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.
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