

THE EVOLUTION OF LINEAR TV ADVERTISING

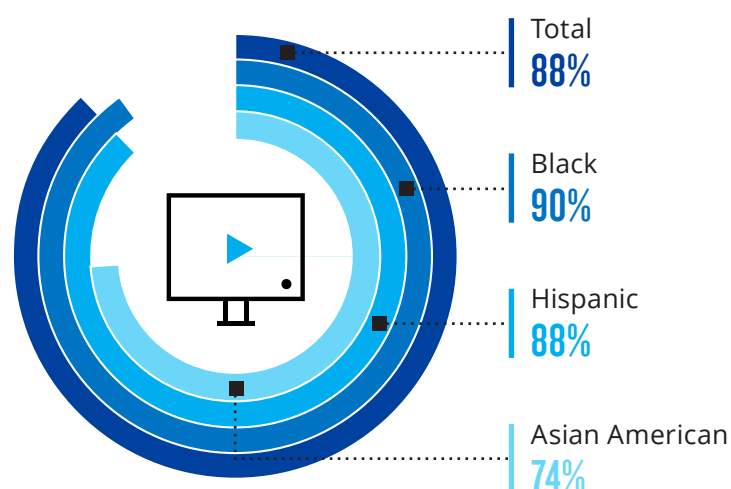
In today's world, consumers have a variety of screens from which they can choose to watch content. However, TV remains a key touchpoint between marketers and consumers. This year, the average U.S. consumer will watch approximately four hours and 46 minutes of TV per day.

Traditionally, this \$72 billion TV advertising industry was driven with age and gender-based buying. However, the evolution of data availability about consumers' purchasing behavior, demand from advertisers for accountability of their ad spend, and a drive to replicate digital's ability to target are all transforming how TV ads are bought and sold.

But what is an advanced audience? How can advanced audiences be used to not only **plan** and **optimize** linear TV schedules, but also **activate** and **post** on linear TV? Nielsen data plays a critical role at the core of this new ecosystem.

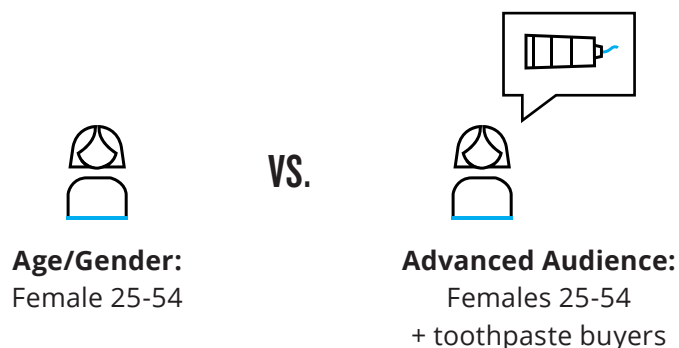
LINEAR TV VIEWING

Q1 2018 Weekly Reach % of Adults 18+ Among U.S. Population



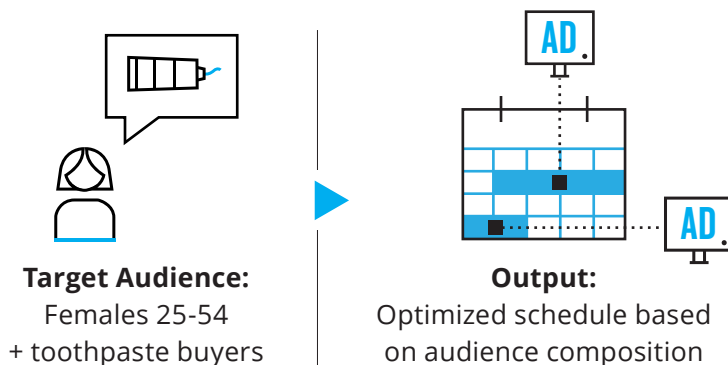
WHAT IS AN ADVANCED AUDIENCE?

- An audience that is defined with a buyer target (e.g., new moms or avid hikers), with the majority including an underlying age/gender qualifier.
- Can be utilized across addressable, programmatic and audience-based buying workflows and environments.



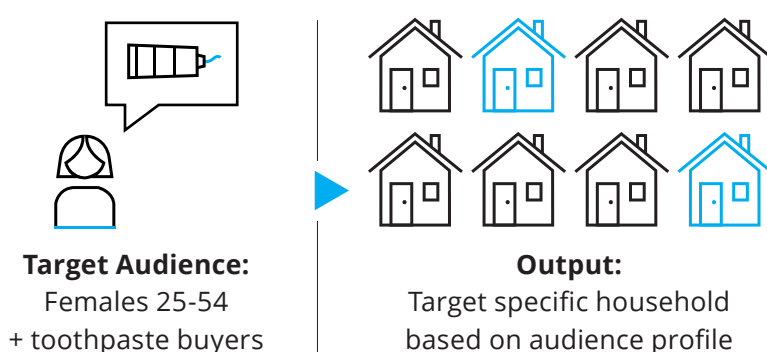
WHAT IS AUDIENCE-BASED BUYING?

- The act of buying TV advertising based on an advanced audience segment, which was created using behavioral, attitudinal, and/or lifestyle-based data. This enables cost-effective and optimized media plans to target behavioral segments.



WHAT IS ADDRESSABLE TV?

- The act of bringing TV advertising into a one-to-one targeting model. Enabled by targeting at the household level through connected TVs or cable set top boxes using subscriber data that lines up to advanced audience targets (e.g., if household subscribers are avid hikers or new moms).



WHAT IS PROGRAMMATIC TV?

- The act of automating the buying and delivering of linear TV advertisements leveraging software.

