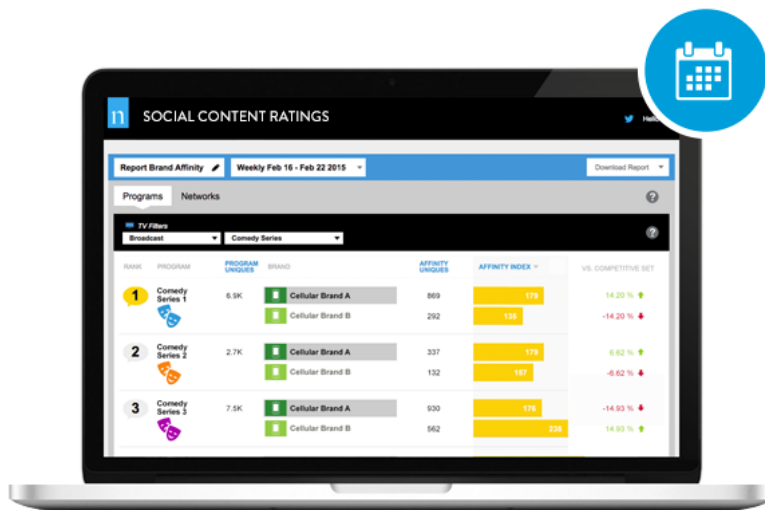




THE SCIENCE BEHIND
WHAT'S NEXT™

BOOST EARNED MEDIA THROUGH TV INVESTMENTS

NIELSEN SOCIAL FOR AGENCIES AND ADVERTISERS



REFINE MEDIA PLANS

Overlay social activity on traditional TV ratings to enhance TV media planning & buying strategies

PROFILE BRAND CONSUMERS

Refine TV plans based on the likelihood of a TV audience to drive earned media for a brand.

MEASURE SOCIAL EFFECT

Evaluate whether TV advertising, sponsorships and integrations drove buzz on Twitter for a brand.

FACTOR SOCIAL INTO TV PLANNING AND BUYING

Viewers today react to programming in real time through social media. This social activity around TV programming creates opportunities for marketers to optimize TV strategies to drive earned media for brands.



CONNECT BRANDS WITH TV AUDIENCES WHO WILL DRIVE EARNED MEDIA

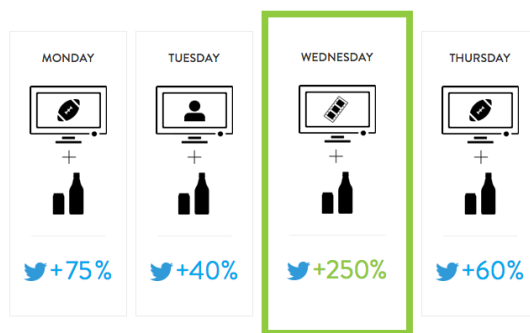
Nielsen Social measures affinities between TV audiences and brands to help agencies and advertisers assess the likelihood of a TV audience to drive earned media for a brand on Twitter.



Nielsen Social measures Facebook, Instagram, and Twitter activity for the most popular US television networks and Twitter activity for 2,500+ brands.

MEASURE SOCIAL EFFECT

Nielsen Social measures brand-related Twitter activity from authors that Tweeted about TV programs in order to evaluate how effectively paid TV strategies, including campaigns, sponsorships, and integrations, drove earned media on Twitter.



Measure effect of TV advertising on Twitter brand activity to inform creative direction and placement strategies.

ONE SOLUTION FOR SOCIAL TV MEASUREMENT

TV MEASUREMENT

CROSS-PLATFORM
Facebook, Instagram, Twitter

OWNED & ORGANIC ANALYSIS
Breakout of engagement with Networks, Programs, Talent, & Fans

PLATFORM & APIS
Syndicated, on-demand, and custom data sets



ENGAGEMENT TOOLS

REAL-TIME ENGAGEMENT
for Twitter

AD SOLUTIONS

AFFINITY
Find TV audiences likely to amplify brand messages on Twitter

EFFECT
Measure earned media on Twitter driven by TV strategies

SOCIAL SEGMENTS
Optimize social ad buys with social TV segments