Converging Media, Integrated Measurement

TV/Internet Data Fusion

Using a statistical matching process to link television audience information and internet usage, Nielsen's TV/Internet data fusion reports both national TV viewing data and website usage in a single dataset.

This richly detailed source of intelligence gives media companies a significant research advantage to address cross-promotion needs. For any Nielsen TV based viewer target, users of this database would be able to:

- Evaluate the level of TV viewership and internet usage to drive media allocations— Is the target a heavy internet/medium or light TV viewer?
- Identify your website’s reach, and the reach of other owned websites, in reaching that target.
- Identify the best websites to use, either in terms of overall reach or index in reaching your target, to guide the execution of a paid online advertising schedule. You can identify the websites that complement your website in terms of reach, and those that supplement your website in terms of reach.
- Identify the role that online advertising plays, along with on-channel promotion and paid TV promotion.

Similarly, for any Nielsen Online based target for website growth, users of this database would be able to:

- Evaluate the level of TV viewership and internet usage— Is the target a heavy internet/medium or light TV viewer?
- Identify which programs, time periods or dayparts best reach that viewer target, to guide use of on-air inventory.
- Identify which competitive networks best reach your target.

Track the relationship between TV viewing and Internet usage

As digital content and streaming video become available on an expanding array of platforms, consumers are using multiple technologies to view programming. Understanding usage, synergies and the impact of media in this changing environment calls for new forms of multiplatform measurement.

These expanding platforms present an additional marketing opportunity for network promotion. In addition, researchers need data to help them develop strategies to grow usage of these new platforms.

Now, Nielsen has developed two different products that provides insight on the relationship between two of the most powerful forms of media—Television and the Internet.
The Reliability of All Electronic Measurement, The Depth of Respondent Level Data

The Nielsen TV/Internet data fusion file integrates respondent level data collected electronically from two of the industry’s leading sources of media currency.

Nielsen’s National People Meter audience estimates reflect minute-by-minute in-home viewing for all national program sources among a representative sample of approximately 31,000 persons 2+ in 10,000 households.

Nielsen Online’s Internet panel tracks online behavior at home and at work from a sample of 25,000 persons 2+, including in-home usage for 22,000 respondents and at-work usage for 4,000 respondents. Both in-home and at-work usage is tracked for 1,000 respondents. Each respondent’s detailed internet use is captured with day, time, length of visit and URL being recorded.

Data integration is accomplished through an advanced fusion process, which identifies the Nielsen Online respondent who, across all the fusion variables, best matches a given Nielsen TV respondent. Once that match is identified, the internet usage from the Nielsen Online donor is “fused” to the TV viewing of the Nielsen Media host. The resulting file provides an unparalleled view of the interaction between TV and the Internet.

Designed to Ensure Data Quality and Easy Access

Nielsen’s TV/Internet data fusion ensures the highest level of quality and utility for clients. The fused database, which is updated monthly, yields reliable and consistent results.

The flexible format enables clients to conduct innumerable custom analyses, including segmentations by web activity and media usage, to plan more effective campaigns and make more strategic use of the interaction between TV viewing and the Internet.

Deliverables include:

- Internet Brand and Channel usage in NPOWER, allowing users to assess TV viewing by website users. Round 4,000 websites are available, with larger websites segmented into Heavy, Medium and Light Usage terciles.
- Respondent level data tape containing National People Meter respondent IDs and their Internet usage online at work and at home. Test files of respondent level data are available through Nielsen’s client portal.
TV/Internet Convergence Panel

To complement the TV/Internet Data Fusion product, Nielsen is building a non-currency panel of homes where both in-home TV viewing and in-home internet usage are measured.

There are some analyses which the TV/Internet Data Fusion product cannot support, but the TV/Internet Convergence Panel can produce. One example is being able to look at simultaneous media usage- people watching TV and using the internet at the same time.

Details of the TV/Internet Convergence Panel include:

• The panel currently consists of over 360 homes, and is expected to build to over 1,000 households and nearly 3,000 persons by the end of the year.

• The panel is made up of a combination of forced turnover homes from our national People Meter sample, Local People Meter sample, homes exiting the NHTI sample and homes installed for the 200 home field test being conducted to evaluate the impact of adding internet measurement on TV button pushing compliance.

• In home television and in-home internet use will be measured in these homes, providing a direct perspective on the interactions between these media.

• Internet use captured will include streaming and web page navigation.

There are several analyses that the TV/Internet Convergence panel will be able to produce:

• TV/Internet Overlap- what is the impact on linear TV usage when someone becomes a regular website visitor; what is the impact on linear TV usage when some becomes a regular streamer

• Simultaneous Usage- what percent of the audience is both watching TV and using the internet at any point in time; how does this differ by daypart; how does this differ by demo

• Cause & Effect- what is the impact of online advertising at driving TV ratings; what is the impact of TV promotion in driving people to your website.

Note: these analyses are dependent on overall sample size, the size of the advertising campaign, and the size of the TV viewing/internet usage that's been measured.

The TV/Internet Convergence Panel will be available for client purchase beginning with April 2008 data. See your Nielsen Media client representative for further details.