

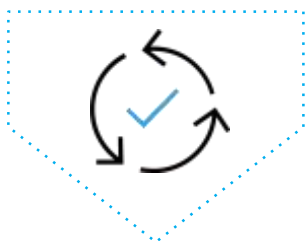


MULTISCREEN MEASUREMENT

Emerging Trends in Rating and Weightage of Different Media

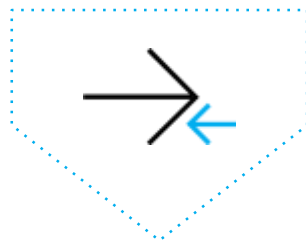
PILLARS OF MULTISCREEN MEASUREMENT

COVERAGE



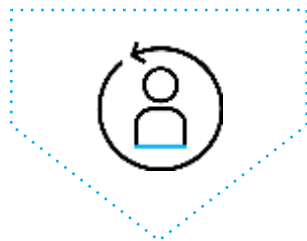
A competitive view of the entire marketplace

METADATA ALIGNMENT



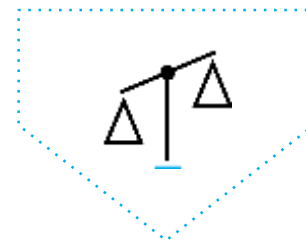
A look beyond the traditional linear window

DEDUPLICATION



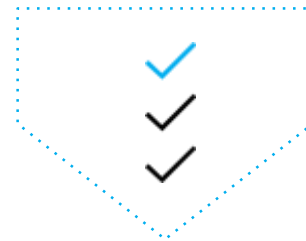
Reach and de-duplication

COMPARABLE METRICS

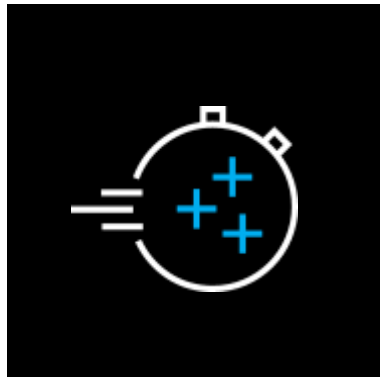


Metrics that make sense across platforms

SYNDICATED AUDIENCES



One truth set across buyers and sellers



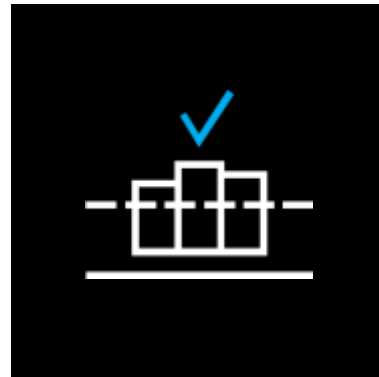
COMPETE

Sharpen your competitive edge



MONETISE

Plan and sell with confidence



GROW

Understand and grow your audience

COMPETE — HOLISTIC MARKETPLACE VIEW OF CONTENT CONSUMPTION

OBTAIN A MARKETPLACE VIEW OF CONTENT CONSUMPTION

Deliver advertisers' audience targets by packaging content that reaches their desired demos across all platforms



- > Independent measurement of the ***complete ecosystem***
- > ***Consistent, comparable***, set of metrics across TV and Digital
- > ***De-duplication*** across content, platforms, and devices
- > ***Episodes and programs aligned*** across all platforms

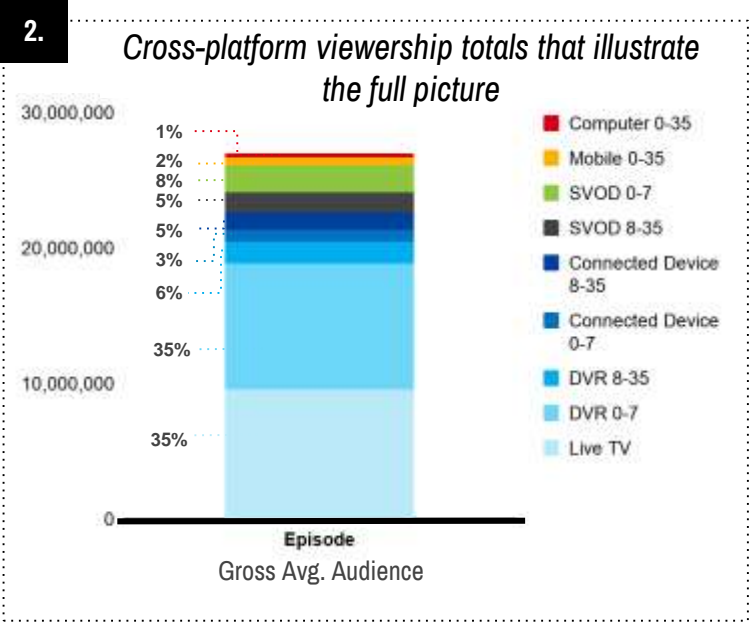
COMPETE — TRUSTED DATA THAT SIMPLIFIES STRATEGIC PERFORMANCE RESEARCH

Episode Alignment

1. Episode name matching and alignment

- LA HOSPITAL S1E1
- LA HOSPITAL S1E1
- 867121 S1E1
- 867121 S1E1
- 867121 S1E1
- Season 1 Episode 1

"LA HOSPITAL S1E1" Episode



Complete Audience View

3. Comparable measurement of deduplicated audiences across all platforms

26,967,685 Total avg. audience

- Episode names
- Platforms
- Viewership

centralized content consumption

Source: North America | Total Content Ratings (Nielsen sources across Linear and Digital measurement platforms)

MONETISE — SELL AUDIENCES WITH CONFIDENCE

CUSTOMIZE YOUR OFFERINGS

Deliver advertisers' campaign targets by packaging content that reaches their desired demos across all platforms



COMMAND PREMIUM PRICES FOR COVETED AUDIENCES

Price inventory according to demand for desired demos and media events across TV and digital platforms



Package *multiscreen audiences*

Rationalise *premium rates*

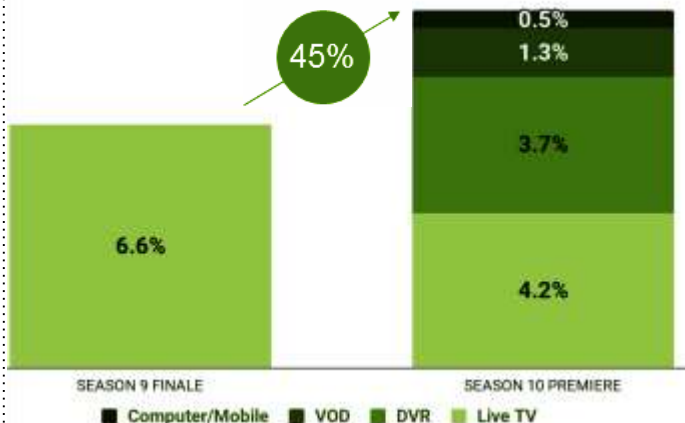
Speak the *language of the agencies and brands*

More effective *Cost Per Rating Point (CPRP) rates*

MONETISE — DIFFERENTIATE YOUR MARKETING PROPOSITION TO ADVERTISERS AND AGENCIES

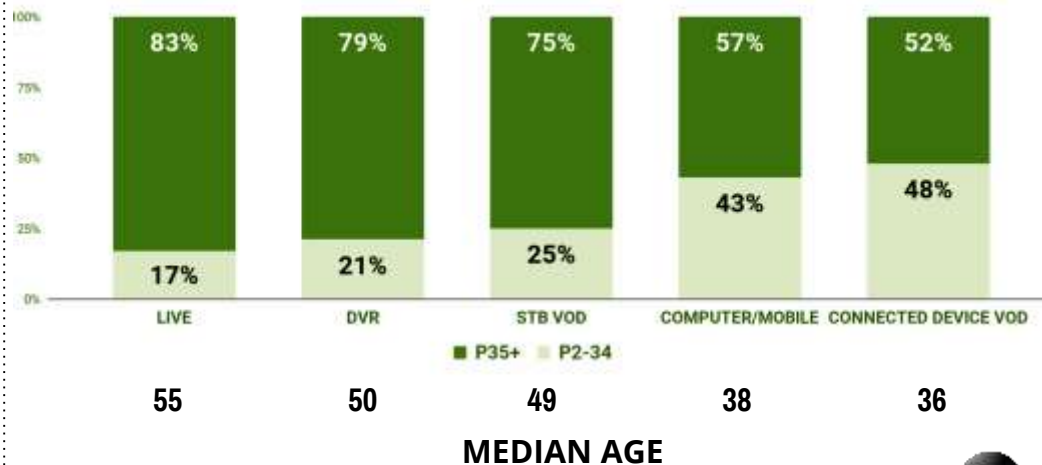
ROSEANNE - AVERAGE AUDIENCE - P2+

SEASON 9 FINALE (MAY 1997)
VS. SEASON 10 PREMIERE (MARCH 2018)



SHARE OF AUDIENCE VIEWING (UA)

ROSEANNE - MARCH (WEEK 4)



AS USED IN THE PRESS!

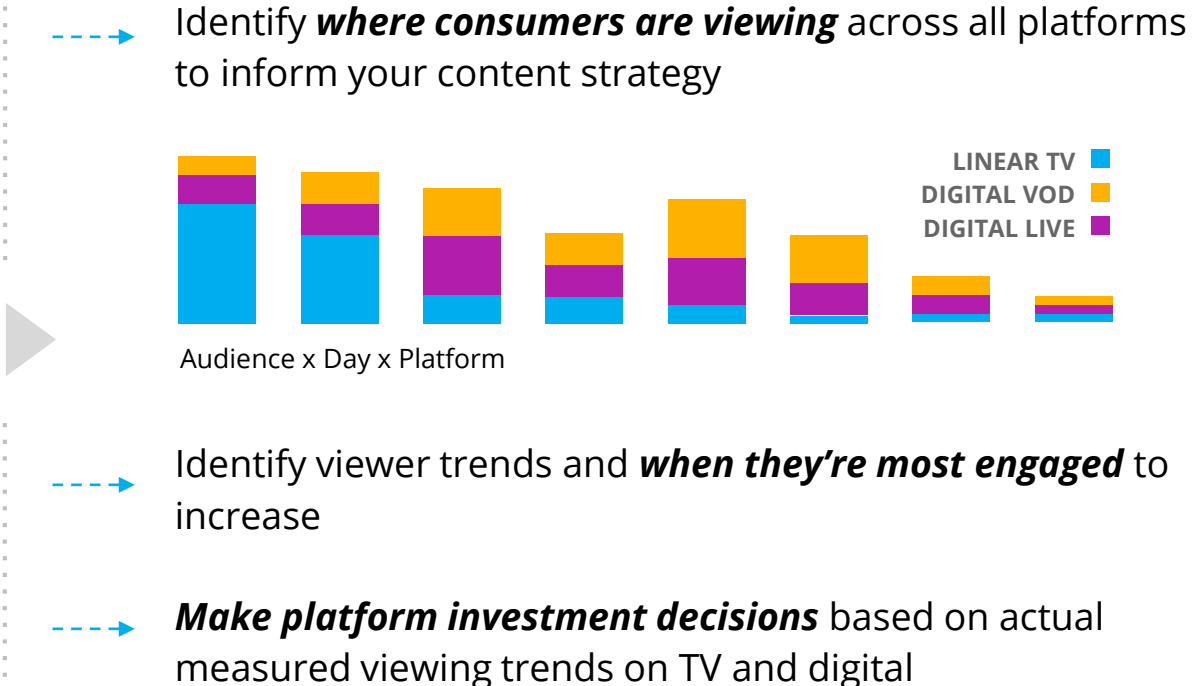


GROW — AUDIENCES, ENGAGEMENT & REVENUE

DEVELOP A DATA-DRIVEN CONTENT STRATEGY

Understand where and when consumers are most engaged with content.

Strategize and execute content delivery to grow your audiences and engagement



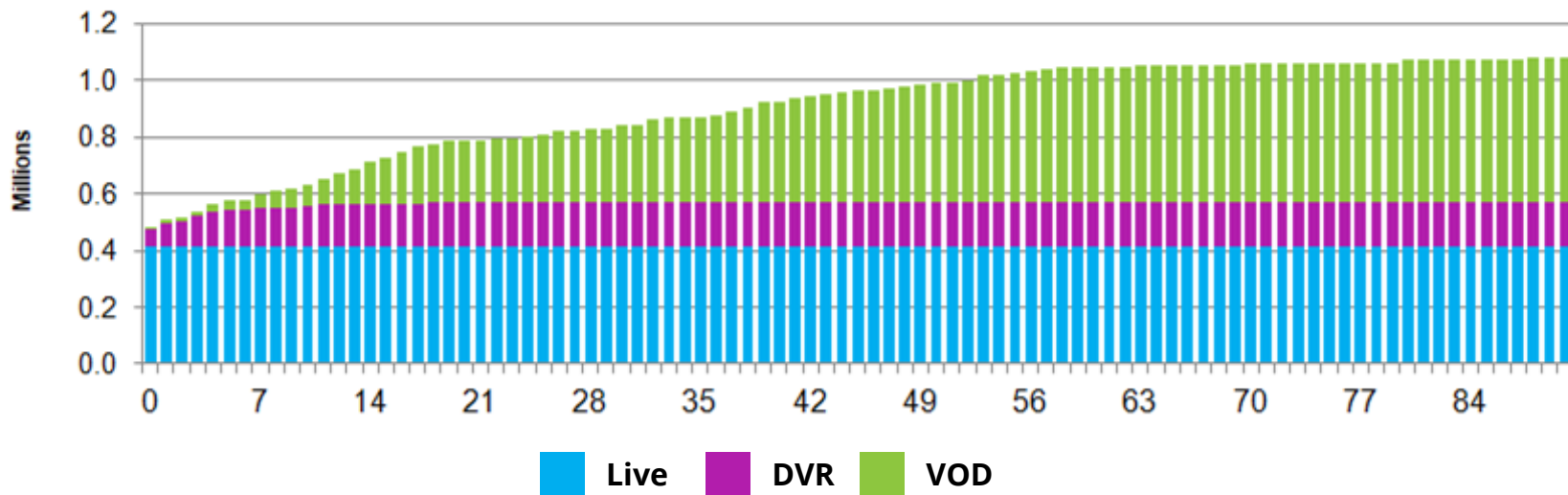
GROW — DISCOVER WHEN AUDIENCES ARE ENGAGED TO GUIDE DISTRIBUTION STRATEGY



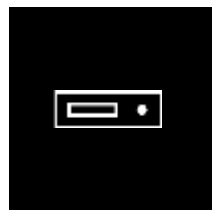
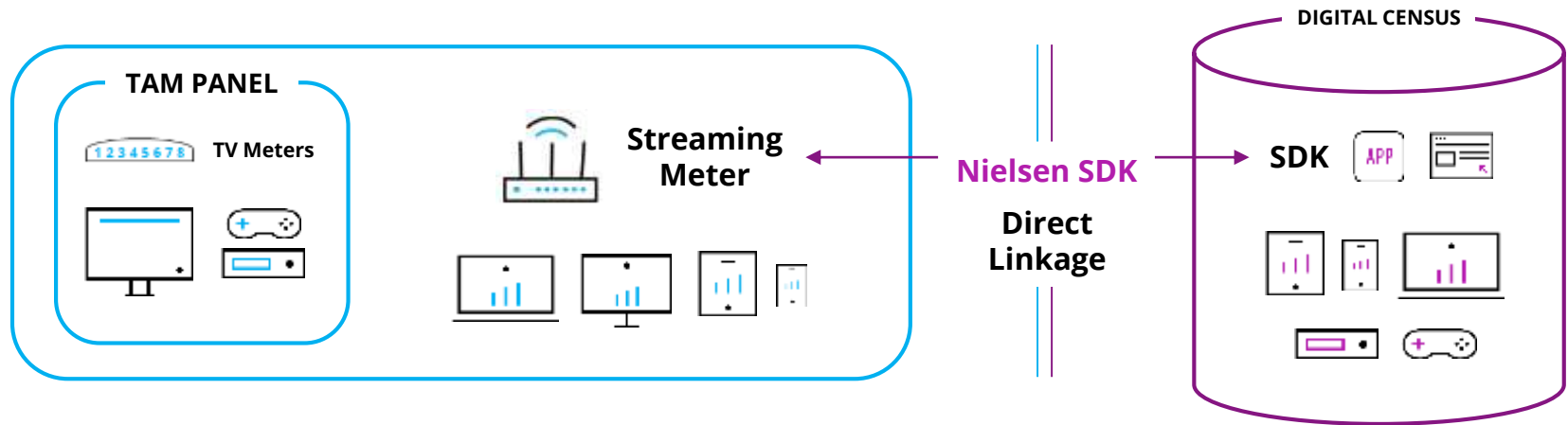
**AS USED
IN THE PRESS!**

Good Behaviour on TNT Episode 1 Viewing Out to Day 90

Rolling Avg. Audience by Day P18-49



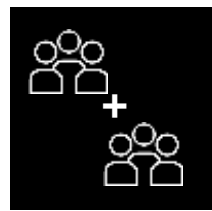
TECHNOLOGICAL INNOVATION IN CROSS PLATFORM



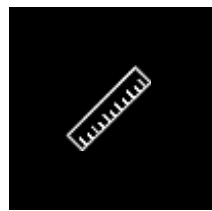
NANO METERS



AUDIO SIGNATURE



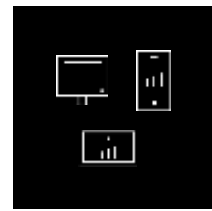
AUDIENCE LINK



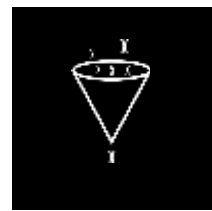
SDK CENSUS



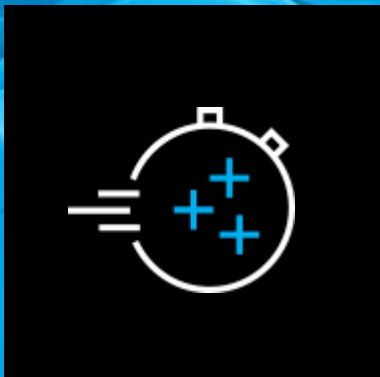
STREAMING METERS



SINGLE SOURCE



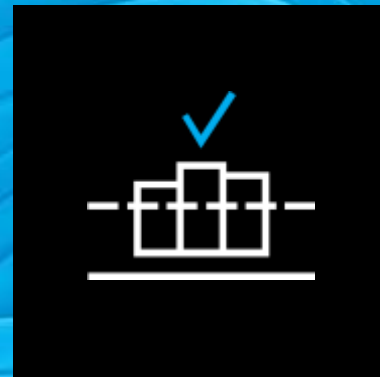
SYNTHETIC DATA



COMPETE



MONETISE



GROW