

BUILDING THE FOUNDATION FOR A COMPREHENSIVE CROSS-MEDIA MEASUREMENT

INTRODUCING THE STREAMING METER

The rollout of the **Nielsen Streaming Meter** into Television Audience Measurement (TAM) panel homes is the first step towards measuring television audiences across multiple platforms, screens and devices.

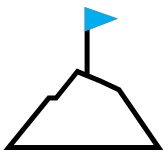
Nielsen is rolling out 500 streaming meters across the existing Nielsen TAM panel over the next 12 months.

This exciting enhancement will help us understand and measure when audiences are watching television or video on a Smart TV, computer, smartphone or tablet using their household wifi or internet connection.

WHY IT MATTERS

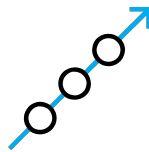
For the first time, we will gain insights into how many people are watching, and how much time they spend, on NZ Broadcaster Video on Demand (BVOD) sites, as well as other video platforms such as YouTube, Disney+ and Netflix.

Ultimately, introducing the Nielsen streaming meter to the Nielsen TAM panel provides broadcasters with the foundation for a comprehensive cross-media audience view.



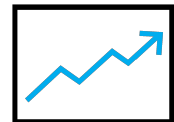
Multi-platform video measurement

- 500 streaming meters
- Captures all streaming over internet enabled devices (Smart TVs, mobiles, tablets, laptops and PCs)



Roll Out Plan

- Began October 2020
- Installation continues throughout 2021



Delivers

- Enhancement for TAM (BVOD)
- A domain level summary view of other streaming services
- Foundation for a comprehensive cross-media view

FOR MORE INFORMATION CONTACT YOUR NIELSEN REPRESENTATIVE.