



Converging Media, Integrated Measurement

Nielsen TV/Internet Convergence Research Panel, the only panel measuring TV and Internet in the same household, allows you to gain insights into cross-platform consumer behaviors to help you increase the effectiveness of your media plans.

As digital content and streaming video options increase on an expanding array of platforms, consumers are using multiple technologies to view programming. It is critical to understand consumer usage patterns across media. Single source electronic measurement of both TV and the Internet arms you with intelligence on the interaction of these two key media.



Cross-platform reporting offers the ability to analyze:

- Are TV and Internet usage complementary?
- How does the interaction vary by demo? Daypart? Genre?
- How do Spanish dominants use the Internet differently than English dominants?
- What is the cross-platform reach of the networks in my media schedule?
- Is my target heavily comprised of simultaneous TV and Internet users?
- Can the Internet expand reach on top of a base TV buy?
- How does TV usage differ for streamers vs. non-streamers?
- How is video consumption changing across Live TV, DVR Playback and streaming?

Convergence Panel assets:

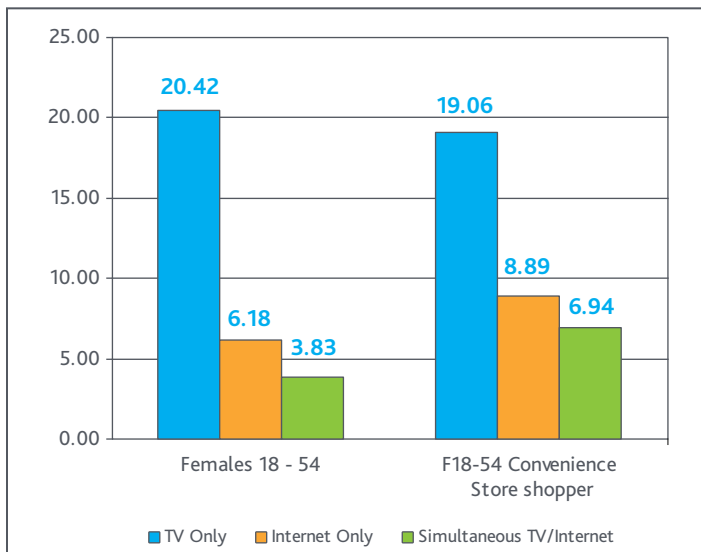
- 1,000 homes and nearly 3,000 people from:
 - Re-recruited Nielsen National People Meter homes
 - Re-recruited Nielsen National Hispanic People Meter homes
 - New homes recruited for Internet integration testing
- Nielsen National People Meter in-home TV measurement along with Nielsen NetSight PC meter
- Measurement of multiple PCs owned by the household
- More flexibility than the currency panel in additional measurement opportunities such as custom product usage or other behavioral surveys

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Through the Nielsen Convergence Panel you are able to profile your client's marketing target and have a deeper understanding of their cross-media usage.

Sample Nielsen Convergence Panel Insight: Impact of TV Advertising Driving Advertiser's Website Traffic

This example of a Reach analysis compared Females 18-54 versus Females 18-54 who are Convenience Store shoppers, for a single day during the 5-6 pm daypart.

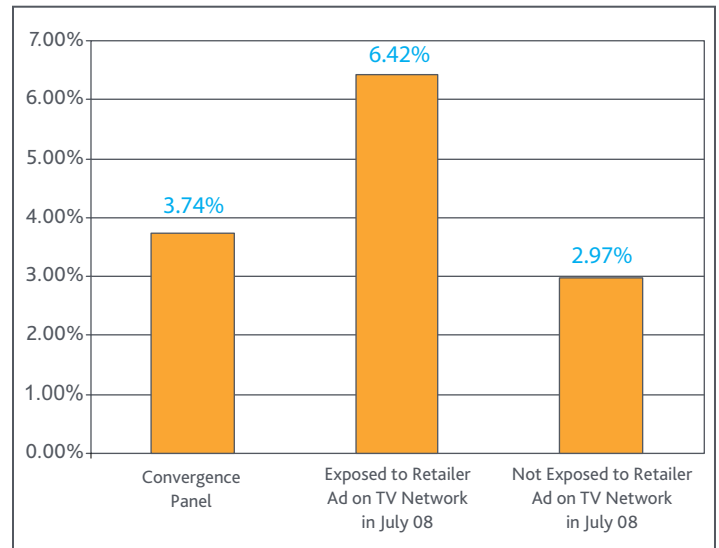


Source: TV/Internet Convergence Research Panel; Time Period: February 5th 2009, Daypart: 5-6pm

For the target you can see that the percentage of people that watch TV without using the Internet is lower for Convenience Store shoppers than general females 18-54 during this time period. Conversely, the percentage of people that use the Internet without watching TV is higher for Convenience Store shoppers. The percentage of Convenience Store shoppers who are simultaneous TV/Internet users is nearly double that of general females 18-54 during this period.

Sample Nielsen Convergence Panel Insight: Impact of TV Advertising to Drive a Target to the Website

Through the Nielsen Convergence Panel you are able to measure to what extent the TV advertising in the plan is successful in driving consumers to your client's website.



Source: Nielsen TV/Internet Convergence Research Panel; Time Period: July 2008

For this advertiser the TV advertisement created brand synergy with the websites as their website reach was nearly double for people exposed to that brand's TV advertising compared to the Convergence Panel.

Both of these analyses arm you with the ability to advise your clients on how to tailor their TV creative with direct call to action messaging to drive consumers to their website for coupons, promotions and other brand information.

Contact your Nielsen Client Service Representative today to learn more about the Nielsen TV/Internet Convergence Research Panel.