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nielsen
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AUDIO IN THE SPOTLIGHT

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EVP and Managing Director, Local Media

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SVP, Local Product Leadership

June 11, 2014

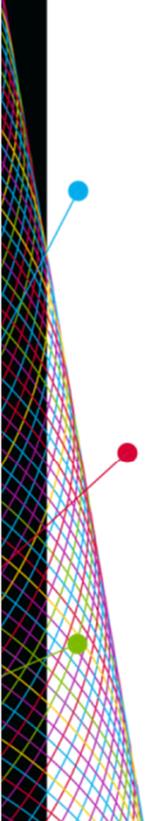


TODAY'S TOPICS

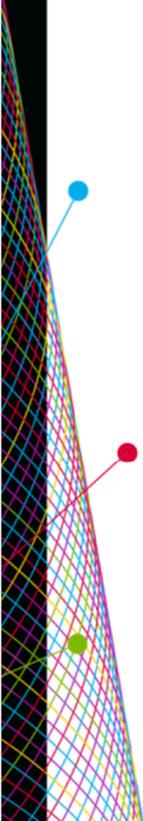
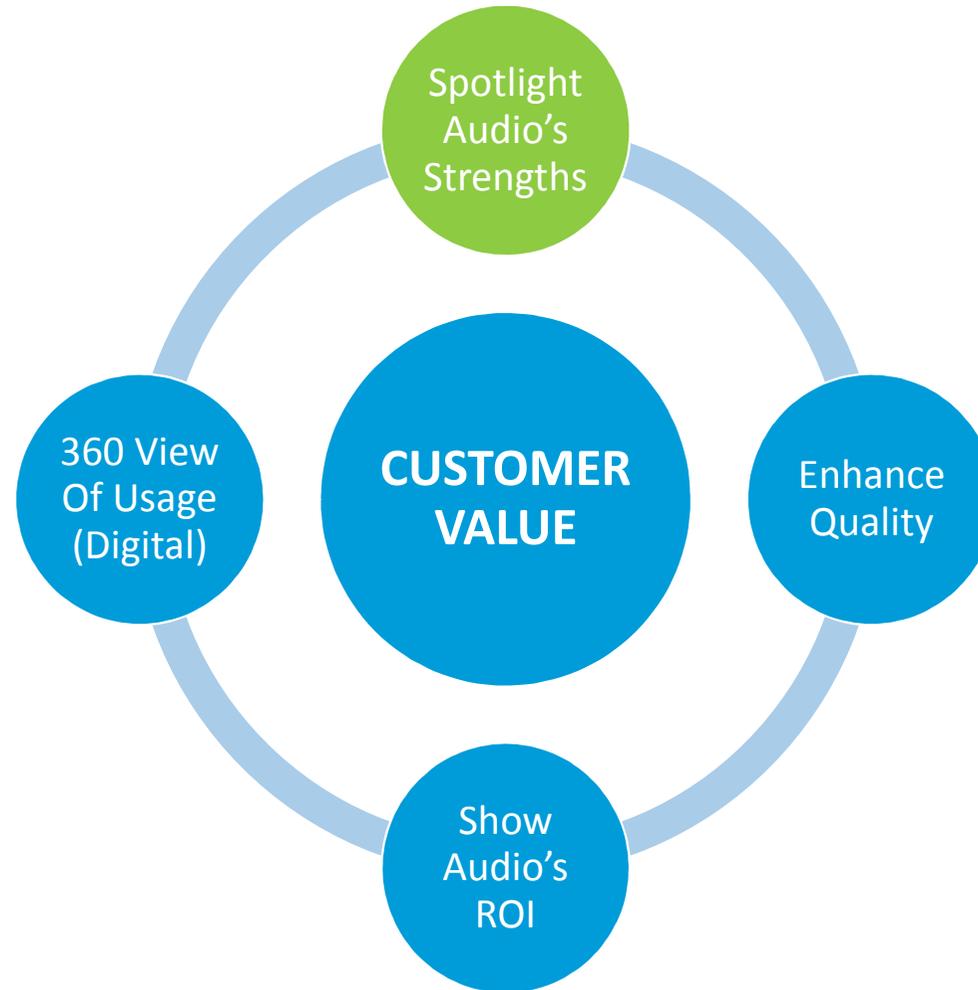
- Goals of the Nielsen Audio Integration
- Spotighting Audio's Strengths
- Audio Advertising Effectiveness
- Nielsen Sales Solutions for Audio
- Digital Audio Measurement
- Sample Improvements
- Q&A



GOALS OF NIELSEN AUDIO INTEGRATION

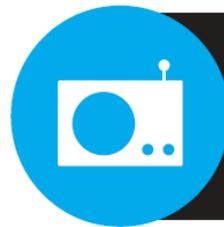
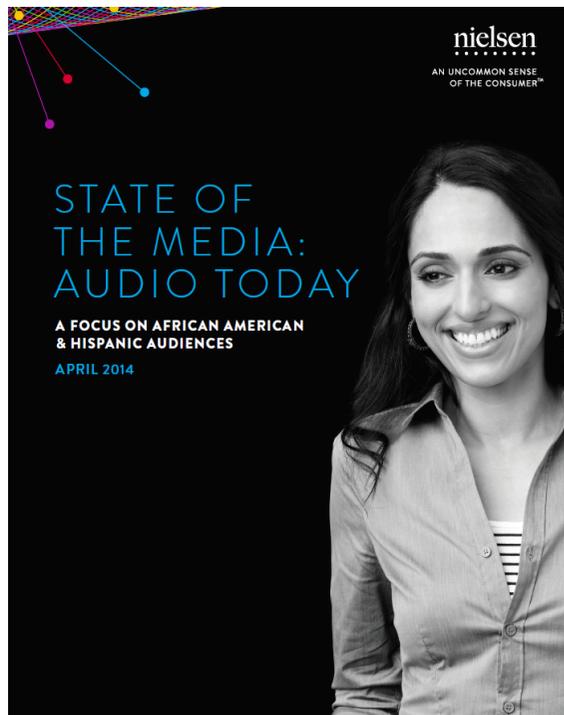


GOALS OF NIELSEN AUDIO INTEGRATION



SPOTLIGHTING AUDIO'S STRENGTHS

- **Audio Today:** Nielsen's flagship audio report
- Promotes the power, value and unique characteristics of audio each quarter
 - The latest edition (April) spotlights African American and Hispanic audiences



244 MILLION AMERICANS
LISTEN TO RADIO EACH WEEK

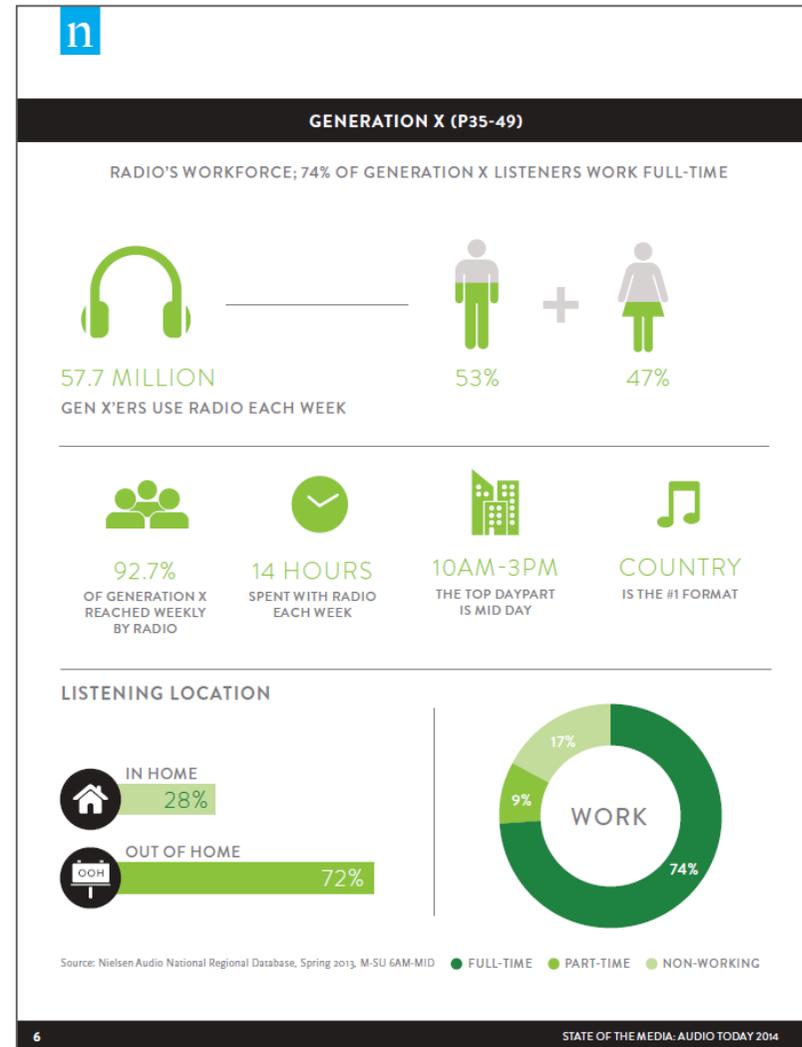
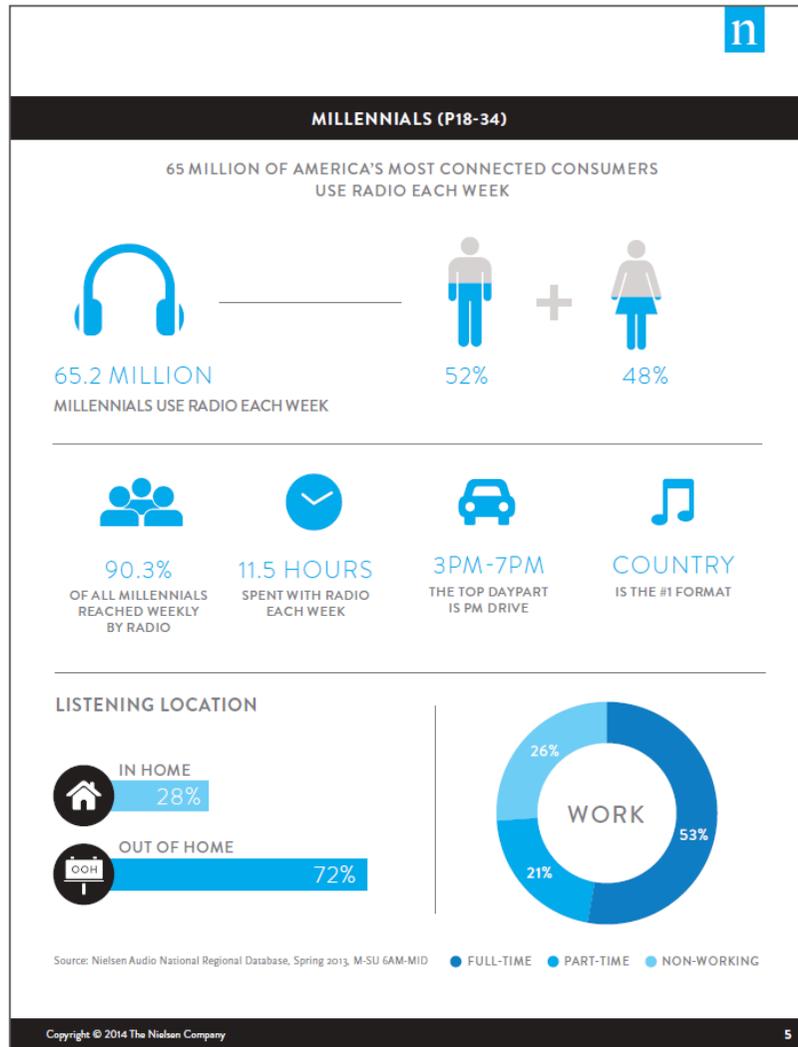
INCLUDING

71 MILLION AFRICAN
AMERICANS AND
HISPANICS



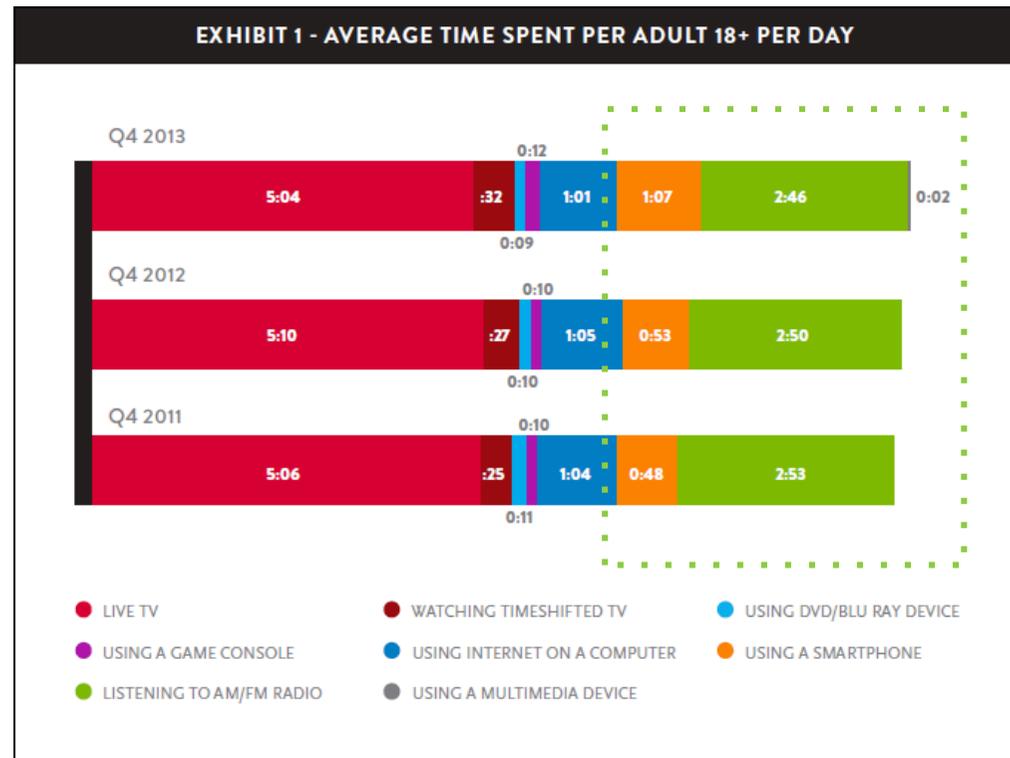
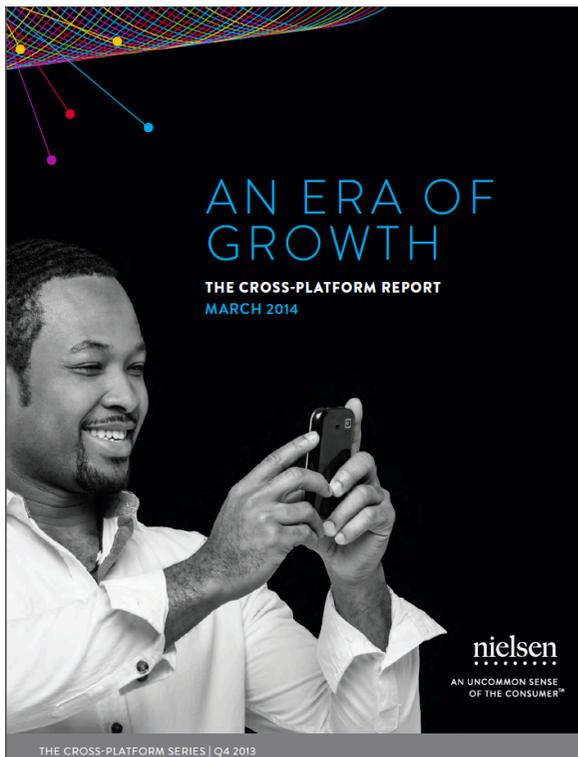
RADIO'S MASS APPEAL

Radio reaches 90+% of nearly every age group in the U.S. each week



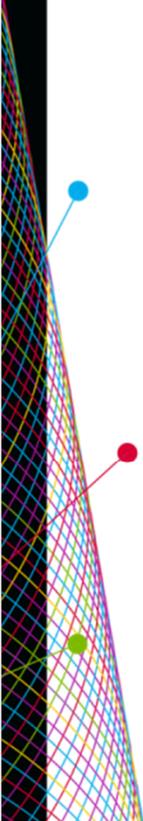
NIELSEN'S CROSS PLATFORM REPORT

- Nielsen's most downloaded report
- Spotlights Audio in context with other media



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GOALS OF NIELSEN AUDIO INTEGRATION





TOOLS TO UNDERSTAND THE VALUE OF AUDIO ADVERTISING

- Ad Sales Support
 - Solution: **Nielsen Scarborough & Local Buyer Reach**
 - Connection of data through fusion/segmentation
- ROI Measurement
 - Solution: **Audio ROI Analytics**
 - Connection of data through direct match

WHAT IS AUDIO ROI?

A **breakthrough collaboration** between Nielsen and various partners creating **the first single-source ROI tool for audio.**

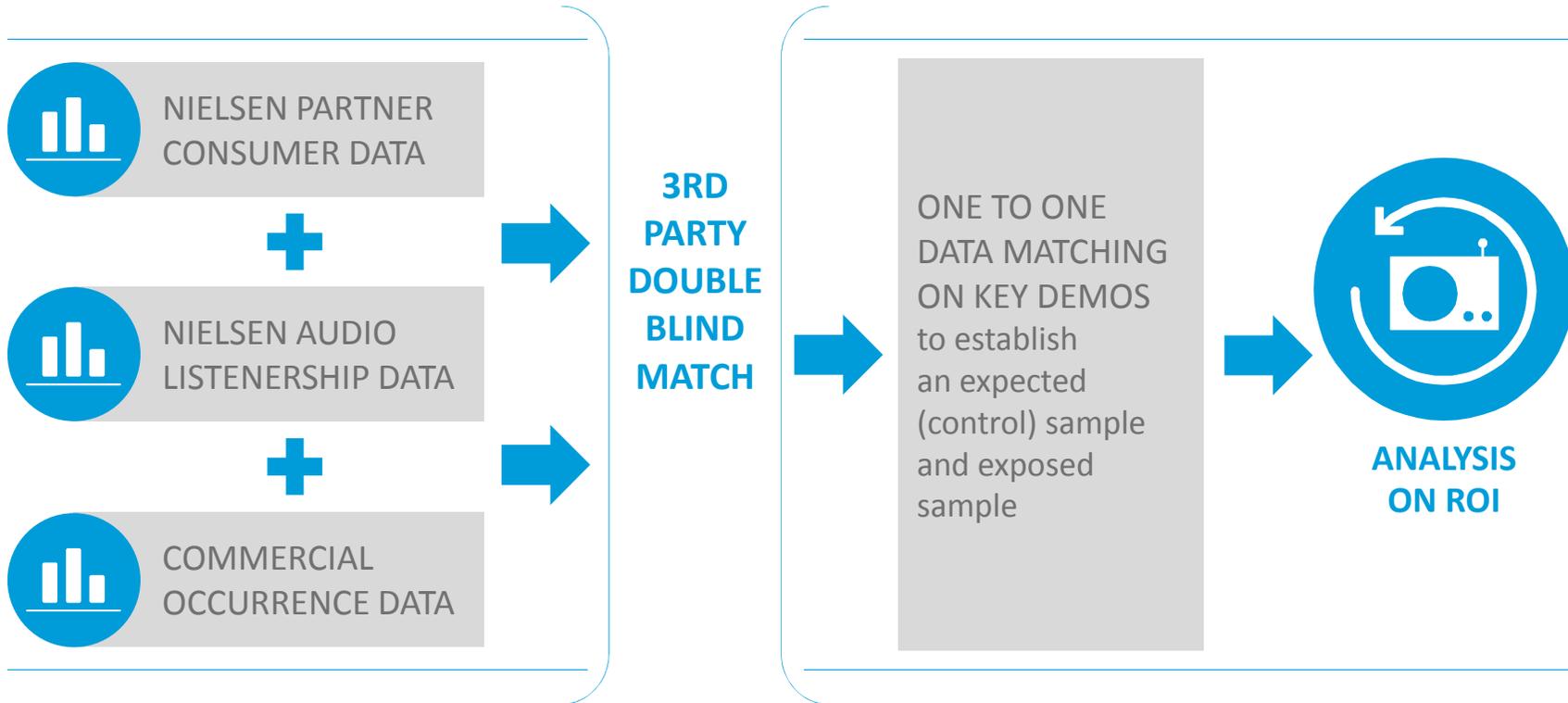


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WHICH CATEGORIES ARE COVERED?



HOW DO WE DO THIS?





CPG

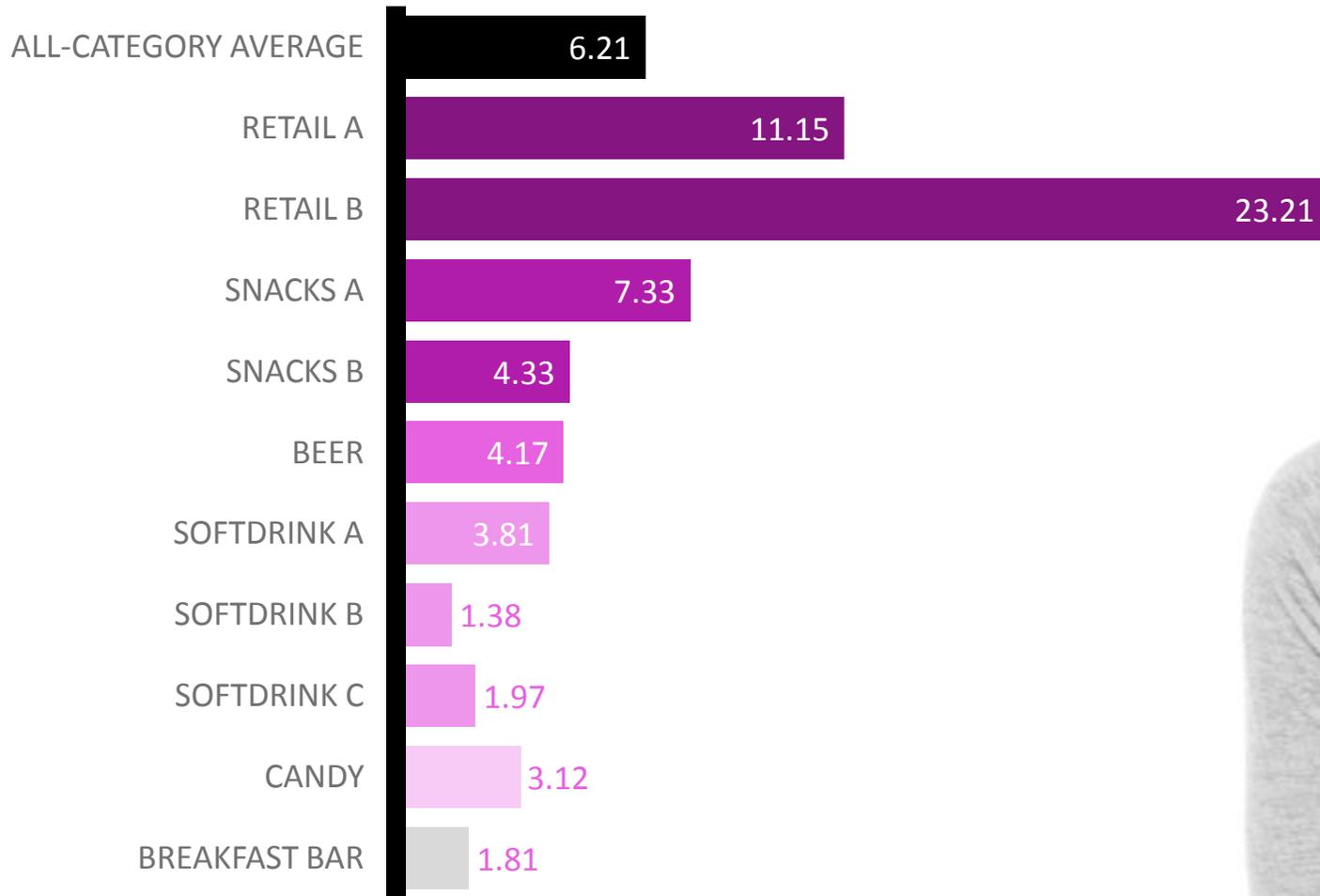
\$6:\$1



Advertisers achieved over \$6 of incremental sales
for every \$1 spend on radio



OVER \$6 OF INCREMENTAL SALES FOR EVERY \$1 SPENT





MEDIA

Radio
demonstrated
16%
conversion rate
for promos



Radio worked well as
a reminder medium
by increasing
frequency



RETAIL

Radio works well for driving loyalty



Radio increased retention by as much as **11%** for a big box retailer



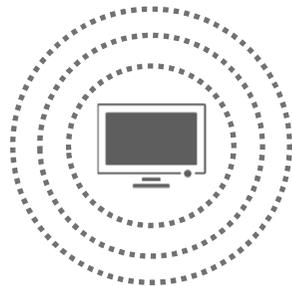
TOOLS TO UNDERSTAND THE VALUE OF AUDIO ADVERTISING

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NIELSEN SCARBOROUGH: QUALITATIVE TOOLS AUDIO CLIENTS CAN USE TODAY

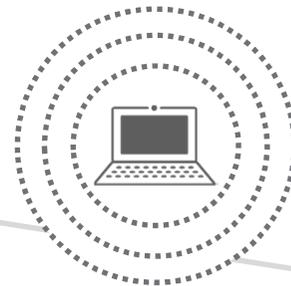
Integrating Watch and Buy



TELEVISION



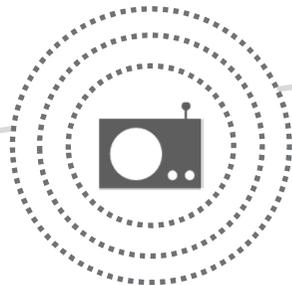
PRINT



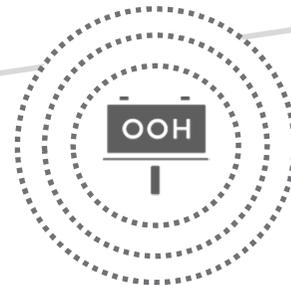
DIGITAL/SOCIAL



CABLE



RADIO



OUT OF HOME

NIELSEN LOCAL



Big Picture of the
U.S. Consumer

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NIELSEN LOCAL BUYER REACH

Connecting radio listeners with what they buy in local metro areas



LOCAL BUYER REACH PROVIDES NEW MEASURES OF LISTENERS' VALUE



Actual sales transactions



Intent to buy



Auto registrations

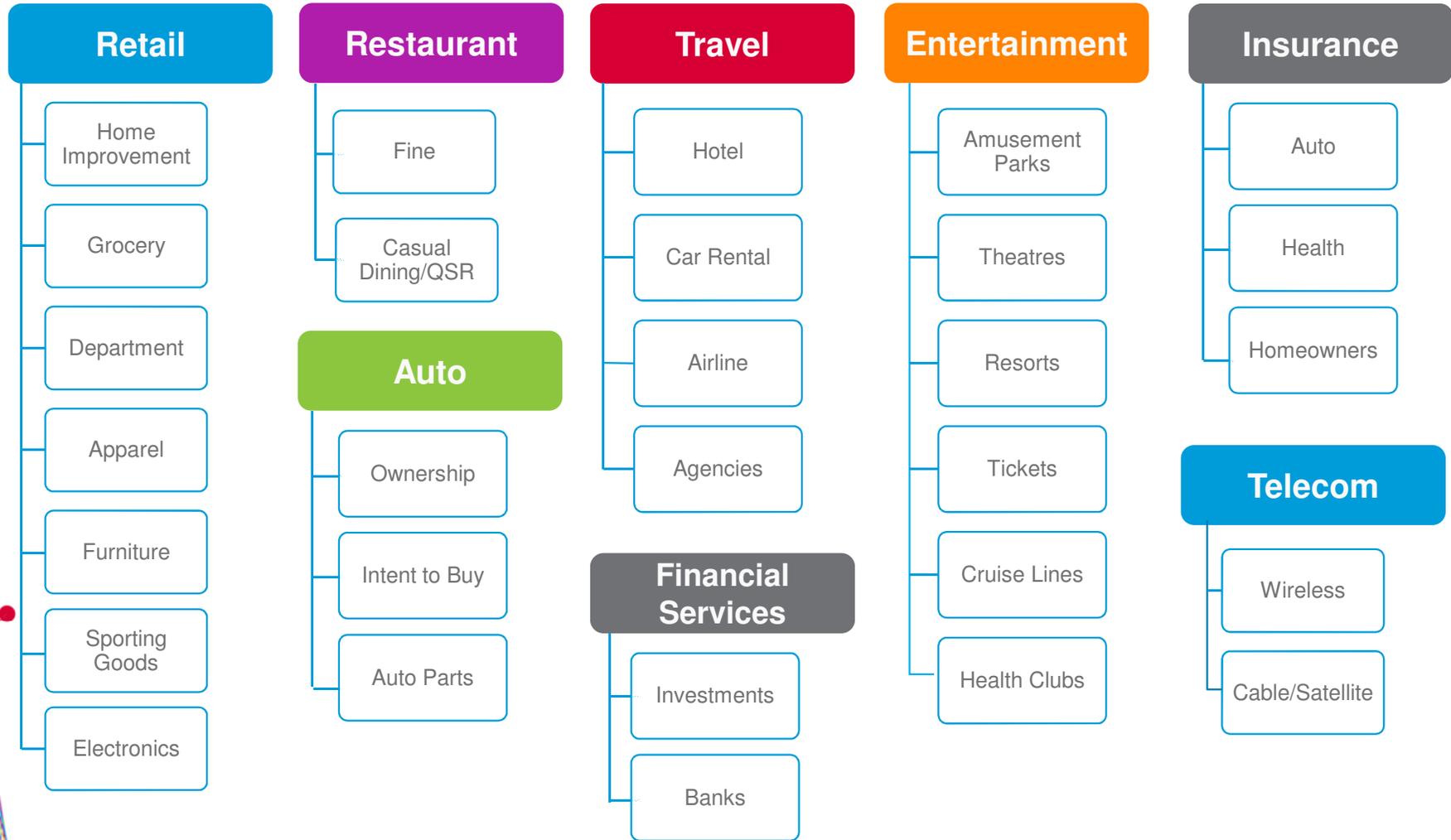


Analysis available in metro areas



BUYING BEHAVIOR FOR LOCAL AUDIENCES BY CATEGORY

Uncover your listeners' value using buyer segments beyond CPG



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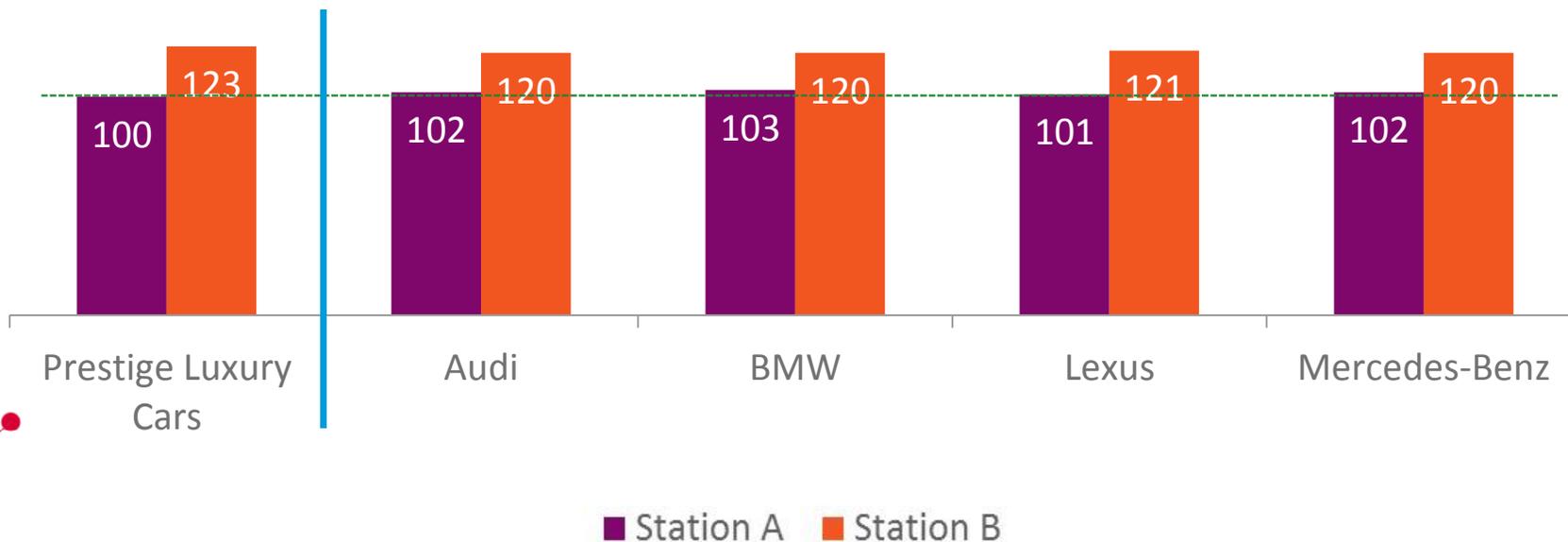


STATION B IS MORE LIKELY TO REACH LUXURY CAR BRAND BUYERS

New York
Metro

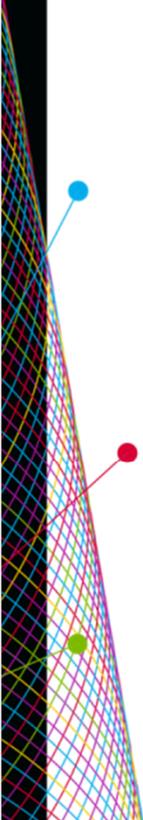
Listeners Who Purchased an Auto in the Past 12 Months
Pop Contemporary Hit Radio Stations in NY Metro
Daypart: Morning Drive, Mon-Fri 6a-10a

Index of Luxury Brand Car Buyers to the Metro



Source: Nielsen Audio PPM, P18+ October 2013, Polk Automotive 2012

GOALS OF NIELSEN AUDIO INTEGRATION



MEASURING DIGITAL AUDIO



REACH

Number of Listeners, Sessions, or Quarter Hours



DEMOGRAPHICS

Gender & Age by Daypart



DURATION

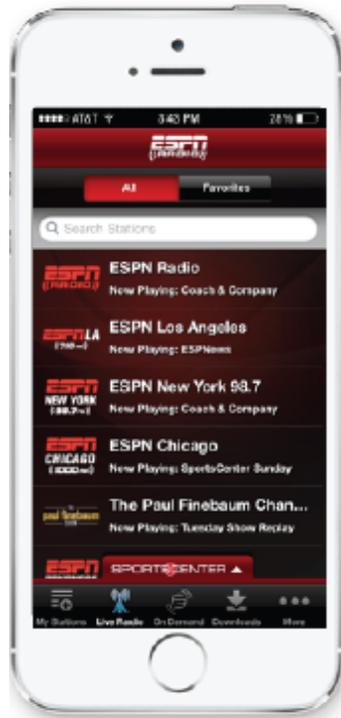
Time Spent Listening



LOCATION

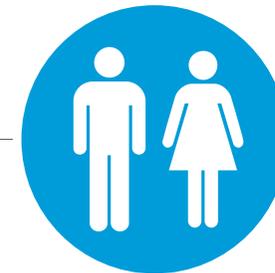
By Metro or DMA

MEASURING DIGITAL AUDIO



COLLECTED DATA:
Station ID
Duration
Time Stamp

ADVERTISING IDENTIFIER



DEMOGRAPHICS
(Facebook)

REPORTING DIGITAL AUDIO



OVER THE AIR (OTA)
AM/FM RADIO



AM/FM Radio Stations
in 274 MSAs

KEY METRICS:
Average Quarter Hour
Cume
Duration (TLH & TSL)



DIGITAL AUDIO
OUTLETS



AM/FM Digital Broadcast
(Same OTA Content/Ad Load)

KEY METRICS:
Average Quarter Hour
Cume
Duration (TLH & TSL)



AM/FM Digital Broadcast
(Same Content/Different Ad Load)



eRadio
(Broadcast Content w/ no OTA)



Curated Streaming
(Pandora-like Streaming)



On Demand Audio
(Podcasting)

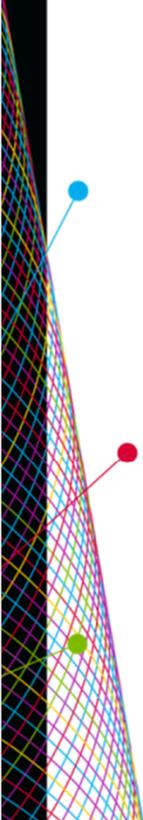
KEY METRICS:
Impressions (Avg. Min)
Unique Audiences
Active Sessions
Duration (TLH & TSL)

Report Separately,
Enabling Client
to combine if
desired

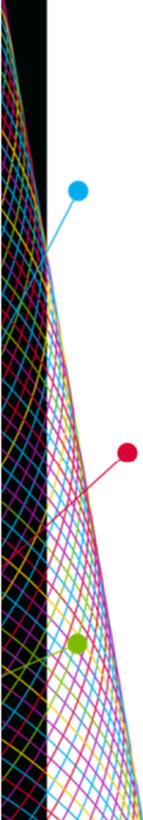
WHAT'S NEXT



- Firm Up Roadmap & Rollout Plans
- Coordinate with Media Planning Tools
- External Communications Strategy
- Expanded Onboarding
- Technical Support Infrastructure
- MRC Accreditation



GOALS OF NIELSEN AUDIO INTEGRATION



ENHANCING QUALITY: PPM MEASUREMENT

Sample Increase for Stability and Utility Enhancements



PPM panel increases have begun with an increase of ~7% in aggregate. Concentrated primarily in markets ranked 31-48 where the increase is ~20%.

STABILITY

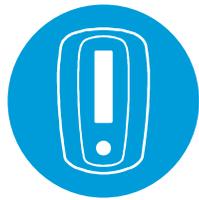


Minority sample increase for the top markets to increase audience estimate stability and utility for broadcasters who target minority demographics.

Increase “Other” sample in ten worst performing Other P18-34

UTILITY

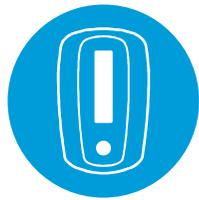
Total increase for PPM panels in 2014 = 12%



PLANNED 2014 PPM PANEL EXPANSION



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PPM BOOSTER SAMPLE

3,142 additional sample increase across 26 PPM Markets

Planned to begin in September 2014 and complete by end of this year

Minority

- Additional sample to increase utility and reliability for minority demographics*
- Does not change listening estimates due to weighting by race/ethnicity
- All Markets: + 2,526
 - Black + 1,213 (12 markets)
 - Hispanic + 1,314 (16 markets)

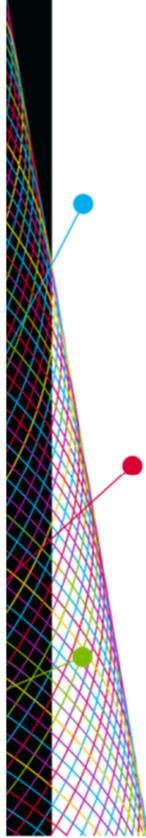
“Other”

- Additional sample to address the lowest performing markets for Other 18-34+
- 10 Markets: + 616 for Other (10 markets)

* Markets with Black or Hispanic population greater than 400,000

- 50% boost where % of pop is 7% - 20%
- 20% boost where % of pop is 20.1% - 29.9%

+ 10 total lowest performing markets for Other P18-34





DIARY ENHANCEMENTS

Sample improvements underway since 2013

Sample Stratification

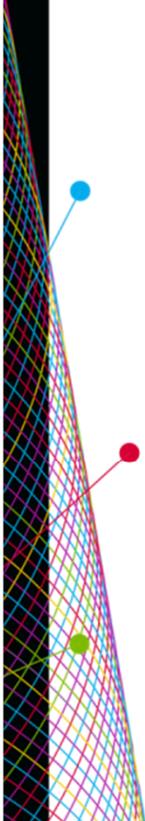
- Gathers additional information from our 'starting samples'.
- Results in more efficient targeting of sample treatments.
- Introduced in half of Diary markets Fall 2013
- Remaining markets for Winter and Spring 2014.

Cell Phone Households

- Cell phone sample target is now 32% across all Nielsen metros.
- Redesigned screening and recruitment materials.
- Improved response rates for young adult households in 2014.

Electronic Diary

- Third full test in 2013.
- Positive results for response rates.
- New pilot test in 2014 using E-Diary respondents for a small portion of the total sample.



GOALS OF NIELSEN AUDIO INTEGRATION

