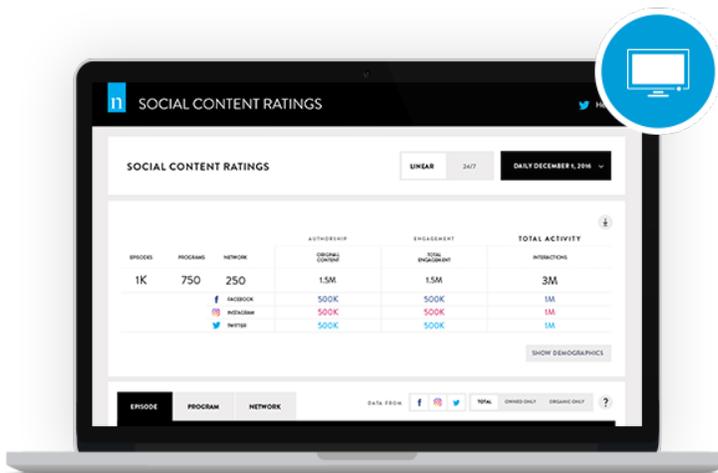# nielsen

THE SCIENCE BEHIND
WHAT'S NEXT™

DRIVE VALUE FROM SOCIAL TV

NIELSEN SOCIAL FOR NETWORKS

ANALYZE SOCIAL TV PERFORMANCE

Evaluate social TV activity during linear airings and 24/7.

DEVELOP OPPORTUNITIES FOR ADVERTISERS

Connect brands with highly social audiences that will drive earned media.

GROW PROGRAM AUDIENCES

Identify and engage influential fans in real time around program content.

## SEE THE COMPLETE SOCIAL TV PICTURE

Millions of people take to social media each week to discuss programs with friends and fellow fans as they air. Next day reporting of Facebook, Instagram, and Twitter TV activity gives linear television networks and streaming content providers granular insight into network-, program- and episode-level activity for linear airings and on a 24/7 basis, and demographics of those interacting with programs on Facebook.

REFINE AD SALES STRATEGIES

In addition to tracking activity on Facebook, Instagram, and Twitter for the most popular US television networks, Nielsen Social also tracks Twitter activity for 2,500+ brands.
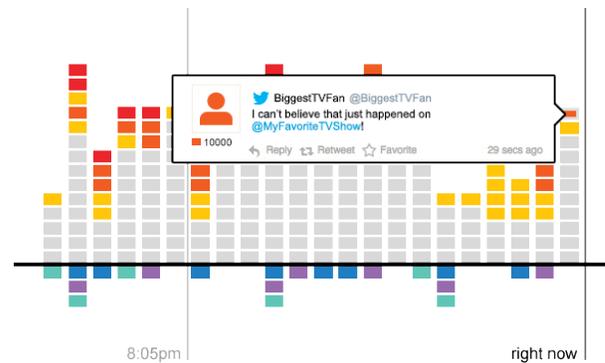
Effect reporting in Social Content Ratings helps network ad sales teams measure how effectively TV strategies drove earned media on Twitter for brands. In addition, analysis of social affinity between TV audiences and brands quantifies the likelihood that program audiences will amplify social buzz for a specific brand or category.
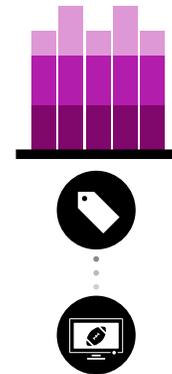
ENGAGE INFLUENCERS IN REAL TIME

Live program airings are an opportunity for networks to leverage the enthusiasm of influential fans to promote programming and drive tune-in.

Within Social Content Ratings, minute-by-minute Twitter TV activity is broken down by the followership of authors, simplifying the process of identifying and engaging influential audience members in real time.

BiggestTVFan @BiggestTVFan
I can't believe that just happened on @MyFavoriteTVShow!
10000
Reply   Retweet   Favorite   29 secs ago

8:05pm   right now

ONE SOLUTION FOR SOCIAL TV MEASUREMENT

nielsen

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

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

ENGAGEMENT TOOLS

REAL-TIME ENGAGEMENT
for Twitter