

INFORMATION KIT JULY 2017

INDEPENDENT. PEOPLE-FOCUSED. DAILY DIGITAL AUDIENCE MEASUREMENT.

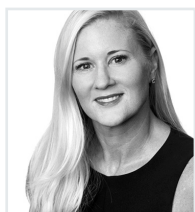
NIELSEN DIGITAL CONTENT RATINGS



THE DIGITAL EVOLUTION

WHAT IF YOU HAD WEBSITE, VIDEO OR APP AUDIENCE RATINGS....
DAILY? WHAT IF YOU COULD COMPARE VIDEO AUDIENCES ON
DESKTOP VERSUS MOBILE? WHAT IF YOU COULD ASSESS AND PIVOT
YOUR BUYING DECISIONS WITHIN THE WEEK BASED ON AUDIENCE
FLUCTUATIONS OR NEWS OR SPORT EVENTS? WHAT IF YOU COULD
TRADE DAILY ACROSS LARGE AND SMALL SITES WITH CONFIDENCE
USING A WORLD-LEADING AUDIENCE MEASUREMENT SOLUTION?

WELCOME TO NIELSEN DIGITAL CONTENT RATINGS.



**"THE NIELSEN TEAM
AND I CAN'T BE MORE
EXCITED TO WALK
ALONGSIDE YOU AS WE
PIONEER AUSTRALIA'S
WORLD-LEADING
DIGITAL AUDIENCE
MEASUREMENT
SOLUTION."**

MONIQUE PERRY,
HEAD OF MEDIA,
NIELSEN

Dear Client,

We live in a world where the delivery of digital content and the way it is consumed is constantly changing. Consumers are taking greater control over their media viewing, and audiences are becoming increasingly fragmented across different types of content, devices, and times. This has created a tremendous need for more frequent and granular digital audience measurement to understand and reach consumers more effectively.

Nielsen, in collaboration with IAB Australia, are thrilled to launch the next phase of understanding peoples' digital behaviour - **Nielsen Digital Content Ratings**.

Complementing your world-leading Digital Ratings (Monthly) measurement solution, Digital Content Ratings enables you to better understand peoples' interaction with text, video and audio content across all key devices, on a daily reporting frequency. Digital Content Ratings delivers an audience ratings solution for large and small participating sites, it allows us to add back in your off platform audiences and it delivers data on a daily frequency.

This independent measurement system offers greater confidence and transparency in the buying and selling of digital advertising, and will ultimately support continued revenue growth.

We have put this 'information kit' together to ensure your experience with Digital Content Ratings is smooth so you can get moving with this world-leading digital audience data fast!

Your Nielsen account team has also been focused on upskilling and learning the ins and outs of Nielsen Digital Content Ratings – they are ready to help you.

It's an incredibly exciting time! Thank you for your support.

Monique Perry,
Head of Media,
Nielsen

KEY BENEFITS

1 DEDUPLICATED CROSS-PLATFORM VIEW OF DIGITAL CONTENT AUDIENCES

Desktop, laptop, smartphone (app & browser) and tablet (app & browser)

2 DAILY REPORTING FREQUENCY

In addition to monthly cadence

3 MEASUREMENT ACROSS ALL CONTENT TYPES

Delivered in a single interface for text, video and audio content

4 CATER FOR AUDIENCE FRAGMENTATION

Methodology is built to cater specifically to the nuances of digital media consumption by overcoming traditional panel only issues

5 OFF-PLATFORM AND IN-APP

Content measured and attributed to the publisher

6 PLAN AND POST EVALUATE WITH CONSISTENCY

Consistent methodology with Nielsen Digital Ad Ratings - for commonality between media planning and post-campaign validation

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DIGITAL CONTENT RATINGS (DCR)

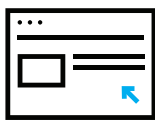
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Comprehensive measurement of

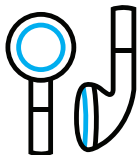
DIGITAL CONTENT



VIDEO



TEXT



AUDIO*



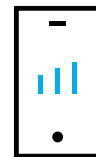
NIELSEN DIGITAL CONTENT RATINGS

Across

KEY DEVICES



COMPUTER



MOBILE



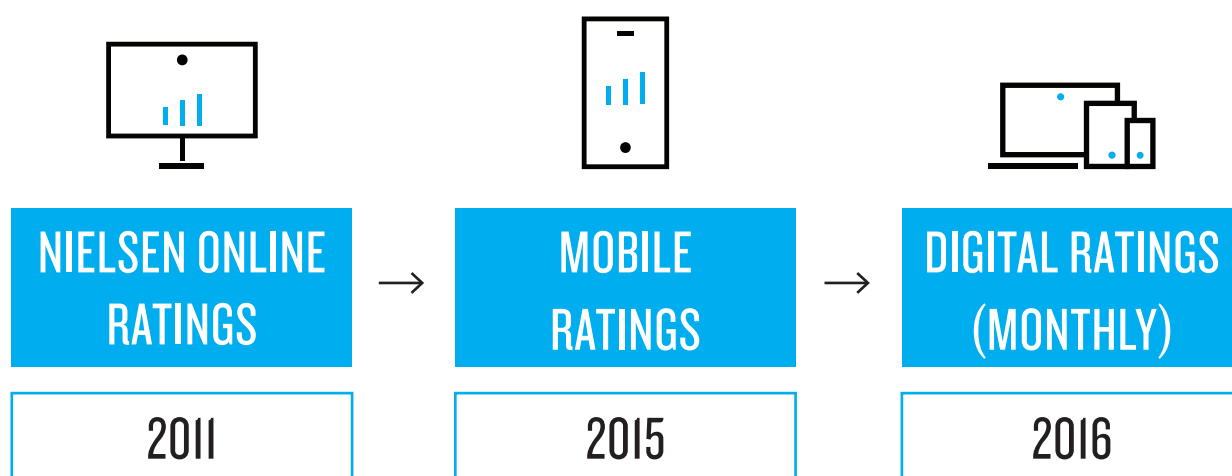
TABLET

WITH COMPARABLE METRICS ACROSS DIGITAL MEDIA

DRIVEN BY IAB AUSTRALIA; BUILT BY NIELSEN

*Audio currently incorporated with video reporting. Separate audio reporting available in future release.

THE JOURNEY



The Hybrid methodology that underpins Nielsen Online Ratings was launched back in 2011. At the time, it was best in class for measuring audiences from all devices including smartphone, tablet and PC, when the vast majority of consumption was from desktop/laptop PCs.

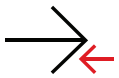
However, as more and more people started using smartphones and tablets, there was universal recognition across the industry that we needed to specifically measure consumption behaviour from these devices. This involved building a smartphone and tablet panel which formed the basis of Mobile Ratings - launched in 2015.

The next logical step, was to bring together all the panels (smartphone, tablet and PC) to provide a total unduplicated audience across all these screens - Nielsen Digital Ratings (Monthly) launched in 2016.

UNDERPINNED BY FIVE QUALITIES



1 **INDEPENDENT** DIGITAL AUDIENCE MEASUREMENT



2 UNDERSTAND DIGITAL PERFORMANCE WITH **COMPARABLE METRICS** ACROSS MEDIA



3 MEASURE **ACTUAL PEOPLE** BY AGE AND GENDER



4 CATERS TO **DIGITAL FRAGMENTATION**



5 **ENDORSED** BY THE IAB AUSTRALIA

DIGITAL CONTENT RATINGS ENABLES PUBLISHERS TO...



I DISCOVER

KNOW HOW THEY STACK UP AGAINST THEIR COMPETITION

Daily, syndicated reporting of audiences for:

- Demographic profiles (age/gender)
- Platforms (computer/mobile/connected device)
- Device types (smartphone/tablet/PMP)
- Operating systems (iOS/Android)
- Access methods (app/browser)

Independent, people-based comparisons for digital brands, and other media:

- Unique audience
- Reach
- Frequency
- Time spent
- GRP



2 GROW

LEVERAGE RICH INSIGHTS TO EXPAND THEIR AUDIENCE

Access comprehensive insights about text, video and audio content across all computer, smartphone and tablet devices to understand what works for different audiences, versus competitors.

Attract new audiences and increase engagement by delivering the right content on the best device.

Determine audience gaps to develop effective marketing strategies and form strategic partnerships for growth.



3 MONETISE

ADVOCATE FOR A LARGER PORTION OF AD DOLLARS

Comparable insights for agency planning:

- Agencies can create robust digital and cross-media plans and perform audience reach and engagement analysis
- Fueling decision making and transactions between buyers and sellers, closing the loop between planning and measurement.

Comparable metrics across digital publishers.

Consistent methodology with Digital Ad Ratings means you can plan for ad guarantees based on Digital Content Ratings

Actionable reporting on demographics and metrics including:

- Allowing agencies to create cross-device media plans and perform audience reach and engagement analyses
- Age/gender
- Time spent
- Device
- Platform segmentation

DIGITAL CONTENT RATINGS ENABLES AGENCIES TO...



1 STRATEGISE

WITH AN EASILY ACCESSIBLE, DETAILED MARKETPLACE VIEW

- Syndicated reporting with a daily frequency in a single interface.
- UI provides ability to filter to relevant audiences across platform or device type or access method.
- Granular, daily data.
- Brand and sub-brand level reporting including categories.



2 HARMONISE

WITH CONSISTENT METRICS ACROSS TV AND DIGITAL

Independent, people-based measurement for true comparisons across platforms

Consistent metrics for comparability across media:

- Unique audience
- Reach
- Frequency
- Time spent
- GRP

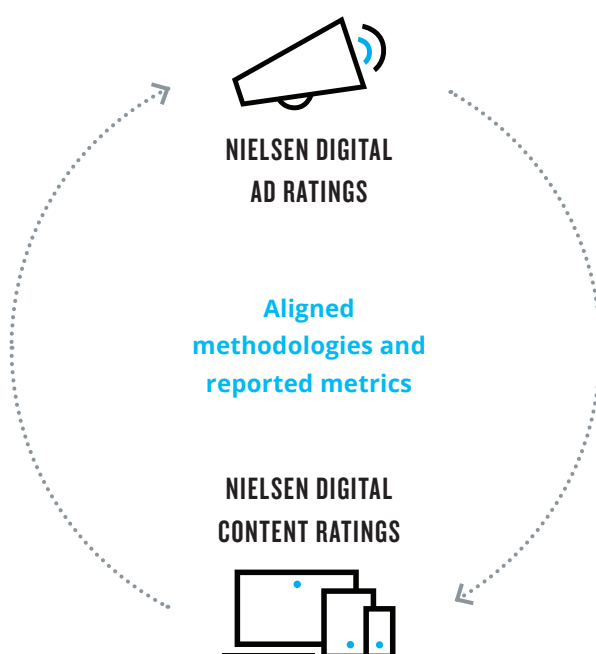


3 EXECUTE

OPTIMISE MEDIA PLAN AND VERIFY CAMPAIGN PERFORMANCE

Use Digital Content Ratings to reinforce Digital Ad Ratings:

- Highlight publishers with desired demos and include in media plan
- Set demo expectations for sellers across the media ecosystem



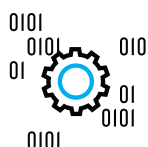
Use Digital Ad Ratings to reinforce Digital Content Ratings:

- Showcase effective campaigns with independently verified measures of audience delivery

HOW IT WORKS (METHODOLOGY)

TAGGED CONTENT

Digital Content Ratings is the first independent, people-based industry currency providing comparative audience data of digital text, video and audio content across devices and publishers at a daily frequency.



1. TAG

Publishers integrate SDK for content

2. COUNT

Demographics via third-party data provider

3. CALIBRATE

Data is calibrated against Nielsen's digital panels and surveys

4. CALCULATE

Audience, reach, frequency, and volume metrics

5. REPORT

Actionable insights delivered at a daily frequency

HOW IT WORKS

Nielsen's Digital Content Ratings uses a tag and demographic data measurement methodology to capture activity on digital platforms. In order to activate this measurement, clients must integrate platform-specific Nielsen Software Development Kits (SDKs) to gather digital activity on activated sources, and tag their relevant content. After gathering consumption information from the tagged entities, demographics are **counted** and assigned from third party data providers. The data is then **calibrated** against Nielsen's digital panels and surveys to refine the accuracy of the third party data set, and enable cross-device demographics. Then, the deduplicated audience, reach, frequency and volume metrics are **calculated** and **reported** daily across brands, sub-brands and assets.

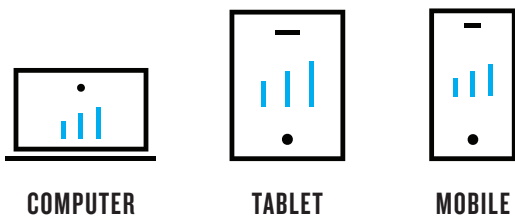
For clients who do not implement Nielsen's tags and SDKs, we leverage a panel-based measurement methodology to enable cross-platform reporting on a monthly basis. Please refer to the DCR Methodology (Non-Tagged) 1-Sheet for more information on this methodology.

MEASUREMENT COMPONENTS

Census Measurement: Digital Content Ratings uses a census-based methodology to measure static and video content on desktop, smartphone, and tablet to provide the deduplicated audience across platforms and content types. This data is reported daily across all hierarchy levels.

Panel Calibration: Digital Content Ratings uses a panel-based methodology to correct the raw distribution of audiences for video content on desktop and static content on desktop, smartphone and tablet to refine the accuracy of the third party demographic information. The panel data allows for increased reporting accuracy by calibrating third party data for attribution error and coverage bias.

Devices under measurement include:



NON-TAGGED CONTENT

Digital Content Ratings is the first independent, people-based industry currency providing comparative audience data of digital text, video and audio content across devices and publishers at a daily frequency.



1. METER

Install metering technology on opted-in panellist devices



2. MEASURE

Audience behaviour via media quality, representative panels



3. CALIBRATE

Panel data is fused to understand cross-device behaviour and scaled to the online universe



4. CALCULATE

Audience, reach and volume metrics

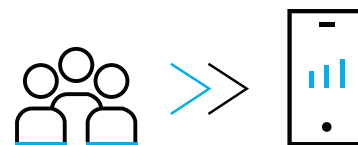


5. REPORT

Monthly audience insights delivered

HOW DOES DIGITAL CONTENT RATINGS WORK FOR NON-TAGGED CLIENTS?

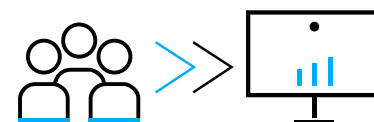
Clients who do not activate census-based measurement via the Software Development Kit (SDK) will be reported via a panel-based measurement methodology at a monthly frequency only.



2,500 PEOPLE 18+
NIELSEN MOBILE PANEL

WHAT DOES THE PANEL DATA CONTAIN?

Digital Content Ratings panel data contains text usage across computers, smartphones and tablets, and video usage across computers only. Our mobile panels don't presently measure video consumption or in-app content. Panel data is only available down to the sub-brand level (known as channel in Digital Ratings (Monthly)) and delivered monthly.



7,500 PEOPLE 2+
NIELSEN ONLINE PANEL

MEASUREMENT COMPONENTS

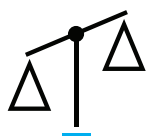
Nielsen's metered home computer, work computer, smartphone and tablet samples are fused together based on Universe Estimates obtained from monthly CATI surveys conducted with a representative sample of all Australians, covering age, gender, region, usage patterns and other characteristics. This industry leading fusion methodology is also found in agency planning tools and provides a unified look at cross-platform audience consumption.

DEDUPLICATION ACROSS VIDEO & TEXT

Digital Content Ratings panel data uses a fusion process, the Digital Ratings (Monthly) fusion, to deduplicate audience and consumption across computer and mobile devices. The Digital Ratings (Monthly) fusion utilises a five-step process to combine usage across various panels into a single panel.

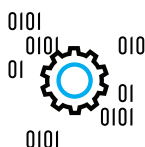
The fusion output delivers deduplicated audience and fusion metrics that span across platforms (computer and mobile) and access methods (apps and browsers).

METHODOLOGY: MARKET LEVEL VIDEO DURATION



1. ESTIMATE SHARE RATIO

Average the PC versus Mobile duration share for entities with both devices under measurement



2. APPLY SHARE RATIO

Apply the share ratio to the unadjusted video mobile minutes at the AU market level



3. CALIBRATE

Add the PC video duration with the adjusted Mobile video duration to achieve total video minutes



4. CALCULATE

Market level insights delivered at a monthly frequency

WHY

Video consumption in Australia is prevalent across both PC's and mobile screens. When reporting video duration at the Australian market level the measurement solution is required to account for activity across all these screens to ensure an accurate representation of the total Australian video streaming landscape.

A key factor in calculating market level video duration is the deployment of the Nielsen SDK which is necessary for mobile coverage. Currently in Australia we have an environment with partial, but growing, SDK coverage. This means we have measurement across PC, but limited measurement across mobile.

The details below explain the methodology for calculating the total video duration for mobile at the market level. This calculation does not apply at the entity (Brand, Sub-Brand, Asset) level.

HOW IT WORKS

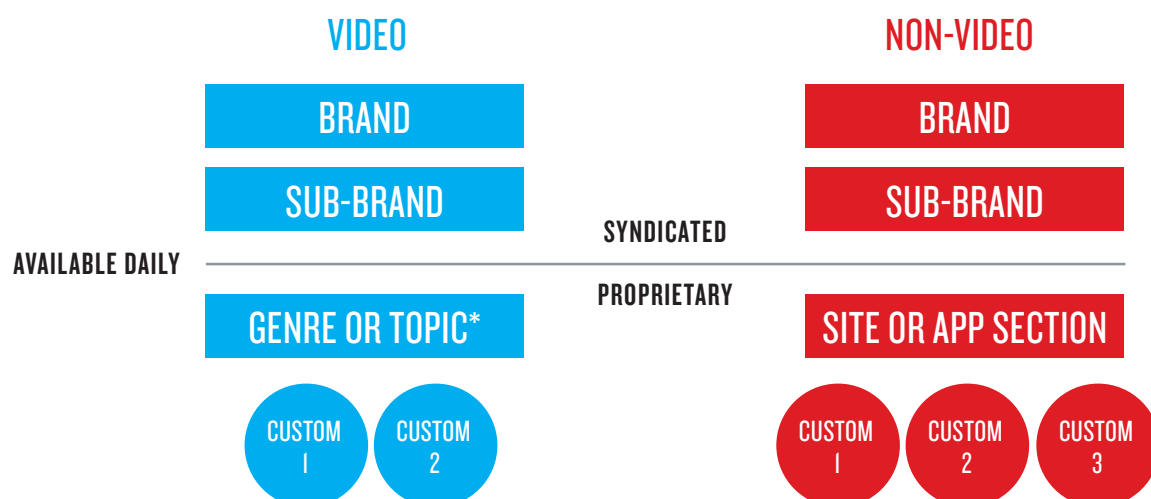
The market level video duration methodology uses an extrapolation model to account for the portion of unknown mobile video duration. The model is designed to be periodically updated when new entities have deployed the SDK, thus continually improving the accuracy of market level metrics (particularly for mobile devices).

The model has 4 main steps:

1. To account for the unknown mobile duration we estimate the share of video between mobile and computer. This is done by analysing data for those publishers that have mobile and PC measurement coverage to calculate a common share ratio.
2. Once a ratio has been estimated it is then applied to the unadjusted mobile total minutes for video giving a more accurate measure of mobile duration for the Australian video market.
3. Total video minutes is calculated by adding computer minutes and adjusted mobile minutes
4. Apply the updated Total Video Minutes to the Monthly Video Data file

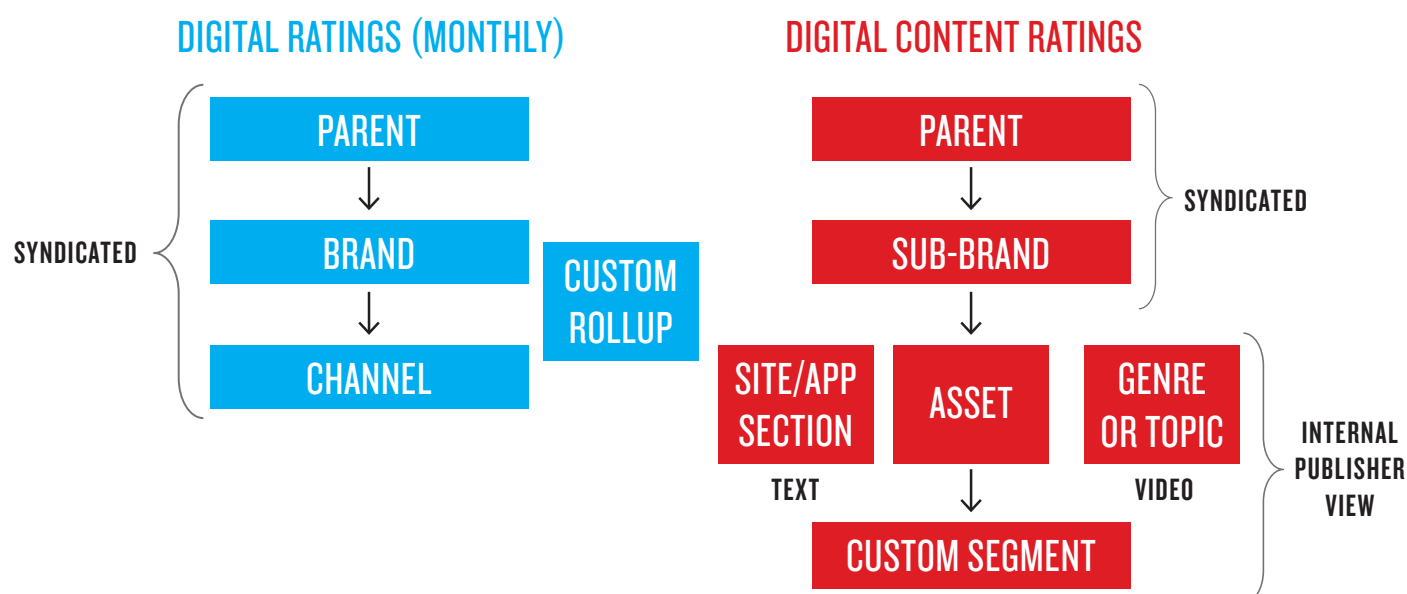
REPORTING GUIDE

DIGITAL CONTENT RATINGS REPORTING



* Applicable for non-broadcast TV content only. E.g. aggregation of genre or topic based videos like sport, travel, humour etc.

HIERARCHY COMPARISON: DIGITAL RATINGS (MONTHLY) VS DIGITAL CONTENT RATINGS



Brand and channel level reporting are equivalent to brand and sub-brand reporting in digital content ratings.

Custom rollups are client-defined aggregation of content from multiple brands and/or channels.

No parent level or custom rollup reporting in digital content ratings.

Brand and sub-brand reporting are aligned between text and video.

**MONTHLY REPORTING OF
TEXT CONTENT.**

**DAILY REPORTING OF TEXT AND VIDEO FOR
CLIENTS WHO IMPLEMENT SDKS.**

REPORTING DELIVERY SCHEDULE

Frequency	Release
Digital Content Ratings	+3 days; 9AM AEST (i.e. Monday data on Thursday)
Digital Ratings (Monthly)	23rd of next month; 9AM AEST (i.e. May data on June 23)
Monthly Video report	10th of next-next month (i.e. May data on July 10)

HOW IS IT DIFFERENT FROM PREVIOUS MEASUREMENT?

DIGITAL SERVICE COMPARISON

	Market Intelligence	Digital Ratings (Monthly)	Digital Content Ratings
Content Included	Static web content only	Static web and app content only, excluding off-platform* or in-app	Static web and app content, as well as video, including off-platform* and in-app
Devices Covered	Computer, smartphone, tablet		
Methodology	Tagged (V60)	Panel (fused) + tagged (V60)	Panel + tagged (V60) + SDK
Implementation Required	V60 tag for census reporting	None. V60 page tag can enhance reporting	Nielsen SDK
Key Metrics	Time spent, sessions, page views	Unique audience, active reach, time spent, page views	Unique audience, reach (total), frequency, time spent, page views, video views
Reporting Hierarchy	Individual site level, mapped back to brand + channel where possible	3 levels – parent, brand, channel, with additional custom rollup	4 levels – brand, sub-brand, asset (site/app-section for text, genre/topic for video), custom segment
Reporting Frequencies	Daily, weekly, monthly	Monthly	Daily
Data Delivery	Next day, 9AM AEST	Monthly, 23rd of each month, 9AM AEST	3 days later, 9AM AEST (e.g. Monday on Thursday)
Reporting Coverage	All tagged entities	All entities captured by the meter, including non-tagged entities	All tagged entities (SDK & V60)

* Off-platform includes Facebook Instant Articles and Google AMP

METRIC GUIDE

Metric Name	Definition	Use Case	Availability
Unique Audience (UA)	The de-duplicated count of individual people who saw the content. E.g. a person who views a website multiple times in a day / week / month only counts once towards UA for that period.	A people-based measure that enables comparison of audience size and profile (age + gender) within a category or across entities. This is the key metric to use when ranking performance against competitors and within categories. This number can be compared to audience metrics used in other media to understand cross-media relativity in audience size and profile.	Daily, weekly, monthly, quarterly, all devices. Currently unavailable at operating system and access method (app or browser) level.
Reach %	The percentage of unique individuals reached within a population. The default population base used to calculate reach is the total Australian population 2+.	A people-based measure that enables comparison of the proportion of a population reached by an entity or content. This number can be compared to reach metrics used in other media to understand cross-media relativity in market share - assuming the other media uses the same population base.	Daily, weekly, monthly, quarterly, all devices. Currently unavailable at operating system and access method (app or browser) level.
Time Spent (Static) / (Video)	<p>For static content, the total amount of time, in minutes, spent viewing non-video content. Content must be in-tab and in-focus on the browser or app on the user's device to count towards time spent.</p> <p>For video content, the total amount of time, in minutes, spent viewing video content excluding ad's. Content must be in-tab and in-focus on the browser or app on the user's device to count towards time spent.</p> <p>A viewer must watch at least 1 second of video content to qualify; and autoplay is included. Time spent only captures playback, with any stop or pause time excluded from the time spent calculation. Extended pauses (>30min on browser; >5min on app) may time out the session.</p>	All tagged entities	All entities captured by the meter, including non-tagged entities

Metric Name	Definition	Use Case	Availability
Average Frequency	The average number of times content was viewed by the same person.	A people-based measure that enables equitable comparison of audience engagement in terms of content exposure at an individual person level.	Daily, weekly, monthly, quarterly, all devices.
Average Time Spent (Static) / (Video)	The average time spent viewing content per unique user.	A volume metric that enables comparison of audience engagement at an individual person level. This number can be compared to average duration metrics in other media to understand cross-media relativity in audience engagement.	Daily, weekly, monthly, quarterly, all devices. Currently unavailable at operating system and access method (app or browser) level.
Page Views	Census count (impression based) of the number of times page content was viewed. Page content must be in-tab and in-focus on the user's device to count.	A volume metric that enables comparison of the number of exposures to page content. This is a digital-centric metric.	Daily, weekly, monthly, quarterly, all devices.
Video Views	Census count (impression based) of the number of times video content was started (first frame of content fully rendered) and in-view. Each time a video is started from the beginning is considered a new view, including if content is replayed from the beginning.	A volume metric that enables comparison of to the number of exposures to video content/count of video starts. This is a digital-centric metric.	Daily, weekly, monthly, quarterly, all devices.
App Launches	The number of times an app is opened on the mobile device.	A volume metric that enables comparison of exposures of app content (video or static). This is a digital-centric metric.	Daily, weekly, monthly, quarterly, all devices.
App Previous Session Length	The total amount of time spent in an app on a mobile device.	A volume metric that enables comparison of audience engagement at a total app level. This number can be compared to duration metrics used in other media (where time spent viewing is relevant) to understand cross-media relativity in audience engagement.	Daily, weekly, monthly, quarterly, all devices.

FAQS

DIGITAL RATINGS OVERVIEW

WHAT IS DIGITAL CONTENT RATINGS?

Nielsen's Digital Content Ratings is the first and only comprehensive cross-device measurement product for text, video and audio content across computer, smartphone and tablet devices on a daily basis. It brings together Nielsen's panels with census-based measurement for a complete and holistic view of digital audiences.

Digital Content Ratings will provide clients with a syndicated view down to the sub-brand level for both video/audio and text content. The proprietary view enables program and asset breakouts as well as custom reporting levels across all content types (where implemented) that publishers can each define for themselves. Digital Content Ratings will enable media buyers and sellers to efficiently allocate their resources and drive better outcomes, as Digital Content Rating's methodology is aligned with that of Digital Ad Ratings. Digital Content Ratings is a holistic solution providing the media industry with one currency measuring all digital content.

HOW DOES DIGITAL CONTENT RATINGS WORK?

Digital Content Ratings combines both tagged and panel-based measurement components to collect digital consumption and measure digital audiences across computer, smartphone and tablet devices. For clients who choose to implement the Nielsen Software Development Kit (SDK), volume metrics (e.g. sessions, time spent) are paired with demographic data provided by third-party consumer data sets. This census level data is then calibrated using Nielsen's digital panels and surveys to enhance the reliability of third-party data sets. Both streaming and surfing data are released on a daily frequency providing reach and time spent metrics for all content across websites and apps.

Publishers who choose not to tag will be measured with Nielsen's industry-leading panels across computer, smartphone and tablet. Publisher clients who do not tag their entities will not be reported at the same depth or granularity as that of tagged publishers – that is, measurement will be on a monthly basis down to the sub-brand level only, with no additional proprietary views.

METHODOLOGY

HOW DOES THE DIGITAL CONTENT RATINGS METHODOLOGY DIFFER FROM DIGITAL RATINGS (MONTHLY)?

Digital Ratings Monthly (DRM) measures usage across sites and apps for computer, smartphone and tablet through the existing Nielsen V60 tag combined with Nielsen's digital panels to deliver monthly audience data and volume metrics for static (text) content only. Our panels are fused to account for cross-device usage and the volume metrics are 'hybridised' to provide a robust audience projection across tagged and non-tagged sites.

Digital Content Ratings leverages Nielsen's SDK to capture audiences, irrespective of their scale, and overcome sample-size limitations of a panel-only approach. Digital Content Ratings measures all kinds of digital content (text, video and audio) across all devices (smartphone, tablet, computer) by leveraging panel and census (tagged) data

WHY IS NIELSEN SUPPLEMENTING ITS DIGITAL RATINGS MONTHLY (DRM) SOLUTION WITH DIGITAL CONTENT RATINGS (DCR)?

DCR's methodology provides a more complete and holistic perspective of all digital consumption by combining

multiple platforms and utilising third-party data to greatly enhance the granularity and frequency of reporting. However, as DCR requires participating brands to implement Nielsen's SDK to be included, it is unable to measure the entire market. DRM remains the source of complete market measurement for websites and apps in terms of usage.

ONBOARDING TO DIGITAL CONTENT RATINGS

WHAT ARE THE STEPS FOR GETTING MY BRAND INTO DCR?

1. Contract agreement - clients will work with their Nielsen Client Service Representative to set up a contractual agreement
 - A. Clients must submit stream/reach volumes for video and static content for pricing purposes
 - B. After details of contracts are reviewed clients will sign the contract
2. Implementation - technical point of contact (web developer, engineer etc.) from the client's organisation will work with their assigned Nielsen Technical Account Manager to implement the Nielsen SDK.
 - A. Sign Nielsen's SDK licence agreement
 - B. Client will integrate Browser SDK and App SDK across relevant websites, apps and assets (e.g. video players)
3. Validation - clients will work with their Nielsen Technical Account Manager to test and certify the SDKs, to ensure that the assets are being measured correctly.

	Video	Static
Browser	Nielsen Browser SDK	Nielsen Browser SDK*
App	Nielsen App SDK	

*Browser SDK for non-video measurement is distinct from Browser SDK for video measurement

HOW LONG WILL THE IMPLEMENTATION PROCESS TAKE?

The implementation process will depend on the breadth and complexity of the client's websites, content and apps. The process typically takes 4+ weeks and will vary based on the number of brands scoped for measurement, the devices and content types (static and video) the client wishes to include, and the availability of technical people/resources to implement the SDK within the client's organisation.

IF CLIENTS ARE ALREADY TAGGED WITH NIELSEN'S EXISTING PRODUCTS (MI AND DRM) WILL THEY HAVE TO RE-TAG THEIR CONTENT FOR DCR?

Clients who are tagged for Market Intelligence and Digital Ratings Monthly using Nielsen's existing V60 tag are already included in DCR for static/text content within web browsers. Clients will need to implement the relevant Nielsen browser and app SDKs for complete DCR measurement, including enhanced web-browser text measurement, as well as video/audio streaming, app and off-platform (e.g. third-party content distribution – such as Facebook Instant Articles) measurement.

HOW WILL CLIENTS BE MEASURED IF THEY CHOOSE TO NOT TAG?

Nielsen's digital panels across computer, smartphone and tablet will still measure non-tagged content. However, it is not able to provide the same level of granularity, and only reports on a monthly basis. More frequent reporting (e.g. daily, weekly) requires pre-existing implementation of the Nielsen V60 tag or the SDK to be implemented.

METRICS

WHAT SURFING /STREAMING METRICS ARE AVAILABLE IN DCR?

The following surfing metrics will be available in DCR:

- Page views: Measures when a page is loaded and in-view

- Time Spent: Measures the time spent on web page/app (minutes)
- App Launches: Measures every time an app is launched into view
- App Launches per person: App launches divided by Unique Audience
- App Launches % Share: Demographic group count divided by total count x 100
- Average Frequency: Measures the average number of times text content was viewed by the same person.
- Gross Ratings Points: The total number of impacts of static content for a specific target demographic (Reach x Average Frequency)

The following streaming metrics will be available in DCR:

Average Frequency: Measures the average number of times video content was viewed by the same person

Gross Rating Point: The total number of impacts of video content for a specific target demographic (Reach x Average Frequency)

Video Views: Measures each time video content was started (i.e. user saw the first frame of content)

Time Spent: Measures time spent viewing video content (minutes) exclusive of ads

WHAT DEMOGRAPHIC DIMENSIONS DO CLIENTS RECEIVE TODAY IN DRM THAT ARE CURRENTLY NOT IN DCR, BUT WILL BE DELIVERED IN FUTURE?

The following demographic segments are not currently available in DCR:

- Location/State (e.g. NSW) Reporting (target delivery = Q4 2017);
- Household Income, Occupation, Education (target delivery = 2018).

HIERARCHY

HOW DOES DCR REPORTING AND HIERARCHY DIFFER FROM DRM?

DRM contains three levels of reporting- parent, brand, and channel, with additional custom rollup functionality to allow for client-defined aggregation of brands and channels. All hierarchy levels are available to all subscribers and are reported monthly.

Digital Content Ratings, for publisher clients who choose to tag, will have four levels of reporting- brand, sub-brand, asset, and custom segment.

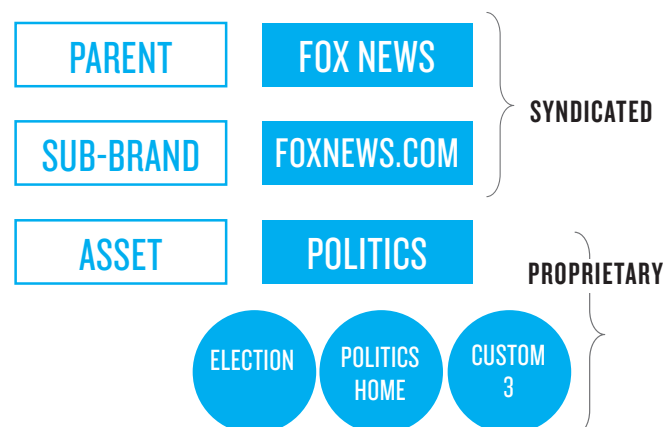
All clients (including publishers, agencies and advertisers) will see syndicated reporting down to the sub-brand level for text, video and audio content, and for tagged clients, this reporting will be at daily frequency (available +3 days after the reporting period). Those who tag their content will also see two additional reporting layers - asset and custom segments – as a proprietary view.

Nielsen plans to incorporate monthly parent level reporting for consistency with legacy products in a future DCR release.

HIERARCHY EXAMPLE:

Publisher Client (Tagged):

Static Content



Publisher Client (Tagged):

Video Content



Static Content



TRADE-OFFS BETWEEN DCR AND LEGACY PRODUCTS

WHAT ADDITIONAL CAPABILITIES WILL DCR OFFER THAT DRM DOES NOT?

- Consistent methodology with Digital Ad Ratings to assist in the buying, selling, and planning of digital advertisement inventory
- Expanded content hierarchy, enabling more granular reporting and proprietary custom reporting for publishers
- Unique audience across content types (video and static) in a single interface, at a daily frequency
- Proprietary reporting at the asset and custom levels for tagged clients.
- Reports Unique Audience by device (computer, smartphone and tablet) at the brand, sub-brand (website and apps), and asset level. (Asset=genre or topic for video; website or app section for text)
- Audience measurement for all types of digital content-including short form video, long form video, audio, text, and off-platform (social consumption via Facebook Instant Articles, in-app content).
- Expanded people-based metrics focusing on reach, frequency, time-spent and audience composition, to provide an easy comparison with other media (TV, radio, print).
- More frequent reporting (e.g. daily, weekly)
- A centralised user interface to access all surfing and streaming data across devices

WHAT DRM FUNCTIONALITY IS CURRENTLY UNAVAILABLE IN DCR, BUT WILL BE INCORPORATED IN SUBSEQUENT RELEASES?

- Expanded Demographic Targeting such as income, education, occupation, location.
- Monthly duplication and custom rollup reporting
- Monthly Parent-level reporting
- Unique Audience split by app vs browser (currently split for volume metrics only)

GENERAL TRANSITION INFORMATION

WHAT DOES THE RELEASE OF DCR MEAN FOR NIELSEN'S EXISTING CONTENT MEASUREMENT PRODUCTS, LIKE DIGITAL RATINGS MONTHLY (DRM) AND MARKET INTELLIGENCE (MI)?

Nielsen will continue to support DRM concurrently with DCR until all functionality of that tool is present within the DCR solution. Additionally, we will ensure clients are comfortable with the new data outputs before any retirement of the DRM solution. Nielsen will also continue to support MI as a source of overnight analytics data for publishers tagged with the legacy V60 code. This data is not audience-based.

WILL VIDEO AND STATIC DATA BE IN THE SAME USER INTERFACE?

Yes, all reporting across devices and content type will be available within the same user interface.

WHAT WILL THE UNIVERSE ESTIMATE BE BASED ON?

The Universe Estimate will be based on the total Australian population, 2+.

WHAT ARE THE COMPETITIVE DIFFERENTIATORS FOR DIGITAL CONTENT RATINGS?

- **Greater Reliability:** Leveraging Nielsen's SDK, Digital Content Ratings will be the only solution in the market capable of measuring audiences at scale to overcome limitations of a panel-only approach. This hybrid solution is census based, allowing us to be far more robust than any competitor.
- **Reporting speed, frequency and granularity:** Digital Content Ratings will report daily frequencies, unlike current solutions which report monthly. Digital Content Ratings will provide unparalleled granular people-based data with crucial measurement and attribution of off-platform audiences, where implemented.
- **Unification of reporting methodologies for BOTH ad and content measurement-** By utilising a methodology that integrates third-party data into audience measurement for both ads and content, DCR can be used as a planning tool, as well as an independent source of data for comparing the audience reach and engagement of competing digital brands. This can then be used to inform expectations of campaign performance within DAR.

ARE THE UNIQUE AUDIENCE FIGURES IN DCR COMPARABLE TO OTHER MEDIA (E.G. TV, RADIO, PRINT, ETC.)?

Yes – DCR measures people on a daily basis. The Unique Audience or Reach figures are directly comparable to the daily reach figures of TV, radio, print from other currency services.

WHEN IS THE DAILY DATA AVAILABLE?

It is available three days later at 9am AEST (e.g. Monday's data available on Thursday at 9am).

WHY ARE MY DAILY UNIQUE AUDIENCE NUMBERS LOWER IN DCR, WHEN COMPARED TO MY INTERNAL ANALYTICS OR MARKET INTELLIGENCE?

DCR is a census-based methodology that measures people. Most internal analytics systems are not able to distinguish the same person that visits your site from different devices, or different methods (web browser and app), however DCR is able to account for this, and only count the same person once.

ARE THE BRANDS THAT APPEAR IN DRM THE SAME IN DCR?

Some brands (even those with the same name) will appear differently in DCR, as compared to DRM due to tagging. That is, a brand in DRM may roll up different channels that aren't tagged (such as a global website for the brand that hasn't implemented the Nielsen V60 tag or SDK in another country), that will not be included in DCR.

WHY CAN'T I FIND SOME BRANDS / SUB-BRANDS IN DCR THAT ARE REPORTING IN DRM AS BRANDS / CHANNELS?

Only those brands that are tagged with the Nielsen V60 tag or SDK will appear within daily ratings. For this reason, many local or global brands (even large ones) may not appear within DCR.

DOES DCR REPORT ON INTERNATIONAL AUDIENCES TO MY BRAND?

No, DCR only covers Australian audiences.

DO YOU MEASURE MY BRAND'S CONTENT THAT ARE DISTRIBUTED ON THIRD-PARTIES (E.G. FACEBOOK INSTANT ARTICLES)?

The Nielsen SDK can measure 'off platform' audiences, and attribute those audiences back to the publisher within reporting. This does require a custom implementation of the SDK. Currently, content appearing in Facebook Instant Articles and Google AMP is measurable. Other major platforms (e.g. Apple News) may be available in future.

WHY CAN'T I SEE THE ASSET-LEVEL REPORTING OR CUSTOM SEGMENTS FOR COMPETITOR BRANDS?

Assets and custom segments are 'proprietary' reporting levels – and are only available to you for your brand. They are not available for competitors.

WHAT TIME-ZONE IS THE REPORTING AVAILABLE IN?

The reporting is based on Australian Eastern Standard Time (AEST).

WHY CAN'T I FIND MY PARENT ENTITY IN DCR?

Parent entities are not yet available, but will be available in future. Digital Ratings Monthly continues to be the source of parent level reporting at a monthly frequency.

ARE CUSTOM ROLL-UPS FROM DRM AVAILABLE IN DCR?

Syndicated custom roll-ups are not available in DCR at present, but will be available at a monthly frequency in the future.

WHAT THIRD-PARTY DATA DOES NIELSEN USE WITHIN DCR?

In Australia, Nielsen applies third-party data from Facebook to determine profiles of people who have used their service. This is the granular data needed to create daily ratings.

HOW DOES NIELSEN ACCOUNT FOR GAPS IN THE THIRD-PARTY FACEBOOK DATA IT USES TO DETERMINE USER PROFILES (E.G. THOSE PEOPLE WHO DON'T USE FACEBOOK)?

Nielsen calibrates the data using its robust digital panels and surveys to enhance the reliability of third-party data sets, accounting for gaps in coverage and other inconsistencies, like device sharing or misattribution.

WHY IS THERE NO UNIQUE AUDIENCE NUMBER FOR APPS?

Presently the 'Access Method' filter in DCR (which allows for breaking data down by app vs browser) only reports volume metrics and not audience. Nielsen is working to introduce Unique Audience for apps in a future release.

WHAT IS THE "UNKNOWN" BUCKET IN DCR?

The unknown bucket consists primarily of people 2-12 years old. As our third-party data provider does not obtain demographic information for people under 13, we are unable to definitively apply demographics to this group. We do however still measure these people via the SDK, hence their inclusion in measurement, but without age or gender demographics assigned.

HOW IS VIDEO CONTENT MEASURED IN DCR?

In DCR, video content is measured in one of two ways: via the Nielsen SDK (tag) or passively via Nielsen's computer panel. For tagged content, both computer and mobile (browser and app) video content is measured at a daily and monthly frequency. For content measured via Nielsen's computer panel, video content is measured at a monthly frequency on computer devices (PC and Mac) only.

HOW IS VIDEO CONTENT DELIVERED TO MARKET?

Video content measured as part of DCR is delivered in the following ways:

- The DCR user interface for tagged video content at a daily frequency.
- The Australian Digital Video report for tagged and non-tagged content at a monthly frequency. This report includes the video market line, brand-level monthly data for tagged brands on computer and mobile platforms and brand-level monthly data for non-tagged brands on the computer platform only.

WHAT IS THE VIDEO MARKET LINE?

The video market line measures the total digital video streaming universe in Australia, aged 18+. That is, the number of Australians who actively viewed video content on a computer, smartphone or tablet in a month.

USING DIGITAL CONTENT RATINGS IN MARKET

INTRODUCTION

The purpose of this section is to provide guidelines for external use of DCR data as well as Nielsen policies and guidelines for such use. Effective July 2017, the following applies:

- DCR is a syndicated product, and data can be used internally and externally* by all clients.
- Exception: Asset and program level data are currently only available to publishers and are for publisher internal use only; asset/program level data will be available for external use by all clients at a date to be determined. Episode level data is currently not reported to any client.
- *External use includes sharing excerpts of data with other parties with whom a client is doing business - consistent with permissible use cases in client contracts.
- *External use also includes citing data in promotional and press material.
- *External press and promotional claims must be submitted to Nielsen first for approval and must conform to published guidelines.

SHARING EXCERPTS OF DATA WITH OTHERS WHEN CONDUCTING BUSINESS

Client contracts contain specific language regarding the permissible external use of Nielsen data and the same limitations apply here. In summary, a client can disclose

“Limited Excerpts” of data, which means data that are not of sufficient quantity as to have independent commercial value. Clients can disclose these limited excerpts to their clients or potential clients when clients ensure recipients maintain the confidentiality of the data. If your contract has different limitations, those will continue to apply here.

USE OF DATA IN PRESS RELEASES OR PROMOTIONAL MATERIALS

Public claims based on DCR data for use in press releases or promotional marketing material must be approved by Nielsen prior to the publication of the claim. Claims should be submitted to your Nielsen Client Service representative. Nielsen requires 48 business hours to review claims. If Nielsen deems the claim as valid and able to be used, clients will receive written approval via email.

Nielsen requires all relevant source information relating to any public claim to be provided to ensure the accuracy of the claim.

PRINCIPLES

- DCR data must not be used in a way likely to mislead or confuse. A clear claim should be easily replicated and supported by proper source identification. Only data published for external use may be used in public claims.
- The metric on which a public claim is based must be specified and claims can only be made on the metrics available in DCR.
- Comparisons should use the same metric. For example, Reach should be compared to Reach; Total Minutes should be compared to Total Minutes.

- A “Most” claim must be based on Average Audience.
- A “More People” claim must be based on Reach.
- Entities for comparison - Items of like or a comparable kind are generally appropriate for comparisons. For example, a brand to another brand. See table of hierarchy definitions for more detail.
- The degree of client coverage/enablement in DCR will vary by participating client publishers, particularly now, as clients are at different stages of measurement implementation. In DCR, participating publishers will have different amounts of measured content. This will create inconsistencies. Accordingly, when creating public claims using competitive data, these differences are required to be clearly sourced and should specify the level of coverage/enablement that contributes to each entity.

SOURCING GUIDELINES

In order for a clear claim to be easily reproduced, proper source identification must be included. The source line's purpose is to allow for reproduction of the data used to create the public claim at any time, not to clarify the claims that are made. Source of information should cover the specifications including software used (DCR), report period(s) covered, type of metrics used, demographics, and publishers' coverage.

“DCR IS A GAME CHANGER FOR THE INDUSTRY BECAUSE IT IS DAILY, PEOPLE-BASED AND INDEPENDENT. IT WILL HELP DIGITAL AUDIENCE MEASUREMENT TRANSFORM. IT'S GOOD FOR PUBLISHERS AND GIVES MORE PRECISION TO ADVERTISERS. IT ALSO HELPS CREATE MORE TRANSPARENCY AND MORE CONFIDENCE FOR DIGITAL.”

VIJAY SOLANKI, CEO IAB AUSTRALIA

THE BELOW PRINCIPLES REGARDING SOURCING APPLY:

Topic	Principles
Sample Type	Identify the sample or data source - panel only, census only or combination
Product	Identify the source of the data e.g. Digital Content Ratings
Content Type	Indicate if content consists of Video, Static (Text) or Video and Static/ Text Combined
Platform	Computer, mobile
Device	Specify tablet, smartphone, computer
Access Method	Specify mobile web, mobile app
Measurement Interval	The exact date range is required comparisons across months and quarters should be referenced as interval averages e.g. weekly, monthly, quarterly
Demographics	Indicate demographics used (e.g. P2+, P18-49)

EXAMPLES OF SOURCING

Illustrative Use Case #1

DCR

"Brand 1 has the highest mobile Unique Audience for video content by over 100% among its competitive set for the week of 09/26."

[Source]: Nielsen Digital Content Ratings; [Content]: Video; [Platform]: Mobile, [Methodology]: Partially Tagged Census Data; [Time Period]: 09/26/2016-10/02/2016]

Illustrative Use Case #2

DCR

"Brand 2 has the highest time spent consuming mobile video among its competitive set."

[Source]: Nielsen Digital Content Ratings; [Content]: Video; [Platform]: Mobile, [Methodology]: Partially Tagged Census Data; [Time Period]: 09/26/2016-10/02/2016]

Illustrative Use Case #3

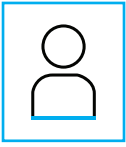
DCR

"Brand 3's audience spends more time on desktop than Brand 2's audience on mobile."

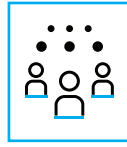
[Source]: Nielsen Digital Content Ratings; [Content]: Text; [Platform]: Mobile, [Methodology]: Partially Tagged Census Data & Panel Data; [Time Period]: 09/26/2016-10/02/2016]

Hierarchy Definitions: Name	Definition
Brand	A brand is a collection of all sub-brands operated by individual business units. Business units typically represent how they package and sell advertising inventory and distribute content/ads. Business units will vary by client and client type.
Sub-Brand	A sub-brand is meant to reflect a consumer-facing collection of entities or platforms within a brand and can be any combination of site(s) and app(s).
Program	A program/aggregation of videos for video content only. This level is not syndicated and only available internally for publishers.
Asset	A site or app section for static content. This level is not syndicated and only available internally for publishers.
Episode	A specific piece of video content that can be synonymous with a TV episode or can be an online-specific video. Not yet visible to clients.
Custom Segments	Can be used to create custom aggregations within a brand – i.e. to group related types of content either by genre, category or platform. This level is not syndicated and only available internally for publishers.

YOUR SUPPORT AND RESOURCES



**YOUR NIELSEN
ACCOUNT MANAGER**



**THE NIELSEN DIGITAL
SUPPORT TEAM**

careau@nielsen.com



**YOUR DIGITAL
PLAYBOOK**

[http://www.nielsen.com/au/en/
insights/reports/2017/digital-
playbook.html](http://www.nielsen.com/au/en/insights/reports/2017/digital-playbook.html)



ABOUT THE INTERACTIVE ADVERTISING BUREAU

The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia and was incorporated in July 2010. As one of over 43 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy.

The role of the IAB is to work with its members and the broader advertising and marketing industry to assist marketers to identify how best to employ online as part of their marketing strategy, to better target and engage their customers and build their brands.

By addressing the core pillars of growth of the online advertising industry - simplified and standard online audience measurement, research, and online operational standards and guidelines, and regulatory affairs, IAB Australia leverages the skills, experience and commitment of its members to advocate the benefits of online advertising by acting as an authoritative and objective source for all online advertising issues whilst promoting industry-wide best practice.

IAB Australia is a registered not-for-profit organisation; membership fees and revenue generated is invested back into the IAB's membership benefits such as resources, events, reporting, and industry representation.

For further information about IAB Australia please visit:
www.iabaustralia.com.au

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.



The background of the entire image is a vibrant blue with a series of overlapping, wavy, three-dimensional-looking ridges and valleys that create a sense of depth and movement, reminiscent of ocean waves or a topographical map.

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