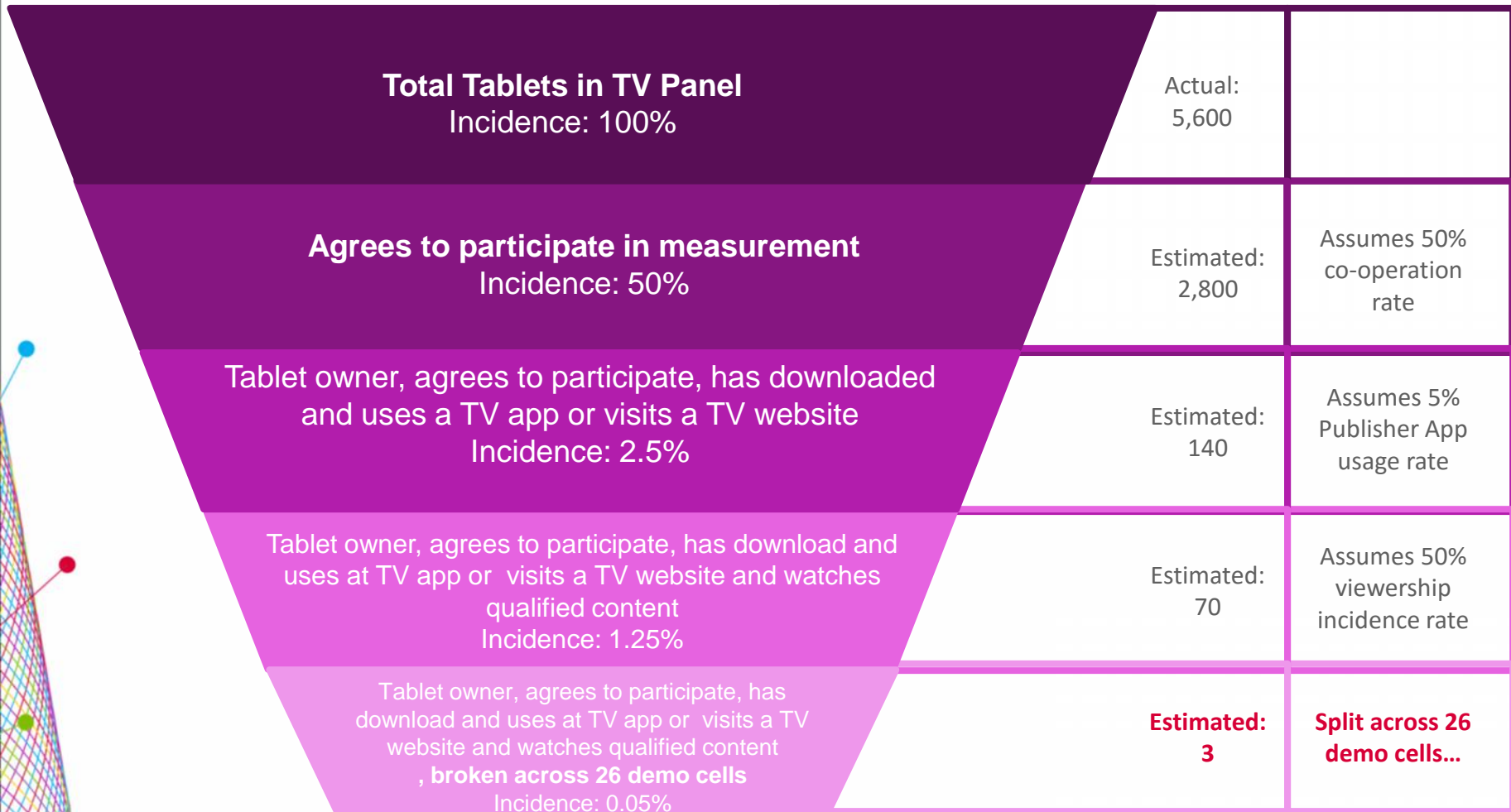
unduplicated  
across all devices  
and business models

# HOW IS IT CREATED – WITH AND WITHOUT 3<sup>RD</sup> PARTY DATA PROVIDERS



# WHAT HAVE WE LEARNT.....

Sample Size (Tablet)      Assumptions

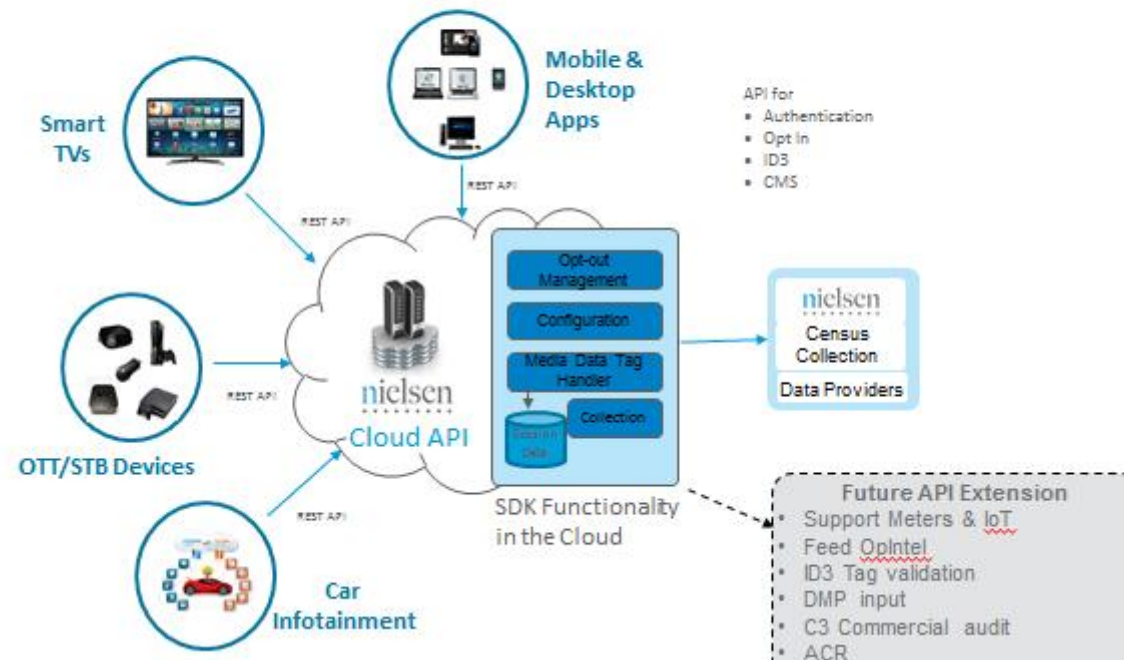


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# WHAT HAVE WE LEARNT.....

## 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

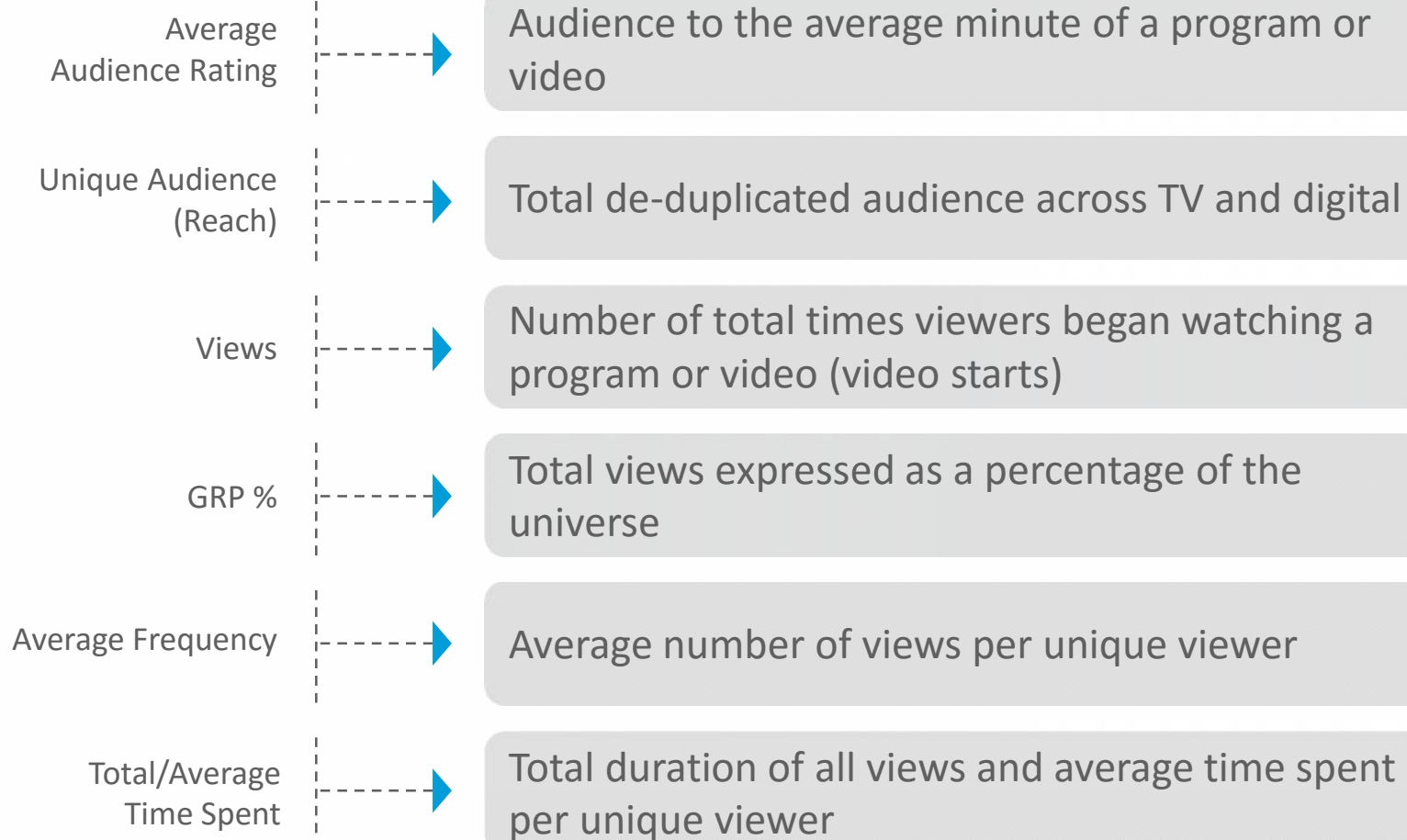
  

Program List - 2801153 - (05/26/2015 - 1:30pm)

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"/>	Sprint Cup Series: Brickyard 400,	2015-05-26-1:30	2015-05-26-2:30
ABC	25	NASCAR Racing	<input type="radio"/>	Sprint Cup Series: Jeff Kyle 400 at the Brickyard, Qualifying	2015-05-26-1:30	2015-05-26-2:30
ABC	50	MOTOGP WORLD CHAMP	<input checked="" type="radio"/>	World Qualifying Championship	2015-05-26-1:30	2015-05-26-2:30
ABC						

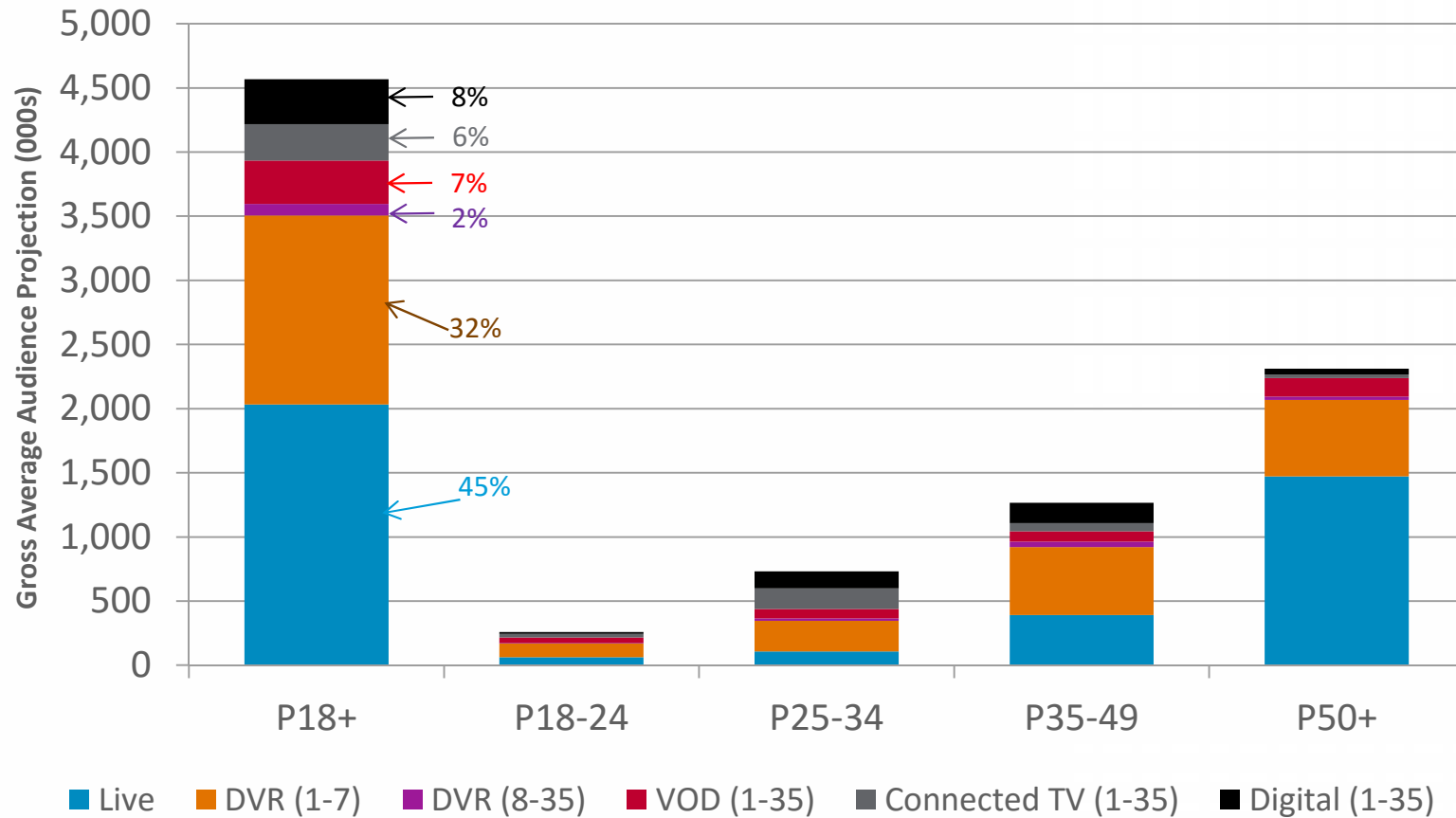
# TOTAL CONTENT RATINGS ENABLES COMPARABLE METRICS FOR TV AND DIGITAL VIDEO

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

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AN UNCOMMON SENSE  
OF THE CONSUMER™

