



# Nielsen Monitor-Plus™

The Leading Provider of Competitive Advertising Intelligence

Nielsen Monitor-Plus™ delivers timely and insightful data necessary to assess advertising effectiveness across 18 media, including television in all 210 DMAs and Spanish-Language measurement across a growing number of media.

## Tools to Thrive in Your Business

Nielsen Monitor-Plus offers a complete suite of products and services that enables you to continually monitor your advertising performance, as well as your competition.

- Comprehensive monitoring of multimedia advertising information and creatives
- Actionable advertising data in units, expenditures and GRPs
- In-depth advertising intelligence available by parent company, brand and product category

## Answers to Your Advertising Questions

### Advertisers/Agencies

- How does our media plan compare to our competitors'?
- What is the total spending in our competitive set? How do we compare to the rest?
- What new brands within our competitive set have advertised recently?
- Where are our competitors placing ads? Who are they targeting? How well did their ads perform?
- What do their creatives look like?
- Is our page placement or POD position favorable?

### Media Outlets

- Who is advertising on a competitor's station or publication?

- What is my share of an advertiser's media plan?
- Which page placements or POD positions does an advertiser have in a competitor's media outlet?
- Who are the top spenders within a competitive set? Are they advertising in our market?
- Which advertisers have started new campaigns? Are they advertising in our media type?
- How has advertising spending changed within our media category or across all media?

## Global Coverage

Nielsen maintains local branches in more than 20 of the world's leading advertising markets across North America, Europe, Asia Pacific and Africa, and measures expenditures and creatives daily. Nielsen Global AdView provides advertising expenditures and creative content from over 80 countries. Through a local network of subsidiaries and partnerships, coverage is extended to represent an unsurpassable 85% of the world's advertising expenditure.

**For more information,  
contact your Nielsen  
Representative today.**

