



DIGITAL PRODUCT

COMPARISON GRIDS
SPRING 2015

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COMPARISON GRID: ONLINE PRODUCTS

ONLINE PRODUCTS

PRODUCT	DESCRIPTION	METHODOLOGY	KEY APPLICATIONS	KEY METRICS	DATA RELEASES
Online @Plan	A leading target marketing vehicle for online media planning, buying and selling	Panel + Survey	Profiling of ad supported sites	Unique Audience Reach Index	Quarterly
Online AdRelevance	A Nielsen Ad Solutions tool that measures online display and search advertising	Probing	Understand the online advertising landscape – who, where, what, how	Ad Impressions Ad Spend (Display only)	Weekly Monthly Quarterly
Online NetView	A representative online panel with over 200,000 individuals that offers a comprehensive perspective on the online consumer	Panel + Tag	Analysis of consumer behavior, trends and detailed demographics	Unique Audience Active Reach % Sessions Time Spent Page Views Demographics	Weekly Monthly
Online Video Census	A comprehensive perspective on audience consumption and engagement of online streaming media	Panel + Tag	Online video audience size, demographic composition, engagement and competitive activity	Unique Viewers, Active Reach %, Total Streams, Time Spent Viewing	Monthly

COMPARISON GRID: MOBILE PRODUCTS

MOBILE PRODUCTS

PRODUCT	DESCRIPTION	METHODOLOGY	KEY APPLICATIONS	KEY METRICS	DATA RELEASES
Mobile @Plan	Mobile audience demographics and psychographic information	Panel + Survey	Profiling and planning tool	Projections Crosstabs Variables	1st Quarter 3rd Quarter
Mobile NetView 3.0	Smartphone media consumption, audience, web and app usage	Panel	Audience Growth Top Websites Top Apps Trending Audience Profile	Unique Audience Active Reach % Sessions Time Spent Page Views Demographics	Monthly
Mobile Media Marketplace	Mobile media usage and device penetration	Panel + Survey	Audience Profile Mobile Growth Top Websites Top Apps Trending	Projections Crosstabs Variables	Quarterly

COMPARISON GRID: DELIVERED MOBILE PRODUCTS

DELIVERED MOBILE PRODUCTS

SCORECARD delivered for Mobile AdRelevance and App Playbook.

POWERPOINT delivered for Connected Devices Report and Mobile Shopper.

PRODUCT	DESCRIPTION	METHODOLOGY	KEY APPLICATIONS	KEY METRICS	DATA RELEASES
Mobile AdRelevance	Provides mobile ad impressions and ad display	Crawler	Analysis of mobile advertising landscape	Mobile spending by advertiser report	Monthly
App Playbook	Survey provides downloads, usage and satisfaction on tablets, smartphones, and feature phones	Survey	Analysis of downloaded data, usage, and device type	Device type, Brand, Internet access, Likely activities on device, apps downloaded	1st Quarter 2nd Quarter
Connected Devices Report	Analysis of awareness, usage, and satisfaction of connected devices focused on tablets and eReaders	Survey	Share by device ownership, consumption of media usage and content	Service type, device brand, internet access method, likely activities on device	Quarterly
Mobile Shopper	Survey of tablet and smartphone owners and how users engage with devices in all stages of the Path to Purchase	Survey	Analysis of how a user purchases by device	Purchases, researching stores, pricing checks, reviews, reading review or commenting on social networking	1st Quarter 2nd Quarter

COMPARISON GRID: PRODUCT ACCESS

ACCESS BY PRODUCT

NIELSEN ANSWERS login: <https://answers.nielsen.com>

NIELSEN ONLINE login: <http://www.nielsen-online.com/login.jsp>

MARKETSIGHT login: <https://nielsenmobile.marketsight.com>

PRODUCT	NIELSEN ANSWERS	NIELSEN ONLINE	MARKETSIGHT	DELIVERED DATA
Online @Plan	X			
Online NetView		X		
Online VideoCensus		X		
Online AdRelevance		X		
Mobile @Plan	X		X	
Mobile NetView 3.0	X			
Mobile Media View Internet	X			
Mobile Media Marketplace	X		X	
Mobile AdRelevance				X
App Playbook				X
Connected Devices Report			X	X
Mobile Shopper			X	X
Mobile Video			X	X



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.

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