



# DigitalPlus

## Set Top Box Analytical Services for Broadcast Stations

Nielsen DigitalPlus, a new service launched in 2007, provides advanced tuning metrics based on data retrieved from digital set top boxes (STBs) in local markets. These data, combined with Nielsen's traditional measurement, allow clients to create new insights by evaluating digital media activity and gauging its potential impact on consumer behavior.

### Benefits of DigitalPlus STB Services:

- Average Second Analyses
  - Precise commercial tuning
  - Traditional broadcast stations
  - Non-reported cable channels
  - High Definition vs. Standard Definition
- Second-by-second analytics
  - Content
    - Program
    - Commercial/Promo
    - Product placement
  - Pod
    - Position
    - Duration
  - Audience retention
  - High Definition vs. Standard Definition
- Format Testing
  - Gain insights into local news and commercial formats most effective at retaining audiences
- Advanced Data Integrations
  - **Monitor-Plus™**
  - **Claritas®**
  - Custom



Charter Media provides Nielsen with aggregated & anonymous STB tuning data from over 300,000 households in the Los Angeles area.

### Audience Watch®

The premier analytical software for the Nielsen DigitalPlus STB product line, providing analytics on tuning and available integrated datasets.

Contact your Nielsen representative for more information or call:  
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