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Nielsen Holdings Plc (NLSN)

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All right. So here we are again. So we're going to embark now on a series of discussions in the world of measurement. With me now is two representatives from Nielsen. We have a panel, we have Rentrak. So buckle your seatbelts for a couple of hours of heavy hitting topics on – hey, if you're talking about the future media, the core of that is you've got to understand what the heck people are doing.

And so that's why people from these sorts of companies, I think are just so integral to any insights you want to glean from how to sort all this together what's happening. We have two people from Nielsen here, and they're both people that you may not see typically at conferences, I am very excited about, although, we'd be probably not more than.

So David Wong sitting next to me, and Jessica Hogue to my right, both in the product team at Nielsen. They know more about measurement probably than the top 20 people on earth. So, let's tap into as best we can, and I think it's best way to start.

Maybe you guys could just introduce yourself a little bit to the audience, talk about your roles within the Nielsen company, and that will lead us into what you're working on and how it's going.

David Wong

SVP of Product Leadership, Nielsen Holdings Plc

Great. Thanks for having us, by the way. So my name is David Wong, I lead digital product at Nielsen. So I've been working on the digital products at Nielsen for the past five years starting when we launched OCR. All of that so long ago now in 2011 and have been working on all the new products that have build on top of that. All the contributions to total audience for digital as well as now all of our digital panels and other measurement services, which are part of our watch business.

Jessica Hogue

SVP, Client Services, Nielsen Holdings Plc

Okay. So hello, everyone. I'm Jessica Hogue, I also work in the product organization but have a little bit of it at different role. I oversee the rollout of our total audience measurement framework. So I work extensively with colleagues like David, who oversee the individual products and components. My role also stands across that and obviously working extensively in the industry as well with our clients, different industry bodies on all of the different components of bringing this out into the marketplace.

QUESTION AND ANSWER SECTION

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Right. So you both are involved with this thing called total audience. So, why don't you – let's talk about that a little bit, right? So, it's probably consuming your lives right now. How's it going? Where do we stand? What are things that outsiders like us should be looking for in terms of being able to see markers of progress and adoption and feedback from the industry, that sort of stuff. Where do we stand in all of that?

Jessica Hogue

SVP, Client Services, Nielsen Holdings Plc

Yeah. Sure. So I'll just give kind of a really quick sort of framework of what total audience is.

A

Q

Perfect.

Jessica Hogue

SVP, Client Services, Nielsen Holdings Plc

Because, it's always good to do a little bit of a refresher and then we'll sort of go into where we are. So, total audience again is really meant to be a framework that measures both advertising and content. And that's really important just because of the world of dynamic ad insertion, we increasingly need to sort of measure these viewing experiences really differently.

So total audience, think of this as four specific things. So first for Nielsen, a need to measure comprehensively across platforms. That means all types of devices, whether it's a television screen, connected devices, tablets, PCs, smartphones, you name it, as well as the different business models, that support them. So obviously, our domain has been in linear advertising, increasingly digital advertising where that is, supporting those of viewing environments. So that's number one. Comprehensive measurement across platforms.

Number two is really about comparable metrics. So for Nielsen, importantly is how are we – what are the metrics that we're creating that account for these different viewing environments, and how do we make them comparable such that a marketer can look and make sort of easy, fair comparisons across digital television, so on and so forth.

The third is really about measuring them separately, measuring content and ad separately. And so to mention the role that dynamic ad insertion plays in – for us we just see that continuing to perpetuate and needing to measure

them separately. Obviously we'll bring them back together to enable the functions of planning, activation and measurement.

And then the fourth is, where measurement has largely been not just the domain of television and cable broadcasters, but this obviously continues to allow us to incorporate all types of video and text and audio. So four things about Total Audience again, it's measuring content and ads very comprehensively. So where are we? Last year for us was a really important year of architecture and building. That includes creating the measurement capabilities, deploying them out into the marketplace, as well as the measurement science that goes on behind the scenes.

2016 for us is really characterized by one of evaluation, and so throughout the course of this year, we've had clients that are implementing aspects of Total Audience that comes by function of where they are distributing their content, what platforms seem to be really important for their audiences. And so we see that continuing to happen over the course of the year, but now we're also delivering data back to clients so that they can evaluate it. This is a fundamentally different way to look at their audience across time periods and devices, and so those conversations are really important to us and we see that continuing out through the end of the year.

Just a couple of sort of critical milestones, Digital Content Ratings, one of the products that David and his team brought to market. We've had clients that have enabled measurement for Digital Content Ratings over the last few months. We reached a pretty important milestone at the end of May where we were able to open it up so that any participating publisher, who had been looking at data on a proprietary basis could now start to look at other peer competitive data. And that's really important just both to facilitate the market comparisons that sort of benchmarking that is really necessary in audience measurement, but also for us to continue that feedback loop of value, how they're evaluating the data, what other characteristics they'd like us to continue to add to our roadmap. So we'll continue that kind of phased syndication as we get into Q3 and broaden the scope out to total content ratings.

Q

Great. So if 2015 was about architecture and 2016 is about sort of evaluation, what does that mean for what is 2017 about? Is that adoption, use? Do you imagine that – what is the – and also your client hands, not your hands, but the expectation that people will begin using Total Audience to transact, or – well yeah, to transact?

Jessica Hogue

SVP, Client Services, Nielsen Holdings Plc

A

Yeah, so, we see that sort of phase of adoption and utilization happening now, as part of that we have clients who are looking at different components of the data and starting to make – evaluate how they would – make different business decisions with that data, whether it's distribution, monetization sort of transaction between buy and sell side, and we see this in part, we do client advisory board meetings, where we have all parts of the ecosystem together in those – and are very much to that's our working sessions. We see a lot of those types of considerations thrash out in those environments, which I think is important for us in addition to all of the sort of senior level education and client advisory works that we do.

David Wong

SVP of Product Leadership, Nielsen Holdings Plc

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Yeah.

Jessica Hogue
SVP, Client Services, Nielsen Holdings Plc

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So I think the adoption and utilization is already happening in that evaluation, and it'll continue to happen between now, end of the year, and as we head into next year's upfront.

David Wong
SVP of Product Leadership, Nielsen Holdings Plc

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I would add that when it comes to transactions, a lot of the Total Audience data, particularly on digital with digital ad ratings has been used for transactions now for three years to four years. And so from the way that people are actually doing business, Nielsen's Digital data is already a critical part of the way that digital ads are bought and sold and priced. I think what we're seeing with the adoption of the Total Audience data, this year is a new view to be able to value and to size the market, which will influence the way that marketers and agencies will work with media publishers and distributors to figure out how they should allocate budgets and how they should think about spend.

So it's not a sort of a black or white. The currency changes and everything is on a new basis. I think what we're going to see is an evolution where as both media companies and agencies see the data, view it, understand and analyze it, that they will start to – again, they will start to inform the way they go about buying and allocating their budgets. But the way that the transactions are happening, I think continued to use Nielsen's underlying sort of digital as well as live and time shifted data for the actual purchasing.

Q

So I might suggest the concept of Total Audience as a concept is a simple concept and may be very easily understood. Okay, we just want to measure everything. The execution is obviously extraordinarily hard. I'm sure there are a lot of things that make it hard. Two things that seem super hard to me that I'd like just your – so it seems to me that dealing with the fragmentation creates some specific challenges, and I would say the de-duplication seems to me to rate some really hard specific challenges for re-measure. So if you agree – I'd love to hear your thoughts on both of – how you deal with fragmentation and de-duplication, and then how – what sort of inputs you use between your panels, your various datasets you acquire, modeling you do to deal with those problems and any others you want to bring up?

David Wong
SVP of Product Leadership, Nielsen Holdings Plc

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So I mean, I agree that those are two really big challenges. I feel like Nielsen's done a really good job of being able to create a solution to address those two issues, though. So for the question of a fragmentation, the approach that we've taken is to use census data, and we've talked a lot about this, collecting every view, every [ph] ping, every ad impression for particularly those digital platforms using our APIs, our SDKs, as well as our census data collection platform. So that I think has been really successful, and we've had a huge vote of confidence from our clients who have broadly adopted the census technology that we have.

The question with de-duplication is also a really hard problem to solve for. And I think this is where panels remain incredibly important, and having definitive identity and definitive information about who is actually watching because with all the sources of data that you may be able to obtain from digital platforms, you can't really de-duplicate, you can't really understand who is watching unless you have really strong identity information. And that really starts with panels. And so Nielsen has invested to create a methodology as well as a effectively a single-

source dataset matching our census data providers into our panels, so we can have that unified single view of other consumer, that we can then provide a complete kind of the de-duplicated view of people.

So I agree that those are two tough problems. I think, we've worked very hard over the past years to be able to create solutions and put that into the market. And so I think right now, with the adoption of our total audience products, we're seeing that's kind of – seeing that's sort of bear fruit right.

Q

Yeah. So, on the fragmentation issue, certainly in the digital environment, even I can understand – I think I can understand that the sort of census-like collection, mechanisms you have in place and the partnership with the Facebook and you're sort of being humble in. And I would say, you're not telegraphing some of the extensive network of partnership you have in that regard, I think I get it.

If we need to come back and make sure the audience understands and can evaluate their own -draw their own conclusion out on how strong that is, but I wanted to – on the TV, your traditional sort of in-home TV side, less obvious to meet. You've got obviously the core panels, panel national and local. But we start to think about fragmentation in terms of – well just the fragmentation of – when you're TV channels and then you throw in VOD and you throw in – I know you're measuring, to some degree, SVOD services now and over the top video. Less obvious to me, the inputs you have on that. You certainly get it from your panel, but I don't know if the panel can do with the fragmentation?

Set-top box data is one -- with one, I'm sure there are other source you're using so. I am sure we'd all love to hear, what will that – you see that playing in the future? And then, are there other things necessary to sell for fragmentation in TV in the de-coupling of the advertising from content in TV, which creates a whole another order magnitude of fragmentation.

David Wong

SVP of Product Leadership, Nielsen Holdings Plc

A

So I think when taking a look at, first, television and particularly live and time-shifted television, the impact of fragmentation is less pronounced when taking a look at just live and time-shifted viewing. You're definitely correct though that there's a great deal of more fragmentation when it comes to the VOD space where you can go into your cable provider, any of these systems and get access to thousands and thousands of shows, right? And that means that anyone could be watching something different.

So that's a great question. How do you think about, for example, VOD versus live and time-shifted because I think what we've shown is that for live and time-shifted viewing that, the panel is still very robust and provides stable accurate data for our National TV services. So despite the fact that, there are maybe more choices and there is a little bit less time being spent on live, the time-shifting is still a very stable data source to be able to provide ratings.

For VOD, and also for local television, we've been actively looking at return path data or set-top box data to enrich those services. And Nielsen is not a stranger in this space. We struck our first deal, I think, four years or five years ago. We recently announced our data partnership with Dish, and how we're starting to use that with some of our local clients. So I think it's a consistent view that we have with digital in many ways where the return path data and these types of data sets are used as methods to enrich existing data that we have, but are not sufficient by themselves to be able to provide a measurement service. Because we always know that whenever we have a sensitive dataset or a return path data set that there are odd works that need to be sorted through. And the only

way to really understand what those works are is to compare to a bespoke designed data set, which is used to uncover those issues.

So even within VOD and local television, we use our panels, we combine it with the return path data to take a look at those works, things like are people actually watching when the set-top box is delivering video. How many people are watching? Even if we can say that, yes the TV is on and the set-top box is on, how many people are behind that? And then, of course, how can you measure other people that may not have access to set-top box services or satellite services? So over-the-air for example, which is of course critically important for local television. So I think the philosophy we take is very similar where it is an enrichment data source, but in itself it's not sufficient to be able to measure and we're looking to, again, enhance those services as we continue to strike more of these deals.

Q

Yeah. I don't know how much you can talk about this, but I'll ask anyway. So your clients, I think – certainly, your sort of big media master service agreements clients are understanding. I think, you confirmed this, are in evaluation phase, right? In the sense of, they're getting a lot of new sort of looking Total Audience data. The question I'm wondering is, can you share with us any of their feedback, reactions? It's a lot of new stuff for them to take in, right? So I don't know what you can say, but I would love anything you could characterize in terms of what's surprising to them, what they didn't expect, what they're looking for, what they're telling you. So what can you say about that?

Jessica Hogue*SVP, Client Services, Nielsen Holdings Plc*

A

Sure. I think I'll key in on the data itself and what it's telling us, and some of that just sort of comes through in our client conversations as well. And David touched on this is a little bit. I think everyone sort of knows that outside of the C3, C7 window, right, there's audience. It's just a matter of knowing where and to what degree. And so some of the early Total Content Ratings data that we've been able to share broadly, but also directly with clients is to look at exactly where.

And David touched on the role that de-duplication plays so it becomes incredibly important, not just because we want to do our medium [indiscernible] (18:31) but also it gives us a sense for where are we seeing sort of younger demographics come from. Well, we didn't have that before, and for a media seller to have that level of third-party verification to take out to the marketplace becomes really important.

So some of the early insights largely become around breaking out that – what happens after seven days and what do we know about the consumer and how important that is to our clients. So we're now able to sort of decompose just time shifting from VOD, and then the different types of streaming video on-demand and traditional VOD. Again, all really important both from how do I – what did I just learn about my audience, and we're seeing that by and large every program gets some list, right? Then you cut it by genre, you cut it by day part and you see that the variance of list does vary a little bit. But every program largely sees an accumulation of audience out to 35 days, 98 days, whatever you want to do.

Being able for us to say, this is where they – this is the platform they came from, this is the consumer – what we've started to see is that they – this wouldn't probably surprise anyone. But they get younger as you get to more of a considered viewing environment. So VOD tends to – or a digital platform, we tend to see the median age of a program gets lower. That becomes hugely important both from where do I want my content, on what platforms? How would I monetize it differently?

And so the feedback that we've had show there is a ton of feedback just around the scope and the breadth of what we're doing and a continual need for us to continue to over-communicate, clarify – and not to reduce the amount of things that we're doing, but just to help and really partner with our clients on absorbing all that information, but also for us to bring those insights to the table in a manner that we can – as we're starting to see all of these stories come together such that they can prepare for what does this mean in a world where I do have Total Audience Measurement? How would I think about my business decisions differently?

And I think those insights, we're going to continue to pump them out. Hugely important that we sort of do it in partnership with our clients for obvious reasons, but it's really an exciting time.

Q

Are you at liberty, to say of the viewing that's beyond the three-day window or seven-day window, generally and roughly, how much of that comes from sort of non-advertising supported subscription video on demand, in fact basically Netflix and Amazon versus how much comes from advertising supported either DVR, VOD, what's that mix? Is that something you can share with us or is that still private?

Jessica Hogue

SVP, Client Services, Nielsen Holdings Plc

A

I think to some degree we're still sort of accumulating what that final output would be. In some places, we do have that capability, but I don't have any sort of data off the top of my head which I don't know if David...

David Wong

SVP of Product Leadership, Nielsen Holdings Plc

A

Yeah. I mean, we've – as part of our Total Audience report, we do share time spent by platform, whether it's on a connected device versus live time-shifted television. So it gives you an idea of how at least the broader buckets look like. To Jessica's point, though, there is wide variation by type of programming. And the availability of programming on Netflix, Hulu or ad-free, the experience is also it's highly variable. So, it won't be fair for example to compare, something which is only available on Netflix to something which premiered on live TV in prime time. I think...

Q

It wouldn't be fair, but it would be interesting, it would be important investors, right? Because something that only exists on Netflix, maybe stamping out viewing it, otherwise it would've been of an ad support, right? So it may not be fair and maybe not the way a specific content owner looks at it, but the displacement is maybe more aggregate, and that's what we're starting to explore.

Only the quarterly audience report said Nielsen continues to kindly put out for all of us to see. It looks like the biggest growth year-over-year, is coming from platforms like video game, consoles and what's called I think other devices. Like our friends and Roku who were here earlier this morning. And so, it seems like the lot of – the lot of stuff being watched on that is Netflix, right? And so it'll be really interesting to see whether the total audience data eventually confirms that or not.

Jessica Hogue
SVP, Client Services, Nielsen Holdings Plc

A

Yeah. Well, potentially right. Part of this, I think, is just nomenclature. So we call connected devices or any device that is attached to the set, Apple TV, Roku, and I think in some other – so we try to be really clear that when we're talking about VOD, we're accounting for that device mechanism streaming to the set. And so we are picking that up regardless of what type it is. So that's why we sort of – it continues to be really important for us to break it out such as those kind of comparisons can make.

And everything, I think is important as the market truly demands a need to see sort of broad coverage of that. What is sort of ad supported and non-ad supported altogether, and then being able to sort of cut it back to understand it. But obviously, our mission has been to measure everything comprehensively and then start to tease out the market rates that are required for – whoever sits in the ecosystem, however they're coming at that sort of distribution and monetization problem.

Q

Right. How do we think about Total Audience or just capturing of audience and ads separate from content in an advertising marketplace that seems to be directionally heading away age, sex buckets of sort of broad audience definitions into tighter and tighter segments, which could lead ultimately to a term like programmatic, which is I don't want to use that because it's ill defined. But a world where marketers are seeking tighter and tighter definitions of audiences, and then probably ultimately transacting advertising based on different definitions like that. How does that map to what you're doing?

David Wong
SVP of Product Leadership, Nielsen Holdings Plc

A

So that's a great question and we've seen this trend within digital and mobile, and of course there's demand for television ad buying as well. A couple of things, the first is that I think there has always been a desire from marketers to be able to get a desired segment. The question then becomes how easily is it – how easy to then activate such a desired segment on to each of different media types that are available and part of it's going to be driven by technology as platforms like television or VOD, even mobile become better at being able to deliver against a particular target.

From a research perspective, there's always still going to be need to able to size the marketplace and to be able to provide validation of what people bought, and the question that we ask when marketers make these more targeted buys is what is the objective? What it is exactly that we're looking to try to validate? So there are a few things, which are always going to be needed like how big was the actual audience? So suppose if a media platform delivered a sort of a number of impressions, you still need to know how big that audience was. So the core reach measurement that we provide still is critically valuable to be able to say did you get 1% or a million people or was it 10,000 people or...

Q

Right.

David Wong
SVP of Product Leadership, Nielsen Holdings Plc

A

...10 million people. And then the question becomes what are the characteristics. And it's going to be a slow evolution. We've seen this with a lot of the HD. We're working with where the target ad buys are being used to be able to negotiate price as well as to select which platforms' budget and spend go on to. But transactions are still done using base metrics because you need a common set of data, that you can actually apply pricing on to. We're seeing a lot more of kind of additional hurdles being set in the marketplace where there will be additional qualification, for example, from a buyer to say I want you to deliver against my desired target and I will add an additional hurdle for you to be able to make price. That is what we're seeing sort of in the early days as the tech and the platforms have evolved, but underneath it is still a need for consistent comparable data across all platforms that can be used to establish what was the actual tonnage? What was the actual delivery? And it's, at least for video, still very much an age, sex reach and GRP-based number that we're providing as a part of our services.

Q

Yeah. And how about – how does the growth of sort of proprietary data sets either I guess first-party or third-party play into all this, right? Because now you've got customers or stakeholders bringing their own data to the party and probably wanting to integrate it with your stuff and making it that much more complicated. Is that accurate and how does that work for you?

David Wong*SVP of Product Leadership, Nielsen Holdings Plc*

A

So I think it's – there's great pros to the situation. Obviously, they'd make things more complicated, but there's some great benefits to the overall marketplace. For advertisers and marketers, it's great because the media companies they buy from can do more for them. And that I think has been really the primary use that all of the proprietary data has been used, to be able to do better for the marketer. And they get it consistent across both digital and traditional television companies that have been doing that.

For measurement, we have, I think, found ways to work with companies that have these strong assets. Facebook is a great example where they have worked with us to make a set of their data available broadly to the marketplace so that they can help to make the measurement system better. As long as they work with us to validate their information, they are transparent with the way they use it.

I think we're seeing an appetite from others in the marketplace as well to participate and to contribute, so I think it's definitely a good thing for the measurement system. It's a bit more complicated to manage those different relationships, but I think it ultimately makes the measurement system better.

Q

Yeah. So this is my typical point where I give you guys a heads-up. We're going to go to the questions of the audience here in a second. I'll give you a chance to think, while I ask one more question and then I can keep going, if – we'll see how many questions we get. Hopefully lots of them. You didn't – I want to ask about the – just drill down a little further on sort of the local market hybrid solution. But I pause because I don't know if either one of you were actually directly working on that, but I'm going to – so this might be a short answer but I know there's great interest in that. So is there any update either one of you can share with us on the evolution of that product, which I think you might call the hybrid solution in local markets and then just client expectations and feedback around that in the adoption process?

David Wong

SVP of Product Leadership, Nielsen Holdings Plc

A

So you're correct that we're not the day-to-day experts on it. I think the update that we can share is that the teams have shared approach as well as our plans around that local hybrid solution to a wide range of stakeholders within our local markets. We have a series of advisory boards and client committees and it's been received positively.

So I think there's – we're basically going down the path to be able to work towards implementation and to start to roll that out, but I think more detail – I think we can follow-up with you on some of those.

Q

We'll bring out a third panel of structure.

David Wong

SVP of Product Leadership, Nielsen Holdings Plc

A

...the local experts.

Q

Let me turn to the audience and look for questions. I got one over here. We do need the mic, because we – you're live on the Internet, so please speak into the mic.

Q

Thanks. Can you talk about for Total Audience Measurement, when you expect business to be written on that as a currency? And is full syndication – you talked about a phased syndication process, is full syndication necessary to start to have it be used as a currency and to really transact on those metrics?

Jessica Hogue

SVP, Client Services, Nielsen Holdings Plc

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So a couple of things. Our plan is to – by the end of this year to have sort of a broad syndication. That is not only just to those that are participating, but out to the agency community. Obviously, they have to be able to look and evaluate the data as well to facilitate that kind of the level of conversation. So definitely within our plan in Q3 and into Q4. I do think part of having broad access to the data is to – some of the things that we talked about before is really needing to sort of evaluate there. It's a fairly fundamental change to measurement.

Some of the basic things, right, that are changed are we're removing to a world of total population where time periods and just completely different ways to account for the consumer experience. And so we expect that the full sort of scope of the media ecosystem will need to sort of weigh in and account for that. As we look between now and the end of the year, those conversations are just sort of picking up momentum, both in terms of momentum but also the level of specificity that we see, right?

So the types of considerations around the time period itself, the C3, C7 definition is fairly constrained to a seven-day window so we start to see how do we contemplate going beyond that, what needs to be true to get comfortable with that. And then also the platforms. So today, we have in our C3, C7 measurement, we have a component of

Total Audience that allows us to recognize that viewing environment and credit it to the C3 when it's exposed on a digital platform. So there's some consideration around just really more flexibility to bring that in. So yeah, so I think all of that continues to happen throughout this year and into next year. I think when agencies and publishers sort of look back at getting ready for the upfront, the fourth quarter and sort of needing to have some historical data to be able to make those considerations is really important. And so that's why getting the data out there to facilitate that process is really important.

Q

Thanks.

Q

Tanya.

Q

Hi, my question is around the partnership with Facebook and just sort of if you can highlight how you see that evolving, whether you see the economics kind of progressing, and also just in terms of what are the incentives for Facebook to share the data with you? And again, if you can talk about how you see that evolving that'd would be helpful. Thanks.

David Wong

SVP of Product Leadership, Nielsen Holdings Plc

A

Sure. So I won't be able to comment about the economics. But in terms of how – why Facebook works with us, it comes down to I think the principle which I spoke a little bit about which is that they are going to be able to make the measurement system better for everybody. And they believe that with a more transparent, higher quality measurement system then good performers will be rewarded and lower performers will be – I don't want to say the word, punished, but...

Jessica Hogue

SVP, Client Services, Nielsen Holdings Plc

A

Not.

Q

Not. The opposite of rewarded.

David Wong

SVP of Product Leadership, Nielsen Holdings Plc

A

The opposite of rewarded. So part of it is that they have strong confidence in their ad products, their ability to serve marketers. And so it's all about transparency to the marketplace for measurement. So, they're – I think as long as they have a high quality ad product as well as – as long as they have high quality data, I think there is always going to be, I think, an incentive for them to maintain support of the measurement system. And they're philosophically aligned with us on that.

In terms of evolution, I mean there's already been a series of things which we've done in the recent past for the evolution. It started as a computer-only measurement system, we evolved to have complete coverage of mobile. And it's no surprise that Facebook has one of the most popular, probably the most popular mobile app in the world. So that has meant that we have the benefit of coverage across mobile. We've been also – and I think we've worked with our clients who we've made it public that we're also looking to expand the kind of data which we obtain from them. So currently, we obtained age, gender, demographic information. We're also working with them to provide better DMA information to help support some of our local digital capabilities, and also take a look at a few other characteristics which we're still working through. So I think there's a – again, I think it's a very healthy relationship right now. Our incentives are aligned and we're continuing to evolve along a lot of number of dimensions.

Jessica Hogue
SVP, Client Services, Nielsen Holdings Plc

A

One other attribute – and I think this comes more from the marketer side that they get this as that desire for comparability, right? And data, everyone wants more data and more analytics. We're no stranger to that, but I do think when you sit down with the marketer and they are trying to evaluate the increasingly complicated ecosystem and where they reach their consumers having comparability and having a big partner participate in that system to be able to make those comparisons is also really important. I think there is philosophical alignment about just the role that comparability plays there as well.

Q

Other questions? I see one back there, hiding in the corner.

Jessica Hogue
SVP, Client Services, Nielsen Holdings Plc

A

Really hiding.

Q

Sorry. I mean to ask a prediction which you're not going to want to be held to. But what year are major brand advertisers and agencies in what we think of a traditional TV upfront going to allocate dollars to digital television in a seamless process at the same time in a comparable metric? Is this something you have confidence can be done in 2017?

David Wong
SVP of Product Leadership, Nielsen Holdings Plc

A

So I mean that it's a pretty broad prediction to try to make. I mean, look I think that generally it's a transition. So if we take a look at, for example, how some publisher approached that for even last year or the year before, ABT Disney, they went out with a unified view where they actually sold digital plus television inventory in the upfront as a single package, right? Not all publishers did that, but they were one that they did it. They wrote that business on Nielsen Digital Ad Ratings for the digital part, and then using C3, C7 for the linear and time shifted TV part.

So if you want to say when was the first time that, that happened, you could argue that it's already happened. When there's a full scale shift, it's really up to the marketplace to decide. We are there to provide the tools and the

data so that we provide a degree of flexibility, I think perhaps one of the, one of the – particularly digital where the misconception is that there's one consistent approach that everyone uses. Our objective is to provide the data which will provide our clients with flexibility to do business in the way that serves their needs best. And that highlights how their products differentiate.

Jessica Hogue

SVP, Client Services, Nielsen Holdings Plc

A

The other question was what would we call it? New front, upfront, you'd have to come up with another name.

Q

This stranger over here at this other table has a question.

Jack Wakshlag

Simulmedia, Inc.

Q

Yeah. Hi. You talked about – one of the things you talked about which I think is very important is establishing common metrics across platforms, because if you are in the digital world you could talk about streams, you can talk about starts. What are the common metrics you guys see as the metrics you want to provide to your customers?

Jessica Hogue

SVP, Client Services, Nielsen Holdings Plc

A

You want to take that one?

David Wong

SVP of Product Leadership, Nielsen Holdings Plc

A

It's yours.

Jessica Hogue

SVP, Client Services, Nielsen Holdings Plc

A

So I think as the – it's actually a part of it. I'll just talk in the general direction. I think it's a starting place. It's the sort of six-ish foundational metrics, reach, frequency, unique audience, time spent, so the basic blocking and tackling. We're in an active conversation across television, digital pure play to sort of talk about the notion of views and viewers. I think that's an important conversation first to participate in and so that happens along the way. I think our view is that there's a starting place to metrics. I don't know that the market really wants a thousand of them, but is there some flexibility to add a few that sort of allow more comparability probably. And so I think that that is also part of the evolution of bringing in more types of viewing, more types of platforms into the broader system.

Jack Wakshlag

Simulmedia, Inc.

Q

Okay.

David Wong

SVP of Product Leadership, Nielsen Holdings Plc

A

Yeah. I think the other aspect when it comes to it, so there are the metrics themselves, which we will – that we're going to provide all that kind of lowest common denominator-type metrics, it's also the aspect of – metrics are comparable when they're measured using the same data, and that's another important aspect of Total Audience which is that just because you measure a metric using same rules, right, same qualification, the data is truly comparable when you're actually measuring using the same underlying information, same underlying panels and identity information. So that's another aspect, which I think is really important as part of the framework that we've been putting out there.

Unverified Participant

So we have to cut it off there because it's lunch time and time is blood, but actually that was a great transition, the last question came from Jack Wakshlag. You guys know that the reason that's a great transition is as soon as we're done with lunch, Jack will be up here along with David, along with Bill from Rentrak, along with Pravin from Chellomedia and Howard from Turner Broadcasting.

So we've got three of the most important the – I would say, the most important measurers, two of the most important network researchers, all in one place on this stage in about 15 minutes. Your task as an audience is to go grab some food and come back. That's the plan. So we'll see you all here in 15 minutes or so.

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