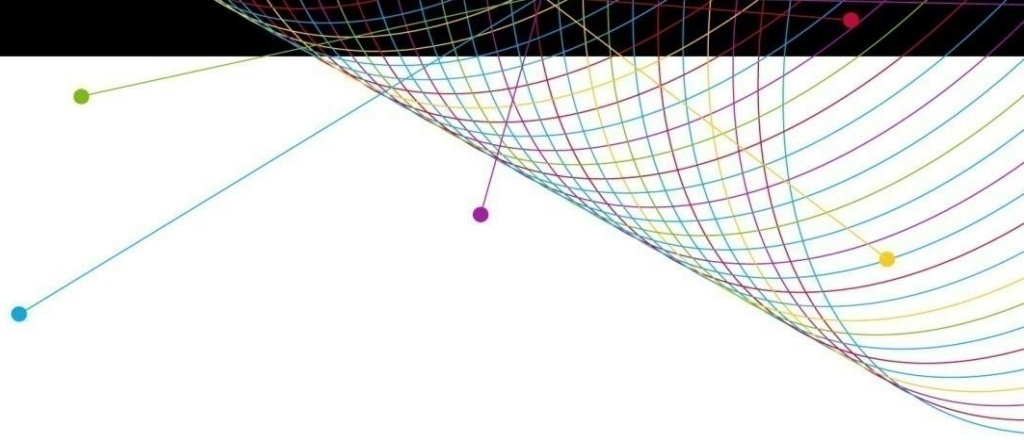




AN UNCOMMON SENSE  
OF THE CONSUMER™



# NIELSEN ONLINE RATINGS

Nielsen Online Ratings measures Australian audiences to digital content. By supplementing a robust panel of Australian internet users with census analytics data from Australian digital publishers, Online Ratings provides a hybridised view of audiences that is inclusive of desktop and non-desktop audiences. This people centric representation of online properties is the IAB Australia endorsed measure of audiences for the digital advertising industry.

## Features

- Audience and Demographic data for websites (surfing) and video (streaming) content.
- In-depth demographic data measuring age, gender, household income, occupation, education, household size and number of children.
- A variety of different reporting methods - market snapshots, ranking reports, audience profiles, duplication reports and reach/frequency reports.
- Overnight Traffic data for tagged sites is available through Domestic Market Intelligence.

## NIELSEN ONLINE RATINGS INCORPORATES:

Audience and Demographic data for website (**surfing**) and video (**streaming**) content. This data uses our hybrid methodology which combines both census tagged data and panel based data from Home and Work panel (Computer only).

The Hybrid process enables Nielsen to account for the differences between census page impressions and panel data and we can extrapolate to report total market metrics. The Nielsen panel has been independently audited and accredited and the and the Hybrid data has been endorsed by the IAB with the support of the MFA and AANA.

Data is reported in the Nielsen Answers interface on the 11<sup>th</sup> of every month.

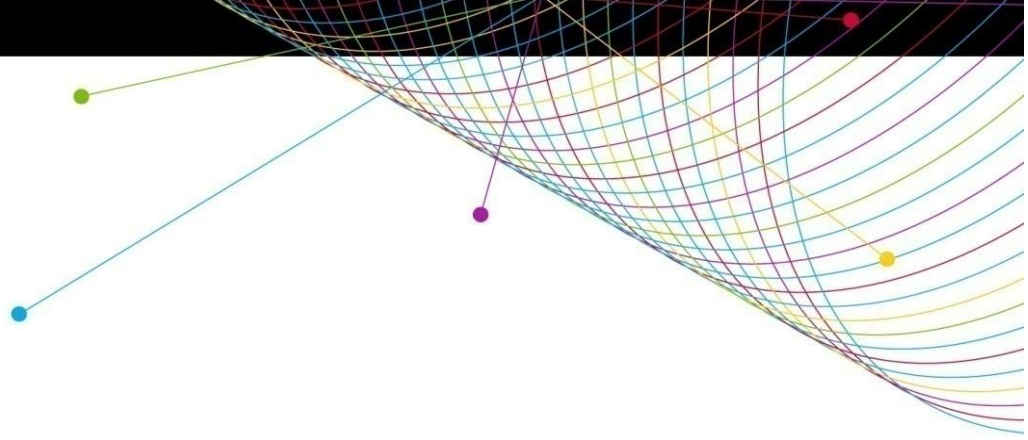
Nielsen Online Ratings will be phased out during 2016 with the launch of Digital Content Ratings

Nielsen Online Ratings: Key Metrics

For more information, please contact your Nielsen representative.



AN UNCOMMON SENSE  
OF THE CONSUMER™



## KEY METRICS

KEY METRICS	DEFINITION
Unique Audience	The total number of unique people (de-duplicated) that visited a site at least once during the specified reporting period. This metric has been hybridised using tagged census data to capture access from locations outside home and work.
Reach %	Percentage of all active people aged 2+ that visited the site, used the application or watched the video stream.
User Sessions	A user session is defined as a continuous series of URL requests. Logging off or 30 minutes of inactivity of the active screen ends a session.
Time Per person	The average time spent on a site per user. This metric is only measuring the tab in focus.
Page Views	The total number of times a web page is requested by a user and fully downloaded. Where a site is tagged in Market Intelligence (MI), the hybridisation process adjusts the census page impressions to remove things like auto-refresh and non-standard events (e.g. photo galleries). Non-tagged sites are also adjusted by the hybridisation process.
Stream	Number of streams viewed. One continuous user requested piece of video content or video content segment often presenting the opportunity to see an ad.

For more information, please contact your Nielsen representative.