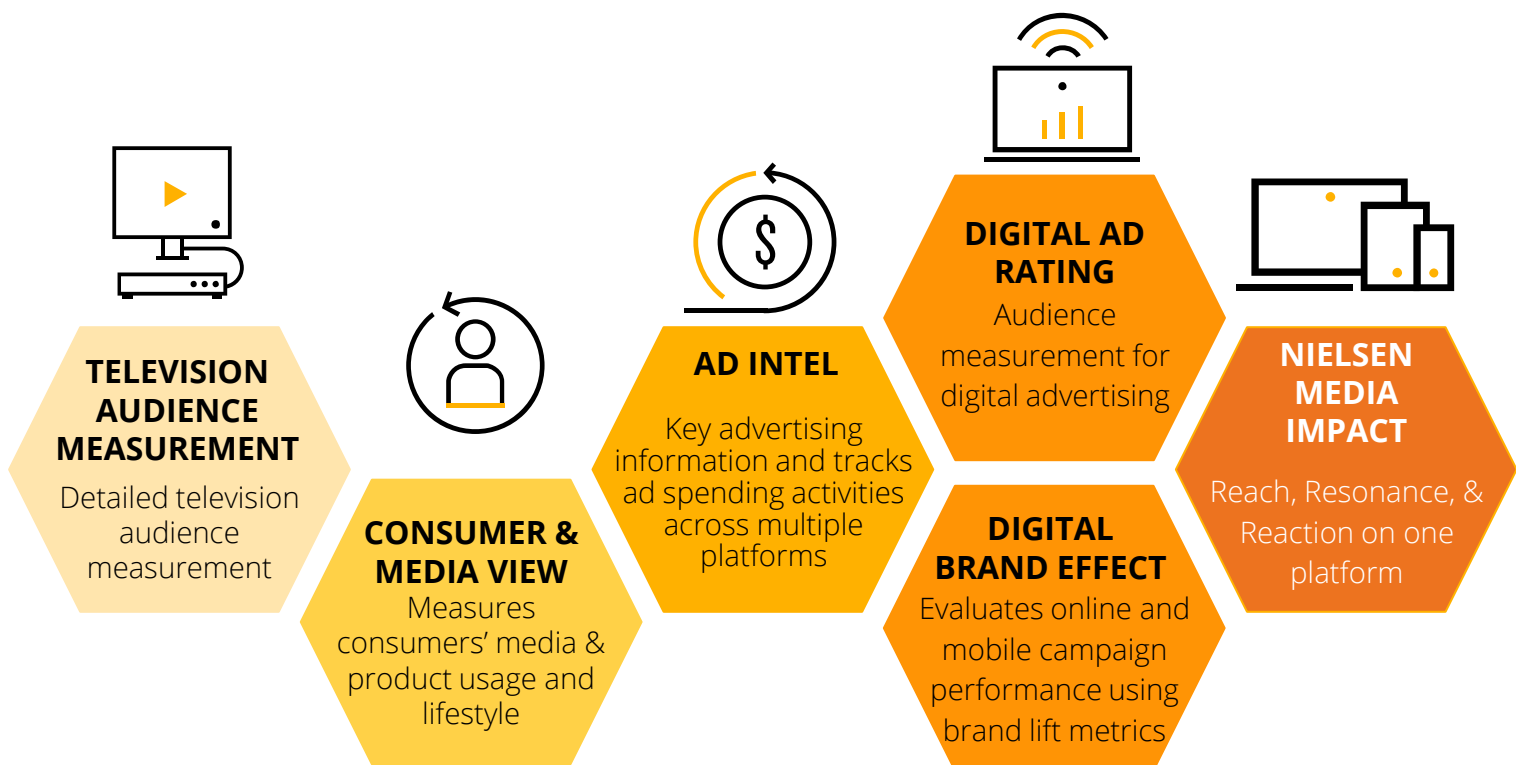


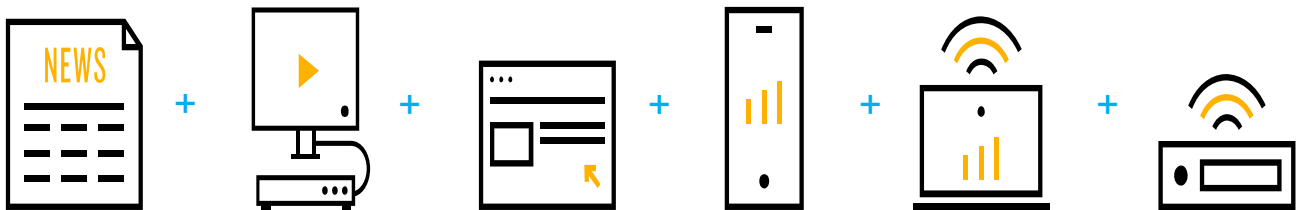


# MEASURING AND UNDERSTANDING MALAYSIAN AUDIENCES

Developing great campaigns and content in today's complex media market starts with understanding your audience: who they are, what they like and how they interact with content—everywhere. Nielsen is committed to measuring the total audience. We're empowering media companies and advertisers to plan, activate and measure content and campaigns in the new media landscape.



# PLAN, ACTIVATE AND MEASURE WITH CONFIDENCE



Ask us about Nielsen's most recommended insight solutions which cover topics across the key media trends.



## SYNDICATED STUDIES

### MEDIA LANDSCAPE REPORT

Uncover the path to media consumption and discover where advertisers are spending their money to target Malaysian consumers.

### DIGITAL CONTENT REPORT

Discover why it is important for marketers to fight for consumers' attention given the proliferation of content consumption across multiple screens.



## CONSUMER INSIGHTS

Media-related customised research that provides actionable and practical solutions to the clients through **MARKET SURVEYS, DATABASE-DRIVEN, VIDEO CAPTURING AND COOKIE-ENABLED SURVEYS.**

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