



NIELSEN'S ADDRESSABLE TV SOLUTION

ACCESS PREMIUM LINEAR AD INVENTORY IN REAL-TIME

TV is evolving faster than ever before, with more ways for viewers to consume content and more ways for advertisers to reach them. The emergence of addressable TV is bringing the benefits of digital advertising to the scale of linear TV. Today there is a supply constraint in the ecosystem, especially across the wide-spreading universe of connected TVs.

Introducing Nielsen's Addressable TV solution, a real-time platform that enables addressability across video supply sources including set-top-box, over-the-air and live streaming. We're working with a growing footprint of smart TVs and collaborating with the full media chain to create a flexible platform, leveraging our unrivalled TV measurement experience to reconcile linear and addressable audiences for the first time.

With Nielsen's Addressable TV solution, you can provide your clients with industry-first access to valuable linear ad inventory and real-time programmatic capabilities on traditional linear TV, all within our flexible, VAST, open RTB protocol infrastructure.



Provide brands with the confidence they need to make transparent and secure addressable ad buys

WHAT IT IS

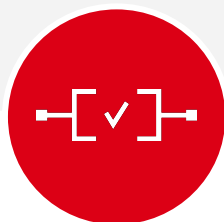
Nielsen's Addressable TV solution delivers ad tech players the flexibility and automation capabilities they need to get the most value out of their ad spots. Facilitating real-time targeted ad replacement in live linear TV across connected, enabled Smart TVs, Nielsen's Addressable TV solution is taking addressable to new heights. Our unparalleled automatic content recognition (ACR) technology and modular platform integrates with existing systems so programmers can deliver the seamless viewing experience that advertisers want and viewers expect. Nielsen's Addressable TV solution leverages Nielsen's ecosystem of TV data to add meaningful scale and a base for transactions.

WITH NIELSEN ADDRESSABLE TV, YOU CAN:



Unlock Premium, Linear Ad Inventory

By selling valuable ad spots as many times as there are audiences across national and local linear TV



Execute on Linear TV Programmatically

In real-time, bringing first-in-industry access to traditional linear TV ad inventory



Enable Targeting and Data Management

By providing access to the inventory they need to reach audiences effectively

WHY NIELSEN?

Nielsen's Addressable TV solution is the only addressable TV solution that can:

- 1 Integrate with various brands of new and existing smart TVs
- 2 Improve the viewer experience by delivering relevant ads in real-time
- 3 Easily integrate linear TV data into your existing infrastructure with our open API architecture
- 4 Covers 75%+ of all TV impressions and enables you to deliver on premium inventory

Contact a Nielsen representative at addressable.tv@nielsen.com