Nielsen Online Campaign Ratings™
Latest advancements

1. Nielsen Cross-Platform Campaign Ratings launch and Group M alliance

2. Integrating viewability announcement coming soon

3. Reporting and Tagging API launching April
Nielsen Online Campaign Ratings
Revolutionizing digital advertising

Negotiate without debate, based on accurate, MRC accredited measures

Secure higher CPMs by guaranteeing delivery for a brand target demographic

Manage inventory more precisely with overnight reporting by site, placement, demo and DMA

Prove delivery for digital campaigns of any size

Differentiate your site by layering integrated viewability and breakthrough measures

Compete with other media for ad dollars based on consistent GRP measures
Nielsen Campaign Ratings suite

Online Campaign Ratings

- Overnight audience ratings by demo, consistent with TV

- Delivery against campaign targets

- Breakthrough at scale, fully integrated with campaign reach

Cross-Platform Campaign Ratings

- Unduplicated ratings from Online and TV campaigns, by demo

- Built from Nielsen TV ratings and Online Campaign Ratings inputs
Nielsen Online Campaign Ratings
Delivers accurate assessment of digital reach

- Combines Facebook and Nielsen panel data to report overnight age, gender, and DMA daily
- Provides unduplicated measures of people – not cookies – by campaign and site/network
- Measures any size campaign, video or display anywhere on the web
- Enables cross-platform ratings (TV + Web)
- Provides highest quality data for MMM
- Only such system accredited by the MRC

150m+ Registered Users (US)

30-50% Impressions assigned actual demos for average campaign

Measures Work & Home

150m+ Registered Users (US)

30-50% Impressions assigned actual demos for average campaign

Measures Work & Home
Critical innovation is the privacy-protected use of online registration data

Tag Ads
Tag for display, video, rich, etc.

Count
Count all ad impressions

Assign Demos
Assigns demos for all users with a logged-in cookie (~30-50% on avg)

Calibrate
- Corrects for bias in data provider sample
- Compensates for attribution error

Data Provider Exposures

Calculates
Calibrated unique audience and impressions are projected out to the full campaign

Nielsen Server

Nielsen Cross-Platform Homes Panel

Report
Reports with full demos available the next morning

Nielsen Audience Calibration Engine

Nielsen Mediaview
Provides highly accurate measurement for online campaigns of any size

Relative error rates at different campaign sizes

Nielsen Campaign Ratings
30-50% sample coverage

Panel size
Less than 1% sample coverage

Note: Nielsen Online Campaign Ratings and simulated data.

Note: Relative error normalizes the error so that it can be compared to other errors (95% confident error divided by the metric).
Nielsen Online Campaign Ratings
Drives decisions to increase impact and revenue
### Diagnostic: Validate the quality of data providers by measuring performance

<table>
<thead>
<tr>
<th>Data Provider</th>
<th>Total Number of Imp</th>
<th>Cost Per Imp</th>
<th>Total Cost</th>
<th>% On-Target</th>
<th>On Target Imp</th>
<th>Cost Per on Target Imp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Provider 1</td>
<td>500,000</td>
<td>$ 0.50</td>
<td>$ 250,000</td>
<td>42.06%</td>
<td>210,300</td>
<td>$ 1.19</td>
</tr>
<tr>
<td>Data Provider 2</td>
<td>625,000</td>
<td>$ 0.50</td>
<td>$ 312,500</td>
<td>39.75%</td>
<td>262,875</td>
<td>$ 1.26</td>
</tr>
<tr>
<td>Data Provider 3</td>
<td>500,000</td>
<td>$ 0.50</td>
<td>$ 250,000</td>
<td>64.44%</td>
<td>322,200</td>
<td>$ 0.78</td>
</tr>
<tr>
<td>Data Provider 4</td>
<td>600,000</td>
<td>$ 0.50</td>
<td>$ 300,000</td>
<td>31.87%</td>
<td>198,438</td>
<td>$ 1.26</td>
</tr>
<tr>
<td>Data Provider 5</td>
<td>500,000</td>
<td>$ 0.50</td>
<td>$ 250,000</td>
<td>22.61%</td>
<td>113,050</td>
<td>$ 2.21</td>
</tr>
<tr>
<td><strong>Total/Average</strong></td>
<td><strong>2,500,000</strong></td>
<td><strong>$1,250,000</strong></td>
<td><strong>1,121,393</strong></td>
<td><strong>1,003,650</strong></td>
<td><strong>Cost Per on Target Imp</strong></td>
<td></td>
</tr>
</tbody>
</table>

- Evaluate performance of different data providers using Nielsen Online Campaign Ratings
- Future campaigns will no longer leverage data from Data Provider 5 when the target is F25-54
- By reallocating to better informed data providers, efficiency can be increased

**Illustrative**
**Optimization**: Determine performance and make adjustments in flight to reach goals

- Assess performance throughout the campaign
- Consider other placements or sites within portfolio to improve on target delivery

![Graph showing on and off target impressions over days](image)

- 24% on target
- 62% on target

_Illustrative_
**Correction: Catch and correct errors early**

- Coding error was identified
- Made corrections and campaign is now on track for this site

Target: Females 65+

![Graph showing population distribution by age and gender with corrections made](image-url)
Differentiation: Moving forward with viewability

Exhaustive evaluation of industry solutions and in-house Nielsen technologies
  - Not all market solutions are equivalent
  - Nielsen is committed to delivering a best of breed solution

Nielsen has formally added viewability to the Nielsen Online Campaign Ratings product roadmap

Nielsen Online Campaign Ratings will provide an integrated view of reach, viewability, and breakthrough

The solution will capture viewability and verification by several data breaks:
- % of time in view by campaign, publisher, and placement
- Device type
- Content type
- Brand safety
## Differentiation: Breakthrough demonstrates value beyond audience delivery

<table>
<thead>
<tr>
<th>Options</th>
<th>Type of Campaign</th>
<th>CPM</th>
<th>On Target Impressions</th>
<th>Breakthrough by Target</th>
<th>Cost per Breakthrough</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option 1</td>
<td>Run of Network</td>
<td>$5</td>
<td>20%</td>
<td>22%</td>
<td>$0.11</td>
</tr>
<tr>
<td>Option 2</td>
<td>Targeted Buy</td>
<td>$8</td>
<td>45%</td>
<td>65%</td>
<td>$0.03</td>
</tr>
<tr>
<td>Option 3</td>
<td>Premium Placements</td>
<td>$10</td>
<td>55%</td>
<td>50%</td>
<td>$0.04</td>
</tr>
</tbody>
</table>

**Reach** data shows that Premium Placements are more effective than the Targeted Buy.

Adding **Breakthrough** to the analysis shows that the Targeted Buy is actually the most cost effective channel to drive the highest amount of impact.

**Illustrative**
- Assessment of whether target audience remembered ads
- Based on next-day poll of exposed persons in target
- Reporting at publisher and creative level using same tag
- Scalable, offered for most campaigns
Revenue growth: Publishers are experimenting with guarantees against target audiences

How it would work:

- Conduct diagnostics with Nielsen Online Campaign Ratings to establish thresholds for guarantees
- Set higher rates in return for providing guarantees against target audiences
- Monetize freed up ad inventory at higher rates, for additional revenue

• Publishers can convert general impressions into a defined target audience
• By delivering on target audiences, publishers can
  – Charge more for their ad inventory
  – More effectively deploy their ad inventory
  – Differentiate themselves
Revenue Growth: Monetize freed up inventory at higher rates

Today: CPM for all impressions

Guarantee target for higher CPM

Optimize and monetize freed up inventory

Campaign A

Target demo

Other demos

50

50

100

Campaign A

50

50

100

Campaign A

75

25

50

25

15

Campaign B

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Cross-platform: Determine duplicate and incremental reach of campaigns

Target Demo: F18-34

89.2% Unduplicated Reach*

37.3% TV-only reach
34.8% Cross-Platform reach
17.1% Digital-only reach

72.1% TV reach
51.9% Digital reach

Key insights

- More than 66% exposed to the digital campaign also viewed it on television
- Combined digital and television campaign reached nearly 90% of the US population within the target demographic

* Reach numbers based on common total US population universe of 34,480,000 persons in the F18-34 demographic
Nielsen vision

Cross-platform, global measurement solution
Nielsen Online Campaign Ratings™
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Appendix
What will be available from Nielsen Cross-Platform Campaign Ratings to networks and publishers?

• In our initial release, media companies will be provided access to cross-platform campaigns which run on their networks and sites
  – Publisher level data will be limited based on the ad inventory supplied for the campaign
  – TV networks only receive information on the TV campaign performance + TV incremental reach/GRPs
  – Digital publishers only receive information on their own sites + digital incremental reach/GRPs

• The above restrictions are due to the data access restrictions on the underlying Nielsen Online Campaign Ratings data set

• For media companies, we are planning additional features to use syndicated commercial data from Nielsen Monitor+ AdViews as the campaign schedule – so that media companies can originate Nielsen Cross-Platform Campaign Ratings reports on their own Nielsen Online Campaign Ratings campaigns

• In our initial release, Nielsen Cross-Platform Campaign Ratings campaign analysis using Monitor+ as a TV commercial schedule will be available as a custom product
Nielsen Cross-platform Campaign Ratings is available April 1 as an initial release, with production release before end 2012

<table>
<thead>
<tr>
<th>Client participation</th>
<th>Initial release (April 1)</th>
<th>Production release (later in 2012)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select clients</td>
<td></td>
<td>Industry-wide</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Available reports</th>
<th>Initial release (April 1)</th>
<th>Production release (later in 2012)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross-platform audience profile</td>
<td>Cross-platform audience profile</td>
<td>Cross-platform audience profile</td>
</tr>
<tr>
<td>Cross-platform daily reach build</td>
<td>Cross-platform daily reach build</td>
<td>Cross-platform TV network report</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Source of commercial schedule</th>
<th>Initial release (April 1)</th>
<th>Production release (later in 2012)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial audio codes</td>
<td>Commercial audio codes</td>
<td>Monitor+ AdView (custom)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Form of delivery</th>
<th>Initial release (April 1)</th>
<th>Production release (later in 2012)</th>
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</thead>
<tbody>
<tr>
<td>Reports in Excel</td>
<td></td>
<td>MediaView user interface</td>
</tr>
<tr>
<td></td>
<td></td>
<td>API delivery</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Timing and frequency of delivery</th>
<th>Initial release (April 1)</th>
<th>Production release (later in 2012)</th>
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</thead>
<tbody>
<tr>
<td>2x per campaign (middle and end)</td>
<td>16 days after TV airing (same as C3)</td>
<td></td>
</tr>
<tr>
<td>16 days after TV airing (same as C3)</td>
<td>16 days after TV airing (same as C3)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Campaign requirements</th>
<th>Initial release (April 1)</th>
<th>Production release (later in 2012)</th>
</tr>
</thead>
<tbody>
<tr>
<td>National TV commercials only</td>
<td>25mm impressions online</td>
<td>National TV commercials only</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TBD impressions online</td>
</tr>
</tbody>
</table>
 Nielsen Cross-Platform Campaign Ratings is complementary to existing National TV cross-platform products

<table>
<thead>
<tr>
<th>Extended Screen</th>
<th>On-Demand C3 (ODC3)</th>
<th>Cross-Platform Program Ratings</th>
<th>Cross-Platform Campaign Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Expands C3 to include selected streaming program content</td>
<td>• Expands C3 to include selected library VOD content</td>
<td>• Expands program ratings to include any client-specified streaming content</td>
<td>• Expands C3 to include any online advertising</td>
</tr>
<tr>
<td>• Online same ad load as TV</td>
<td>• VOD same ad load as TV</td>
<td>• No ad restrictions online; Playback any number of days post-air</td>
<td>• No ad restrictions online</td>
</tr>
<tr>
<td>• Measurement of average commercial minute audience</td>
<td>• Measurement of average commercial minute audience</td>
<td>• Measurement of program audience</td>
<td>• Measurement of campaign (multiple ads) audience</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• No individual commercial measurement</td>
</tr>
</tbody>
</table>

- C3 TV ratings + C3 valid streaming
- C3 TV ratings + C3 valid VOD viewing
- Program ratings + Any encoded streaming
- C3 TV GRPs + Any online ads
How do we measure the duplicated audience?

1. We ask advertisers to identify all of the television and online ads which belong to a cross-platform advertising campaign.

   - Television ads are encoded with a Nielsen audio code.
   - Digital ads are tagged with a Nielsen Online Campaign Ratings tag.
How do we measure the duplicated audience?

2. The campaign reach and frequency is measured for each medium independently, using the NPM panel for TV and Nielsen Online Campaign Ratings for digital.

TV ad campaign reach and frequency measured using the industry-standard NPM panel. 30%

Digital ad campaign reach and frequency measured with industry-leading Campaign Ratings solution. 20%
Sidebar – Detail on the commercial audio codes

Commercial codes are used to generate a schedule of networks and airing times which are the basis for the ratings and R&F calculations.

Commercials air on National US television with audio codes.

Nielsen MMS system detects the commercial audio code on a specific channel and time.

Detections are referenced to the Nielsen Cross-Platform Campaign Ratings campaign mgmt. system and assigned to a campaign.

Campaign schedule is used to generate R&F for campaign and aggregate C3 GRPs.
How do we measure the duplicated audience?

The individual media reach measurements are adjusted by a duplication factor, which is measured directly in the Cross-Platform Homes panel.
How do we measure the duplicated audience?

All the measurements are combined and calibrated to generate the final only-only-both measurement for the campaign.

- **23% TV-only reach**
- **7% Cross-Platform reach**
- **13% Digital-only reach**