



# Get Actionable Insights on Your Location-Based Advertising

Nielsen On Location helps ensure that clients and agencies see the value of advertising on the many screens outside the home, so they can effectively reach consumers on the go.

Nielsen is advancing the digital out-of-home industry by helping our clients monetize the value of advertising across place-based video networks. We provide syndicated reporting that quantifies advertiser-backed video networks in movie theatres, bars, malls, gas stations, hotels, doctor's offices, office complexes, restaurants, health clubs, and other commercial locations.

The need for consistent and comparable audience metrics across digital out-of-home networks has never been greater. With more than 20 years experience conducting custom studies for location-based video networks, Nielsen is dedicated to simplifying the planning, buying, and selling of place-based advertising.

## Our services:

- define standard Nielsen metrics for location-specific video networks
- establish report formats common to all Nielsen-measured networks
- deliver dynamic measurement with timely reporting, and
- provide analytics to support planning, buying, and post-buy evaluation of location-specific video networks

By providing a currency and comprehensive measurement for the industry, Nielsen helps make large and small networks a part of the buying process regardless of their size or contacts in the industry. Furthermore, we ensure that agencies and advertisers have the reliable data they need to effectively evaluate location-based advertising. The result is a more seamless integration of place-based advertising into the media mix.

Nielsen delivers objective, real-world digital out-of-home audience data in standard reports through Nielsen Answers—the same platform our buying and planning agency clients use to access Nielsen TV ratings.

Our metrics are the standard across television and cinema, and we are delivering our trusted and innovative research to bear for the on location industry. Look to the world leader in consumer behavior to help you move forward confidently.



## Key Benefits:

- Quantify the value of advertising across place-based video networks
- Evaluate and streamline the planning, buying, and selling of your location-based advertising
- Get dynamic and timely place-based network data delivered to you in comprehensive reports
- Access on location data and Nielsen TV ratings data through the same platform

For more information, contact your Nielsen representative at **646-654-7550** or email [mediapropects@nielsen.com](mailto:mediapropects@nielsen.com)