

# NIELSEN DIGITAL CONTENT RATINGS

The final steps to switch on both monthly and weekly reporting in Nielsen Digital Content Ratings are underway. It's the next release in the industry-agreed roadmap and evolution of the IAB Australia endorsed digital audience measurement currency.

Nielsen will begin reporting Digital Content Ratings weekly and monthly tagged May 2018 data, released in June 2018. Digital Content Ratings Monthly tagged data delivers the first monthly view of total digital audiences both on-and-off-platform, de-duplicated across all devices. The big step change in measurement comes from improvements in mobile audience coverage, both by expanding the audience age and content measured, as well as adding back audiences consuming publisher content off-platform.

For publisher clients who implement Nielsen's tag, they will be reported using the monthly Digital Content Ratings numbers. To get the most complete total audience story, publishers need to implement the Nielsen tag to all of their content, including off-platform partnerships.

Digital Ratings Monthly panel data will remain the source of monthly audience data for sites that are not tagged for Digital Content Ratings measurement. This panel data will be incorporated into the Digital Content Ratings reporting.

The transition of existing functionality in Digital Ratings Monthly across to Digital Content Ratings over the next 12 months will be a journey, and the Nielsen team is here to support you.



"THE DELIVERY AGAINST OUR IAB  
ENDORSED DIGITAL ROADMAP  
CONTINUES TO BE A TEAM SPORT.  
FOR ALL THOSE ON CLIENT TEAMS  
AND NIELSEN TEAMS- THANK YOU  
FOR YOUR PASSION, YOUR TRUST  
AND YOUR PATIENCE"

MONIQUE PERRY,  
MANAGING DIRECTOR, MEDIA

# TOP 10 THINGS YOU NEED TO KNOW

- 1 Nielsen will commence reporting weekly and monthly Digital Content Ratings from May data and this will be the new monthly ranking metric reporting released in June 2018.
- 2 The IAB has endorsed Digital Content Ratings Monthly tagged rankings as the third-party independent measurement for digital audiences.
- 3 Digital Content Ratings is the ranking metric used due to its comprehensive coverage of both on and off-platform audiences, secure pages, mobile audiences under 18, video consumed on all devices including mobile.
- 4 For those brands that have seen audience increases in Digital Content Ratings Monthly, the majority of the increase is attributable to improved smartphone measurement.
- 5 From May 2018 data, Digital Content Ratings Monthly will combine both tagged data and panel data for non-tagged sites.
- 6 Panel data reported in Digital Content Ratings will include on-platform audiences only and video on desktop.
- 7 The panel data currently known as Digital Ratings Monthly will be renamed to Nielsen Digital Panel and will no longer be published in the press as the monthly ranking metric.
- 8 The Nielsen Digital Panel will remain as a vital source of respondent-level data for reporting of duplication across entities, state based, fusion capability, custom roll ups, and category-level audiences. Within 12 months, the full integration of Nielsen Digital Panel reporting functionality into Digital Content Ratings will be complete.
- 9 emma Cross-Platform and Nielsen Consumer & Media View will continue to have Nielsen Digital Panel data fused until Nielsen can develop Digital Content Ratings respondent level data.
- 10 Where a client has either emma Cross Platform or emma Consumer & Media View, these products can be used for duplication, category reporting, custom roll ups and state based data.

# THE DIFFERENCE BETWEEN DIGITAL RATINGS MONTHLY AND DIGITAL CONTENT RATINGS

## 1. METHODOLOGY

Digital Content Ratings uses a census and panel methodology and Digital Ratings Monthly uses a panel methodology.

Digital Content Ratings leverages Nielsen's Software Development Kit (SDK) or tag to light up all the publisher content that needs to be measured. This SDK acts as a beacon to our third party data provider to determine who did the viewing, in age and gender terms. While the sample coverage from our third party data provider is at scale, we still weight and balance using our media quality panels to remove any bias or attribution error. This methodology means we are now measuring more audience directly, with less reliance on panel weighting and projection for unknown audience.

Digital Ratings Monthly leverages a panel-based methodology that relies on sample weighting to report audiences.

## 2. MEASUREMENT COVERAGE

Improving on the coverage of Digital Ratings Monthly, Digital Content Ratings includes the measurement of:

- People under 18 on mobile devices
- Off-platform and in-app consumption
- Mobile video

As a result of expanding our measurement across these three key areas, the new Digital Content Ratings coverage better reflects publishers' total digital audiences.

## 3. MEASUREMENT TECHNOLOGY & DATA CREDITING

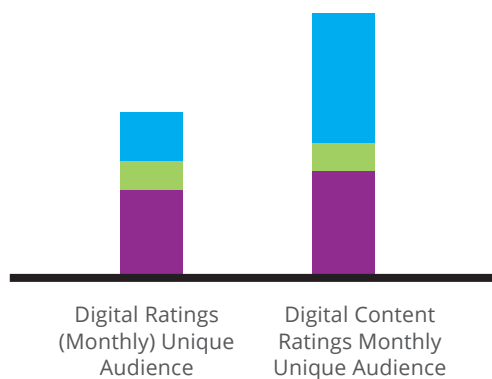
Digital Content Ratings, through the SDK, has the technical capability to measure content consumed via secure websites (HTTPS) and Single Page Application type website technologies.

Digital Content Ratings' more robust identification of content viewed in foreground vs background enables more complete unique audience and duration crediting.

# THE NUMBERS

The graphic below is a visual representation of what to expect in the Digital Content Ratings Monthly numbers compared to Digital Ratings (Monthly) and why they are different.

- The Digital Content Ratings monthly numbers are predominantly higher than Digital Ratings (Monthly).
- The increases are largely driven by increases in coverage of smartphone audiences
- The inclusion of off-platform content, in-app browsing behaviour and under 18s drove the smartphone audience increase.



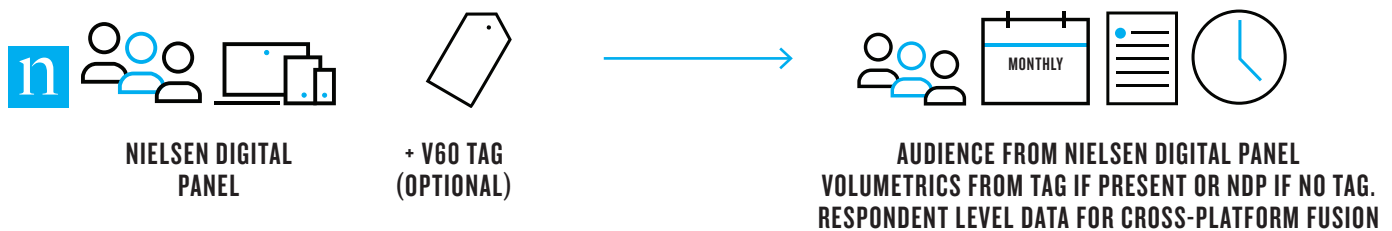
"THE IAB IS PLEASED WITH THE RELEASE OF DIGITAL CONTENT RATINGS FOR MONTHLY AND WEEKLY RANKINGS IN ADDITION TO THE EXISTING DAILY DATA. THIS MOVE WILL ENABLE PUBLISHERS, LARGE AND SMALL, TO REPORT THEIR TOTAL AUDIENCES FOR TEXT AND VIDEO. THE NEED FOR INDEPENDENT, VERIFIED MEDIA METRICS THAT ARE COMPARABLE ACROSS PLAYERS IS STRONGER THAN EVER."

GAI LE ROY,  
ACTING CEO, IAB AUSTRALIA



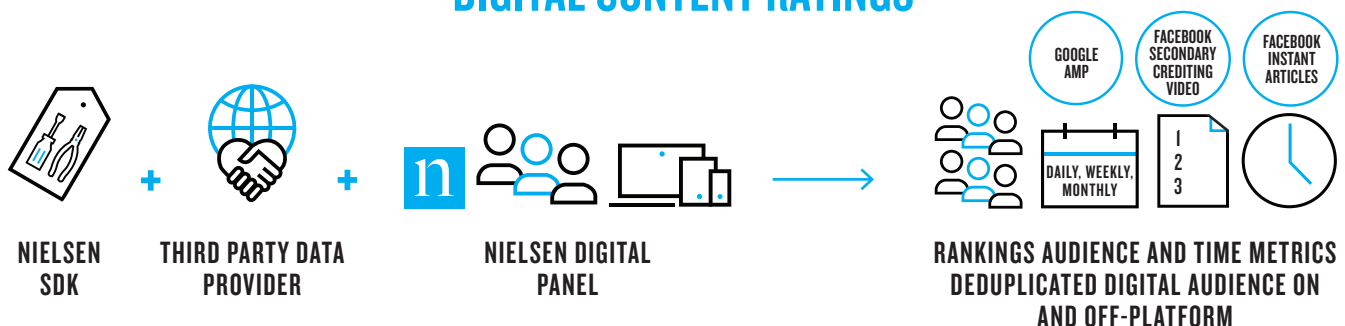
# NIELSEN DIGITAL AUDIENCE MEASUREMENT ARCHITECTURE

## NIELSEN DIGITAL PANEL (FORMERLY DIGITAL RATINGS MONTHLY)



On Platform	Off Platform	Duplication/ Custom Roll ups/ Category aggregation	Secure pages - Channel	Daily Weekly	Monthly	Video	State Reporting	Mobile Audiences Under 18	Respondent level data for Fusion	Reporting of non tagged publishers Panel.
✓		✓			✓		✓		✓	✓

## DIGITAL CONTENT RATINGS



On Platform	Off Platform	Duplication/ Custom Roll ups/ Category aggregation	Secure pages - Channel	Daily Weekly	Monthly	Video	State Reporting	Mobile Audiences Under 18	Respondent level data for Fusion	Reporting of non tagged publishers Panel.
✓	✓	2019	✓	✓	✓	✓	2019	✓	2019	✓