In today's world, consumers have a variety of screens from which they can choose to watch content. However, TV remains a key touchpoint between marketers and consumers. This year, the average U.S. consumer will watch approximately four hours and 46 minutes of TV per day.

Traditionally, this $72 billion TV advertising industry was driven with age and gender-based buying. However, the evolution of data availability about consumers' purchasing behavior, demand from advertisers for accountability of their ad spend, and a drive to replicate digital's ability to target are all transforming how TV ads are bought and sold.

But what is an advanced audience? How can advanced audiences be used to not only plan and optimize linear TV schedules, but also activate and post on linear TV? Nielsen data plays a critical role at the core of this new ecosystem.