

LOCAL TV

IMPRESSIONS: THE GREAT EQUALIZER

In the era where the TV screen was the only choice to consume video content and audiences were not fragmented, ratings easily met the needs of buyers and sellers. However, the world around us has drastically changed.

Today, consumers can choose from multiple platforms, fragmenting audiences, and creating new universes to analyze. The solution for the challenges this creates is simple. Impressions become the great equalizer, ensuring all viewers, on all screens are counted.

THE TIME IS NOW FOR LOCAL BROADCAST AUDIENCE MEASUREMENT TO EVOLVE FROM RATINGS-BASED METRICS TO AN IMPRESSION-BASED MEASUREMENT SYSTEM.

The use of impressions will simplify how media is evaluated across platforms and will make it easier for Local TV to claim its rightful place in the cross-platform consideration set.

CONTACT YOUR NIELSEN REPRESENTATIVE FOR MORE DETAILS.

WHAT ARE IMPRESSIONS?

Nielsen's Local TV Service has long provided impressions data, along with ratings, to buyers and sellers. Impressions are simply ratings expressed as the actual number of people watching. Where as, ratings are the percent of a given universe of users. When utilizing impressions you can ensure that all viewers, on all screens are counted.

$$\text{Rating \%} = \frac{\text{Audience}}{\text{Universe Estimate}}$$

Impression = number of viewers expressed in units

It is also important to note that local broadcast TV can continue to be planned on rating points while negotiated and purchased on impressions – which is how network TV is currently handled.

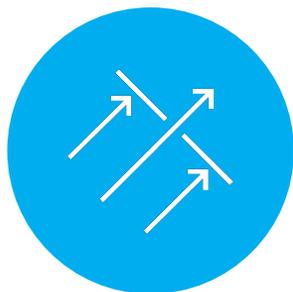
WHY UTILIZE IMPRESSIONS?

Impressions recognize all TV audiences, resulting in the inclusion of a greater variety of programs – both extending reach and providing greater targeting for advertisers. Impressions also allow for more precise reporting of program performance and post-buy evaluation and allow for audiences not reflected in ratings to be counted and reported.



Find Hidden Audiences & Buy With More Accuracy

Since impressions reflect the exact count of viewers you never lose audience to rounding.



Eliminate Varying Ratings When Using Different Universes

Eliminate the confusion of comparing DMA ratings to Cable Universe ratings



Easier Comparison & Aggregation Across Platforms

Impressions enables your digital properties to easily be linked to on-air audiences for cross-platform buys.



Facilitates & Enhances Benefits of Automated Buying

Automated buying platforms utilized by National networks and digital platforms utilize impressions

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