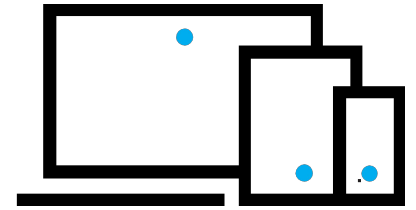


GUIDELINES FOR USING DIGITAL CONTENT RATINGS DATA



For participating publishers Digital Content Ratings (DCR) delivers:

- Daily audience data, for
- Text and video content, across
- Desktop, smartphone and tablet coverage, including
- On and off-platform content combined

With publisher participation, DCR offers the unique capability to attribute audiences to the content publisher whether it is distributed on-platform via their own websites and apps or off-platform via Google AMP, Facebook Video, or Facebook Instant Articles. Measurement of publishers' video content on YouTube (YouTube Secondary Crediting) will be available in late 2018 and reported in monthly DCR data.

As publishers add coverage in Digital Content Ratings there will be trend breaks in the data. We suggest a few key steps:

- Check the Nielsen Answers portal for the Tag Status Report. This notes what is tagged for each publisher and when different elements of reporting coverage have started. For example, Publisher X commenced Google AMP reporting on the 28 of March 2018.
- Always review both audience and time metrics to see the measurement impact from additional reporting components.

DCR can be ranked in the following ways:

1. Combined which includes Total Text and Total Video.
2. Text only.
3. Video only by either Total Video or Ad-Supported Video.

When using Digital Content Ratings data in your publicity or marketing materials, please refer to the **Nielsen Data in Digital Marketing Collateral and Publicity** guidelines which can be downloaded from AUST Custom Reports in the Nielsen Answers Portal.



HOW TO REFERENCE DCR:



FOR TEXT UNIQUE AUDIENCE

Unique Audience (UA) for text content within Digital Content Ratings can be sourced as either:

1. Daily Unique Audience for an individual day

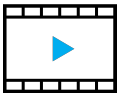
- SOURCE: Nielsen Digital Content Ratings, 08/01/2018, Daily UA, [*specify device*], Text

2. Average Daily Unique Audience for a weekly period

- CALCULATION: Add daily UA's of 7 consecutive days starting Monday ending Sunday, then divide by 7.
- SOURCE: Nielsen Digital Content Ratings, 08/01/2018-14/01/2018, Weekly Average UA, [*specify device*], Text

3. Average Daily Unique Audience for a monthly period

- CALCULATION: Add the daily UA's for calendar month and then divide by the number of days in that calendar month.
- SOURCE: Nielsen Digital Content Ratings, 01/01/18-31/01/18, Monthly Average UA, [*specify device*], Text



FOR VIDEO DIGITAL UNIQUE AUDIENCE

Unique Audience in Digital Content Ratings is measured when a video content stream starts, excluding pre-roll advertising. The Unique Audience and Duration data is impacted differently depending on whether the video is consumed on-platform in a content providers website or app versus off-platform via Facebook Video Secondary Crediting.

Video content can be separated via the "Ad Supported" filter to report:

- Total Video: Ad-supported and non ad-supported video.
- Ad-supported video or non ad-supported video

NB. Currently Facebook Video Secondary Crediting Video content is classified within Digital Content Ratings as non ad-supported video.



FOR COMMERCIAL (AD-SUPPORTED) VIDEO UNIQUE AUDIENCE

To report only commercially supported video audience, select "Ad-supported (Video)" filter after selected content type = video.

The Daily Unique Audience for a **weekly period**

- CALCULATION: Add daily UA's of 7 consecutive days starting Monday ending Sunday, then divided by 7.
- SOURCE: Nielsen Digital Content Ratings, 08/01/2018-14/01/2018, Average weekly UA, [*specify device*], Ad-supported Video



FOR TOTAL VIDEO UNIQUE AUDIENCE

To report total video audience, select "TOTAL" filter after selected content type = video

The Daily Unique Audience for a **weekly period**

- CALCULATION: Add daily UA's of 7 consecutive days starting Monday ending Sunday, then divided by 7.
- SOURCE: Nielsen Digital Content Ratings, 08/01/2018-14/01/2018, Average weekly UA, [*specify device*], Total Video