



# Understand your brand users and media campaigns cross platform capabilities

Nielsen TV/Internet Fusion and Nielsen TV/Internet Convergence Panel provide Internet companies with insights on the relationship between two of the most powerful forms of media – Television and Internet. An understanding of cross-platform behaviors can help you direct your media strategies and measure the impact of those strategies.



## Research Overview

- **Nielsen TV/Internet Fusion:**  
Provides a consumer-centric view of media usage, by integrating Nielsen National People Meter Panel with Nielsen Netview Panel
- **Nielsen TV/Internet Convergence Panel:**  
Provides innovative data from the only panel measuring TV and the Internet in the same household.
  - 1,000 homes and nearly 3,000 people

## Benefits for Internet Companies

- **Nielsen TV/Internet Fusion:**
  - Identify the right networks, programs, and dayparts to best reach your site's specific target (e.g. people who are frequent users of online travel sites)
  - Identify the right websites to reach that target
  - Optimize your TV advertising budget, your online budget and the cross-media allocation against that target
- **Nielsen TV/Internet Convergence Panel:**  
Report on the conversion rate of TV viewing exposure driving consumers to your website –
  - What percentage of people exposed to your TV campaigns actually visited your website?
  - Measure conversion rate for network vs. cable
  - Measure the impact of TV advertising and online advertising on driving website visitation

# Cross-platform tools for planning, buying and post campaign evaluation

## Sample Cross-Platform Insights

Nielsen TV/Internet Fusion Insight: Program Ratings Against Website Target

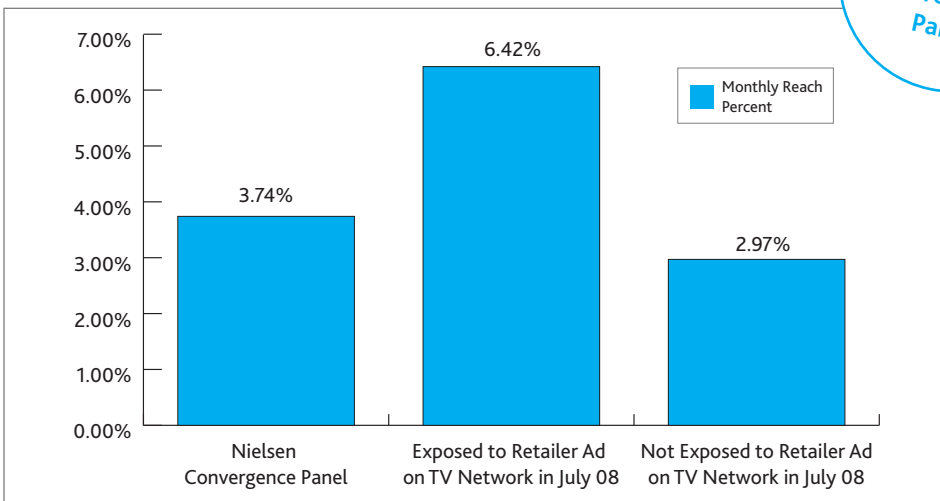


Network	Program Name	18+ Rtg	18+/Visit Website A Rtg	Index
CBS	CSI	8.10	6.02	74
ABC	Dancing With The Stars	7.29	7.45	102
CBS	NCIS	6.88	5.99	87
CBS	The Mentalist	6.25	4.73	76
ABC	Dancing With The Stars Results	6.17	6.40	104
CBS	Criminal Minds	6.14	5.51	90
CBS	CSI:NY	6.13	5.38	88
ABC	Desperate Housewives	5.84	3.94	68
CBS	60 Minutes	5.71	5.31	93
CBS	CSI: Miami	5.55	5.20	94

This is an example ratings report that demonstrates how Internet companies are able to compare the ratings of Adults 18+ versus Adults 18+ who visit Website A. Website A was able to identify which networks and programs over index against its target compared to the adult population.

## Sample Cross-Platform Insights

Nielsen TV/Internet Convergence Panel Insight: Impact of TV Advertising to Drive a Target to the Website



Through the Nielsen Convergence Panel you are able to measure to what extent TV advertising is successful in driving consumers to your website.

For this advertiser the TV advertisement created brand synergy with the website as their website was nearly double for people exposed to their TV advertising.

Source: Nielsen TV/Internet Convergence Research Panel; Time Period: July 2008

Contact your Nielsen Client Service Representative today to learn more about these cross-platform insights or visit [www.nielsen.com](http://www.nielsen.com)