



AUDIENCE MEASUREMENT

TAGGING BENEFITS GUIDE

2013

nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™

TAGGING BENEFITS

This document provides the benefits of implementing Nielsen's audience measurement tag.

CONSISTENT MARKET REPORTING

Nielsen has developed the most advanced tag for audience measurement, based on years of experience, research and development. This tag is light, flexible and effective, allowing a very quick implementation, using the same normalized tag for all sites. Nielsen applies the same and consistent business rules for processing census-based traffic counting across all publishers in a market. This level of consistency ensures a level playing field for online publishers and trustworthy, comparable data for advertisers.

CROSS-MEDIA REPORTING

Nielsen is the only audience data provider uniquely positioned to help clients understand cross-media behavior by their audiences. Nielsen's panel collects both TV viewing and PC usage behavior from thousands of people who have been selected into a representative sample. The viewing / usage behavior is then used to inform the Nielsen TV Ratings service and the Nielsen online service. Nielsen will be expanding the total number of panelists measured this way in the future and will also add the measurement of access through Mobile devices. Nielsen will provide a complete view of publishers' users regardless of access location or access device.

EASY IMPLEMENTATION

Nielsen's audience measurement tag is light, flexible and effective, allowing a very quick implementation. Since the Nielsen audience measurement tag is not used for web analytics reporting, which can have more than 30 different variables for customization for clients' KPIs, it makes the implementation and instrumentation very easy. Nielsen requires clients to use only three simple variables for audience reporting. Most publisher clients are up and running in less than an hour. Nielsen provides dedicated technical account managers who ensure that the on boarding, instrumentation and ongoing support processes are simple and hassle-free.

COMPLETE DATA COLLECTION

Implementing Nielsen's audience measurement tag ensures that Nielsen is collecting the most complete data from the universe of visitors on your site. A direct Nielsen tag implementation eliminates any data loss that occurs due to third party redirects or outages within the redirect chain.

EFFICIENT DATA RECONCILIATION

Implementing Nielsen's audience measurement tag allows for efficient data reconciliation processes between Nielsen and the clients. Nielsen provides localized support with dedicated technical account managers and client service representatives who work with clients directly during data reconciliation processes, thus eliminating the need to go through other third party vendors and data providers.

FAQ

1

WHY IS NIELSEN NOT USING / ACCEPTING THIRD PARTY REDIRECTS (LIKE OMNITURE) FOR AUDIENCE MEASUREMENT?

Nielsen carefully evaluated this approach for audience reporting and chose to use its own audience measurement tag that is light, flexible and effective, allowing a very quick implementation, using the same normalized tag for all sites. This allows Nielsen to apply the same and consistent business rules for processing census-based traffic counting across all publishers in a market. This level of consistency ensures a level playing field for online publishers and trustworthy, comparable data for advertisers. A third party redirect approach would introduce the following issues that would impact audience reporting:

- Inefficiencies in the data reconciliation process as Nielsen and the client would have to go through another third party vendor.
- A third party redirect approach introduces data loss due to the network daisy chain between multiple partners. This data loss can worsen especially if there is no consistency among publishers in their daisy chain routing.
- Most client web analytics implementations are not ideal for consistent market-level reporting because they are customized for clients' internal analyses and optimization. Additionally, client implementations of the same web analytics vendor code can vary greatly, thus introducing additional complexity in the consistency of market-level reporting that is trustworthy by other publishers and advertisers.

2

I HAVE GONE THROUGH A WEB ANALYTICS IMPLEMENTATION BEFORE, AND IT WAS VERY LONG AND COMPLEX. WHY SHOULD I DO THIS WITH THE NIELSEN AUDIENCE MEASUREMENT CODE?

Nielsen's audience measurement tag is light, flexible and effective, allowing a very quick implementation. Since the Nielsen audience measurement tag is not used for web analytics reporting, which can have more than 30 different variables for customization for clients' KPIs, it makes the implementation and instrumentation very easy. Nielsen requires clients to use only three simple variables for audience reporting. Most publisher clients are up and running in less than an hour. Nielsen provides dedicated technical account managers who ensure that the on boarding, instrumentation and ongoing support processes are simple and hassle-free. Nielsen's hybrid solution addresses the discrepancy between the numbers of visitors reported for websites by third-party panel-based systems and the websites' own internal site-centric (aka server-based, census-count) measures. The new methodology is applied consistently across all participating publishers across the market, ensuring a level playing field for online publishers and trustworthy, comparable data for advertisers.

FAQ

3

WILL MY SITE(S) BE REPORTED IN NIELSEN'S HYBRID SYSTEM IF I DON'T TAG?

Nielsen's does its best to report on the most accurate metrics for all of our publishers. Nielsen will initially (during the BETA period) report on entities that are tagged separately from the current NetView reporting system. Once the hybrid solution goes live, Nielsen will report both tagged and non-tagged entities within its standard audience reporting. Tagged and untagged sites will be clearly marked as "Tagged", "Partially Tagged", or "Not Tagged". It's likely that advertisers will have an additional level of confidence in the accuracy of the numbers that are displayed as "Tagged".

4

WHAT WILL IT COST TO BE TAGGED WITHIN NIELSEN'S SERVICE?

Nielsen does not charge separately for tagging. The publishers tagging with Nielsen's audience measurement tag is included in your existing service contract. An addendum is required to be added to your contract.

5

WILL IMPLEMENTING THE NIELSEN TAG IMPACT THE USER EXPERIENCE ON MY WEBSITE?

As the Nielsen tag is inserted at the very bottom of the page just before the close body tag, this ensures that all of the website content is downloaded before the Nielsen tag is executed and it will not interfere with the user's experience. The Nielsen tag is a small block of JavaScript code that does not require any additional elements from an external JavaScript file.

6

CAN THE NIELSEN TAG IDENTIFY SINGLE PAGE VISITORS?

Yes, the Nielsen tag is able to identify single page visitors. In the past, pre version 5.2 codes, there was no distinction made between a "first time visitor" and a "cookie blocker".

- A first time visitor is some browser that has never visited a site tagged by SiteCensus (i.e. they do not have a tracking cookie), or a visitor who has visited the site but has since deleted their tracking cookie.
- A cookie blocker is some browser that is blocking the SiteCensus tracking cookie, they will never acquire a cookie based on the privacy settings of their browser or software installed on their computer.

AUDIENCE MEASUREMENT: GUIDE

For these pre 5.2 versions of the collection code, when the collection server receives a request from a browser without a cookie, the system assumes that the browser is blocking cookies and writes a record with an empty (NULL) cookie value. A response is sent back to the browser with a newly created cookie value. If the browser is a first time visitor, the cookie will be stored by the browser and will be transmitted on the second and subsequent requests.

This strategy works well for sites that have a high frequency or high average pages per browser. However, there are some sites that do receive a significant fraction of their traffic from first time visitors (sometimes referred to as “single page turners”). The types of sites that fall into this category are those that might receive a large amount of traffic referred via search engines or that receive a lot of affiliate referral traffic.

The Nielsen backend implements a scaling algorithm to account for non-cookied data; however, this scaling becomes less accurate as the number of non-cookied records increases. The scaling algorithm also assumes that each browser generates, on average, the same number of page impressions. If the first time visitors represent a large fraction of non-cookied records then the scaling algorithm may over/under project the number of unique browsers. The solution to this problem is to perform a check to distinguish between a cookie blocker and a first time visitor.

- When the collection server receives a request from a browser without a cookie it first checks whether “first visitor check” is enabled (controlled via the check_cookie parameter).
- If the check_cookie parameter is not set, then the record is written, a new cookie is generated and set in the response back to the browser. This is the pre v5.2 code behavior.

- If the check_cookie parameter is set then the data node generates a new cookie and sends a 302 redirect back to the browser. The redirect URL has the flag “ja=1” (just assigned) appended to it.
- When the browser receives the 302 redirect with the cookie it makes a second request to the collection server. The URL of the request is identical to the first request, with the addition of the “ja=1” flag at the end of the URL.
- When the data node receives this second request, it checks for a cookie value. If there is no cookie the data node can assume that the browser is a cookie blocker and writes a record with a NULL cookie id. If there is a cookie on the request, the data node can assume that this was a first time visitor who accepted the tracking cookie, it then writes the cookie into the record.

It is important that the first visitor cookie check be implemented with caution in a few cases:

- An existing client with significant historical data and a noticeable fraction of their traffic (> 5%) made up of non-cookie data. Technical support will need to be enlisted to determine this fraction. Enabling the first visitor check for the clients may significantly change their unique browser number.

The first visitor check should be implemented in all other cases.

FAQ

7

HOW OFTEN DOES NIELSEN UPDATE THE LIST OF BOTS AND SPIDERS FROM THE IAB??

There are a number of things Nielsen does to eliminate traffic generated by spiders, web-crawlers and other automated robots -

1.) Exclude traffic based on User Agent.

All 'well behaved' web-crawlers, for example: those from search engines, are readily identifiable from the User Agent. The basis of the exclusion list we use is an industry standard list from ABCe and IAB plus some others that we have identified as being robots/web-crawlers.

2.) Exclude traffic based on IP address.

Traffic is excluded from IP addresses known to generate robot traffic. Again, the basis for the list we use is from ABCe and IAB. We have also added some other IP addresses that we have identified as being from robots.

3.) Exclude 'non-human' behavior.

We also analyze traffic to detect and eliminate patterns of page impressions that could not reasonably have come from a human user. We count the number of records received from a particular source within each second, hour and day. If there are too many to have been generated by a live user, then traffic from that source is eliminated for the day.

The exact formula for excluding traffic based on behavior is not made public; otherwise click fraud robots could be deliberately designed to operate just under the set limits.

ABCe AND IAB

Note that, once a month, the ABCe (Audit Bureau of Circulations) in the UK and the IAB (Interactive Advertising Bureau) in the USA publish identical lists of robot User Agents and IP addresses to be excluded. These are the lists we use as the basis of our exclusion lists.

TO PARTNER WITH NIELSEN IN THE ACTIVE TAGGING MEASUREMENT PROCESS, PLEASE CONTACT YOUR NIELSEN REPRESENTATIVE OR THE NIELSEN DIGITAL HELPLINE AT NIELSENDIGITALCLIENTSERVICES@NIELSEN.COM.



ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

For more information, visit www.nielsen.com.

Copyright © 2013 The Nielsen Company. All rights reserved. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. Other product and service names are trademarks or registered trademarks of their respective companies.

nielsen AN UNCOMMON SENSE OF THE CONSUMER™
.....