NIELSEN'S ADDRESSABLE TV SOLUTION

OPTIMIZE TV AD SPEND BY MAXIMIZING EVERY CONSUMER CONNECTION

TV is advancing faster than ever before, with more ways for viewers to consume content and more ways for advertisers to reach them. As an advertiser, you know that linear TV advertising is a critical component of your media mix, but it needs to evolve so that you can more effectively and efficiently engage your most valued consumers.

Introducing Nielsen's Addressable TV solution, a flexible, adaptable, real-time platform that brings addressability to live linear and connected TV. **With Nielsen's Addressable TV solution, you can reach your audiences with ads that will resonate, optimize media planning and buying, and improve ad efficiency.**

Unlock the <u>full 16 minutes</u> of local *and* national TV advertising space made available per hour

WHAT IT IS

Nielsen's Addressable TV solution delivers advertisers the automation and advanced TV capabilities they need to reach the right audiences and optimize their ad spend effectively. The platform facilitates real-time targeted ad replacement in live linear TV across connected, enabled smart TVs and leverages unparalleled automatic content recognition (ACR) technology to deliver a seamless viewing experience. With Nielsen's trusted, unbiased TV measurement expertise, Nielsen's Addressable TV solution is taking addressable to new heights.

WITH NIELSEN ADDRESSABLE TV, YOU CAN:
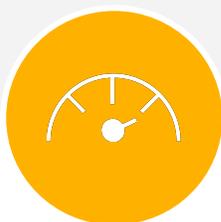
Improve Ad Efficiency
And effectiveness by engaging your most valued audiences

Optimize Media Planning & Buying
By purchasing only the ad impressions you need

Address Audiences Effectively
In real-time by airing the creatives that resonate most with them

WHY NIELSEN?

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

1. Deliver meaningful scale by **integrating with various brands of new and existing smart TVs**

2. Improve the viewer experience by delivering relevant ads in **real-time**

3. Integrate with your existing systems (DMP, data lake, DSP, etc.) with our **flexible, modular, open API platform**

4. Covers **75%+ of all TV impressions** and enables you to measure what's important

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