



Understanding Your Audience for the Television Industry

Empower Ad Sales to maximize your inventory's effectiveness and represent its true value to advertisers

Nielsen Solutions for Understanding Your Audience help you evaluate and segment your audience to optimize the value of your programming and more precisely align with an advertiser's media goals.

Going Beyond GRPs

Help your clients better position their brands in this highly fragmented media landscape by extracting more value from your content and your audience. Nielsen Solutions for Understanding Your Audience provide a deep and rich understanding of your audience, from demographic and geographic composition to lifestyle and purchasing habits across platforms, to differentiate your inventory from the competition.

By refining your understanding of your audience and demonstrating its value, you will have the capability to approach new advertisers and advertising categories to support why your network is a valuable addition to an advertiser's media plan.

Why Nielsen

Our suite of solutions combines enhanced demographic and targeting methods, historical analyses and sophisticated targeting approaches to help you optimize the value of your programming.

Create the right value proposition for your inventory across platforms and help advertisers more directly link their marketing target to your audience. Let Nielsen Solutions for Understanding Your Audience provide the insights you need to maximize your network's potential.



Key Benefits

We'll partner with you to:

- Identify the best segmentation and targeting strategies within and across media for a broad spectrum of advertising categories.
- Develop a profile of an advertiser's marketing target that incorporates demographics, geography, viewing habits and cross-media usage patterns.

For more information, contact your Nielsen representative at 800-864-1224 or visit www.nielsen.com/television

Copyright © 2009 The Nielsen Company. All rights reserved. Printed in the USA. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. 09/328