



## NIELSEN'S ADDRESSABLE TV SOLUTION

# UNLOCK PREMIUM AD INVENTORY ACROSS LIVE ADDRESSABLE TV

TV is evolving faster than ever before, with more ways for viewers to consume content and more ways for advertisers to reach them. Advertisers are looking for new ways to reach their audiences more effectively, and as a programmer, you're looking for ways to help them while increasing your returns.

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

**With the next-generation of TV technology at your fingertips, you'll be able to optimize ad delivery across multiple smart TV platforms in real-time, maximizing ad revenue potential and helping advertisers reach their audiences more effectively than ever before.**

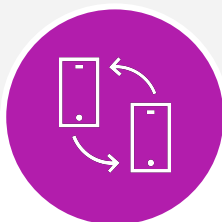


Provide brands with the confidence they need to make transparent and secure addressable ad buys

## WHAT IT IS

Nielsen's Addressable TV solution delivers programmers 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:



### Optimize Yield Dynamically

On your own terms with our open API and automated dynamic inventory and yield management across linear and addressable



### Maximize Value for Advertisers

By enabling them to optimize ad targeting strategies & deliver the best viewing experience to their audiences



### Unlock Valuable Linear TV Ad Inventory

By selling ad spots as many times as there are audiences

## 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 Integrate with your existing systems (linear traffic system, DMP, yield management tool, etc.)
- 3 Leverage our flexible, self-serve, open API platform to automate reporting, inventory management, etc.
- 4 Reconcile traditional linear TV audiences (C3/C7 measurement) with addressable linear TV audiences

Contact a Nielsen representative at [addressable.tv@nielsen.com](mailto:addressable.tv@nielsen.com)