



# DigitalPlus

## Set Top Box Analytical Services for Advertisers & Agencies

Nielsen DigitalPlus, a new service launched in 2007, provides advanced tuning metrics based on data retrieved from digital set top boxes (STBs). 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:

- Second-by-second Program & Commercial Ratings
  - Compare commercial rating by program, daypart and genre
  - Analyze commercial performance by pod, position within pod and audience retention
- Comprehensive Brand Analytics
  - Precise commercial performance by brand, category and competition
  - Track brand and competitive performance by week, month and quarter
- Commercial Format Testing
  - Gain insights into the aspects of commercial formats most effective at retaining audiences
- Average Second Analyses
  - Precise commercial tuning
  - Traditional networks & broadcast stations
  - Non-reported networks & cable channels
  - High Definition vs. Standard Definition
- Advanced Data Integrations
  - **Monitor-Plus™**
  - **Claritas®**
  - Custom



**CharterMedia**  
YOUR TEAM.ON TARGET.

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:  
**Michelle Andreas (203) 563-2999**