



Converging Media, Integrated Measurement

Nielsen TV/Internet Convergence Research Panel allows you to gain insights about your brand users from the only panel measuring TV and Internet in the same household.

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 provides detailed insights into the interaction of these two key media.

When considering the allocation of ad dollars in promoting your brand or your website, the Nielsen Convergence Panel can help you determine the right mix of TV and Internet properties.



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?
- Does my TV advertisement drive customers to visit my brand's website?
- What is the cross-platform reach of the networks where I advertise?
- How does a network's audience align with the profile of visitors to my website?
- What percentage of brand users are simultaneous users of TV and Internet?

Convergence Panel assets:

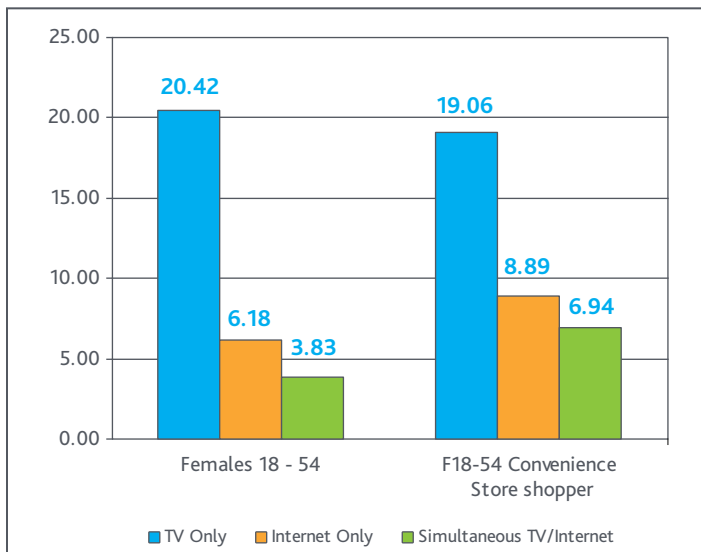
- 1,000 homes and nearly 3,000 people from:
 - Re-recruited Nielsen National People Meter homes
 - Re-recruited Nielsen National Hispanic People Meter homes
 - New homes recruited for Internet integration testing
- Nielsen National People Meter in-home TV measurement along with Nielsen NetSight PC meter
- 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 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.

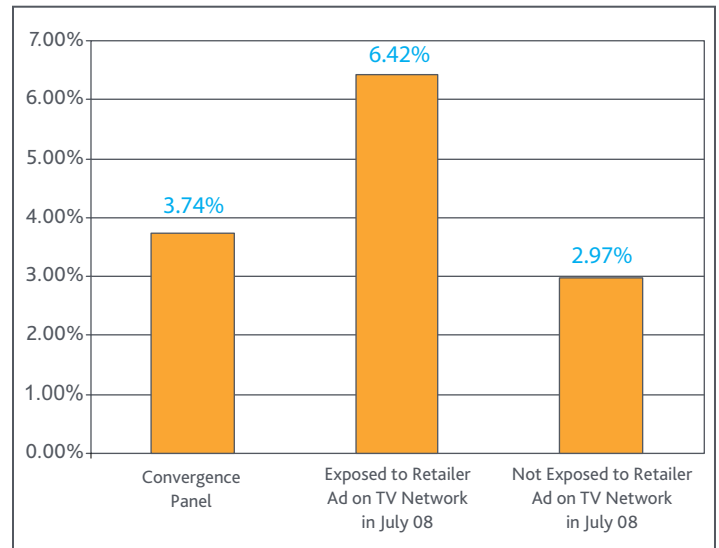


Source: TV/Internet Convergence Research Panel; Time Period: February 5th 2009, Daypart: 5-6pm

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 TV advertising is successful by showing what impact the advertising has on driving consumers to your website.



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

For this advertiser the TV advertisement created brand synergy with the website 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 tailor your 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