



Accurate, Unbiased Measurement of Your Site's Online Streaming Activity

Nielsen SiteCensus Streaming

Streaming media is one of the fastest growing online content delivery mechanisms today. Publishers and marketers rely on innovative and engaging streaming media to effectively attract and retain a valuable and loyal audience. How do you know if you're delivering the right mix of streaming content for your audience and advertisers?



Nielsen SiteCensus Streaming offers independently-audited insight into your site's digital audio and video activity. A browser-based audience measurement tool, Nielsen SiteCensus Streaming uses rich media specific metrics to build a comprehensive, census-based picture of the streaming activity on your site. Access SiteCensus Streaming as part of your Nielsen SiteCensus product package or as a standalone tool.

You'll Learn:

- How many visitors have seen your site's streams today
- Which video attracts the most visitors
- Length of time a user viewed a stream
- Viewing trends of specific videos
- Which geographic location is driving the viewers who are downloading your streams
- Where the drop-off points are within your video streams
- The demographic attributes of visitors viewing each video

You'll Benefit From:

Independent Third-Party Data

Nielsen SiteCensus Streaming provides accurate, third-party measurement data that will serve both as the building blocks for your online business strategy, and as a key performance indicator that can contribute to your wider business objectives.

Strategic Intelligence

Understand which streaming content resonates most with your visitors and is critical to your site's overall performance and revenue potential. Use this data to proactively manage campaigns and content that will attract and retain advertisers and partners.

Metrics and Reports:

- Key metrics include initiated and completed stream views, unique viewers, average stream duration, frequency, launch URL, geo-location, operating system and browser
- All metrics can be trended over time and are reported in near-real-time on a monthly, weekly and daily basis
- Demographic attributes from Nielsen SiteCensus surveys can also be attributed to your streaming activities via custom intercept surveys

For more information, contact your Nielsen representative at 800-988-4226 or visit www.nielsen.com

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