



# NIELSEN AD INTEL

## GLOBAL COVERAGE

Ad Intel is the Nielsen’s advertising monitoring service for tracking detailed ad spend in markets and media outlets including TV, print, radio, digital, out-of-home and cinema. Ad Intel’s competitive advertising information and creative monitoring services provide clients with valuable alerts and insights into new sales opportunities, both locally and internationally.

Via our Nielsen Global Ad Intel business, we can provide advertising and creative information, harmonised for easy comparison, for more than 80 markets worldwide.

Western Europe	Eastern Europe	Asia Pacific	Latin America	Middle East
Austria Belgium Denmark Finland France Germany Greece Ireland Italy Netherlands Norway Portugal Spain Sweden Switzerland Turkey UK	Bosnia-Herzegovina Bulgaria Croatia Czech Republic Estonia Hungary Latvia Lithuania Macedonia Moldova Montenegro Poland Romania Russia Serbia Slovakia Slovenia Ukraine	Australia China Hong Kong India Indonesia Japan Kazakhstan Malaysia New Zealand Philippines Singapore South Korea Taiwan Thailand Vietnam	Argentina Brazil Chile Colombia Costa Rica Dominican Republic Ecuador Honduras Mexico Nicaragua Panama Paraguay Peru Puerto Rico Uruguay Venezuela	Bahrain Israel Jordan Kuwait Lebanon Libya Oman Qatar Saudi Arabia Syria United Arab Emirates
	North America	Pan Regional Coverage	Africa	
	Canada USA	Pan-Arab Media Pan-Asian Press Pan-European Press Pan-European TV In-flight Magazines	Egypt Kenya South Africa Tanzania Uganda Ghana Zambia	