



AN UNCOMMON SENSE
OF THE CONSUMER™

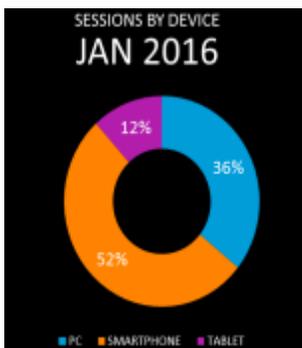
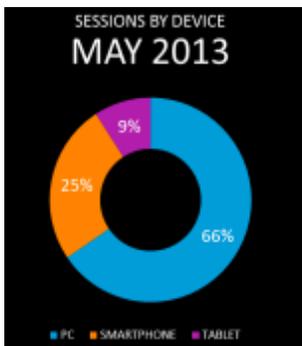
KNOW YOUR TOTAL DIGITAL AUDIENCE

WITH DIGITAL RATINGS (MONTHLY)

WE'VE PASSED THE TIPPING POINT

The past three years have seen the continued growth of smartphone and tablet device usage. The majority of content consumption now occurs on mobile screens.

Measurement of these audiences is crucial.



VISIBILITY OF YOUR TOTAL DIGITAL AUDIENCE

Digital Ratings (Monthly) leverages Nielsen's pre-existing hybrid methodology (panel data and census tagged data), and fuses together their PC, smartphone and tablet panels.

The result is an independent, cross-device view of the Australian total digital audience, unduplicated, across key digital devices for both web browsers and apps.

This means unparalleled insight into Australian's digital behaviour, allowing you to see how your audiences have grown across all key digital devices – in particular, mobile.

DELIVER KEY MONTHLY AUDIENCE METRICS AND DEMOGRAPHICS, INCLUDING:

METRICS	DEMOGRAPHICS
Unique Audience	Age
Reach %	Gender
Total / Per Person Sessions	Income
Total / Per Person Time	Education
Total / Per Person Page Views (Websites only)	Region

TOTAL AUDIENCE CROSS DEVICE WEB BROWSER AND APP MEASUREMENT





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KEY INDUSTRY BENEFITS INCLUDE:

- Cross-device metrics for surfing, browsing and mobile applications, and we will ensure video streaming measurement across devices will be delivered later in 2016
- A global first total cross device digital audience measurement including census volumetric data
- A market first inclusion of mobile application audience and reach
- Vital measurement of smartphone and tablet audiences (now more than 60% of all browsing activity).

INDEPENDENT, CROSS-DEVICE VIEW OF TOTAL DIGITAL AUDIENCES

Digital Ratings (Monthly) gives you unparalleled insight into Australians' digital behaviour. It allows **publishers**, who are already investing in mobile, to see how their audiences have grown across all digital devices.

And, it enables **agencies and advertisers** to make more accurate decisions and gauge the reach of their investment – giving a true, total picture of your total audience across key digital devices.

After launch, data is reported via the Nielsen Answers interface on the 27th of every month.

For more information contact your Nielsen representative
or visit www.nielsen.com/au

