



PRESS RELEASE

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NIELSEN EXPANDS DIGITAL CONTENT RATINGS AUDIENCE MEASUREMENT IN JAPAN TO MEASURE YOUTUBE

Tokyo, Japan – May. 27, 2021 – Today, Nielsen announced an expansion to Digital Content Ratings with the inclusion of measurement for YouTube computer and mobile audiences in Japan.

Digital Content Ratings enables agencies and publishers to more effectively monetize their digital content audiences. The independent measurement provided by Digital Content Ratings offers confidence and transparency to the buying and selling of digital media and will ultimately help drive revenue growth for clients. With this release, Nielsen will provide the market with monthly deduplicated audience reach, alongside daily video views and time spent on YouTube.

As advertisers continue to look for holistic measurement across video content, Nielsen's ability to measure YouTube is key to providing independent, comparable metrics that media buyers and sellers can transact on. Through adding YouTube measurement to Digital Content Ratings, Nielsen now measures viewing of YouTube's content and provides independent audience reporting across computer and mobile platforms.

"As the use of streaming video content continues to grow, measuring digital audiences is critical as the industry demands a solution that provides marketers, agencies and publishers holistic, cross-platform metrics about digital media," said Jun Miyamoto, President of Nielsen Digital. "Expanding our relationship with Google to measure YouTube audiences is an important step towards delivering cross-media measurement."

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a leading global data and analytics company that provides a holistic and objective understanding of the media industry. With offerings spanning audience measurement, audience outcomes and content, Nielsen offers its clients and partners simple solutions to complex questions and optimizes the value of their investments and growth strategies. It is the only company that can offer de-duplicated cross-media audience measurement. Audience is Everything™ to Nielsen and its clients, and Nielsen is committed to ensuring that every voice counts. An S&P 500 company, Nielsen offers measurement and analytics service in nearly 60 countries. Learn more at www.nielsen.com or www.nielsen.com/investors and connect with us on [Twitter](https://twitter.com/nielsen), [LinkedIn](https://www.linkedin.com/company/nielsen), [Facebook](https://www.facebook.com/nielsen) and [Instagram](https://www.instagram.com/nielsen).