

THE FUTURE IS NOW: STAY AHEAD OF TRENDS WITH NIELSEN'S MEDIA PULSE

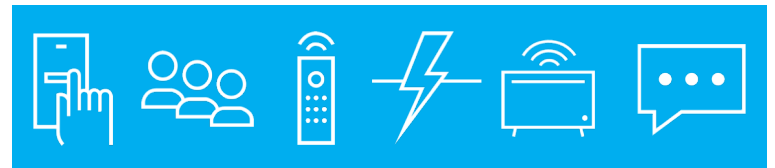
WHAT IS IT?

Despite the abundance of data available today, the need to make fast and insightful business decisions remains. Nielsen's Media Pulse is a series of one-page reports highlighting key technology and content trends shaping the media industry. Each piece tells a cohesive story based on multiple Nielsen datasets and offers a guide to how marketers and media specialists can take action now.

Nielsen's Media Pulse is a bi-annual publication, covering six trends with the opportunity to add additional analysis tailored to a topic of your choice.

TELL ME MORE

In Media Pulse 1H 2019, we delved into the topics below that are critical to the growth of the media industry.



Nielsen's Media Pulse Topics - 1H 2019:

Deconstructing Stereotypes: Women Are Mobile Era's Alpha Tech Users

- Importance of mobile device features by gender
- Time spent on mobile device by gender

Staying Attuned to Diverse Preferences: Power of Multicultural Consumer Grows

- US population generation breakdown by ethnicity
- Time spent across media platforms and devices by ethnicity

Traditional Media Disrupter: OTT Access Rising with Continued Growth Expected

- Quarterly growth among households, 2016-2018
- Subscription drivers

The Gap in 5G Communications

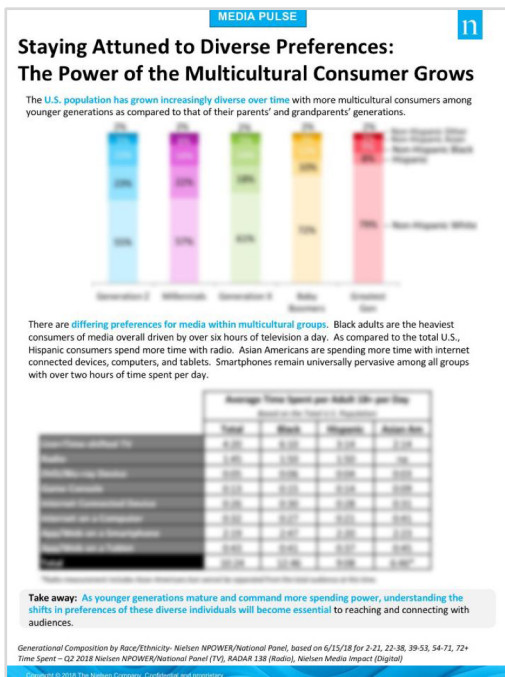
- Average time spent on media devices per day
- Attitudes towards 5G technology

Connected Television Consumers: Increased Attention to Streaming on TV

- YOY lift in households with multiple connected TVs
- Connected TV device usage: frequency and reach across age groups

How Social Media Engagement Signals E-Commerce Success

- A connection between social media use and e-commerce spend levels
- Average engagement per type of owned media post



*Image pictured is a report on one key trend

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