

NEW NIELSEN QUALIFIED AD AUDIENCE SOLUTION

Leading premium digital video ad servers to use audience measurement provider's viewable demographics and invalid traffic detection solution

Brussels – 04/10/2018 - Nielsen today announced that he will integrate the measurement leader's new Qualified Ad Audience solution in Nielsen Digital Ad Ratings to provide persons-level, deduplicated duration weighted audience measurement of digital campaigns. With this integration, both leading premium video ad servers will be able to provide marketers with greater confidence in their digital advertising and content investments.

With growing calls for transparency and improved ability to evaluate the effectiveness of digital advertising, Nielsen has enhanced its audience measurement solutions to adhere to the industry recommended standards on viewability. Across its portfolio, Nielsen will be providing the ability for media owners to demonstrate the success of their digital campaigns among intended audiences based on both viewable measurement and demographic measurement of key performance indicators including video completion rates and other engagement identifiers, as well as providing a consistent view of the thresholds adhered to by specific global agency holding companies as part of their media transactions.

Nielsen's Qualified Ad Audience solution will offer the ability to evaluate campaign performance in reaching audiences based on the industry viewability standard for display and video advertising. The solution will provide measurement of audiences at multiple qualifying thresholds with duration-weighted viewable video impressions across computer and mobile. Additionally, Nielsen's Qualified Ad Audience solution will provide sophisticated invalid traffic filtration that can differentiate between the impressions from the human user and impressions generated from malware on the user's machine filtration. The offering will be available globally in all 34 countries where Digital Ad Ratings is available.

"As brands increase the ad Euros they are putting towards digital, we've seen advertisers put a line in the sand demanding greater transparency," said Thomas Broeckaert, DAR leader at Nielsen Belgium. "By bringing a persons-based approach to viewability, fraud and key demographics, Nielsen is doubling down in our technology investments to provide greater clarity into how effectively and efficiently brand messages are connecting with digital audiences."

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

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