



The Nielsen Company

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## Nielsen Media Release

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### Nielsen addresses the increasing challenges of media planning including Online, in a rapidly evolving multi-media landscape

**Media proliferation and new technologies are changing how, where and when consumers are enjoying content**

**Sydney – May 20, 2011** – A proliferation of traditional and digital media, new technologies and devices means more touch points for consumers to engage with and an increasingly challenging task for effectively planning and buying advertising strategies.

To address this dynamic media landscape, The Nielsen Company has launched its next generation multi-media planning tool for agencies and media owners; *Nielsen Consumer & Media View*.

Commenting, Peter Cornelius, Managing Director Media of Nielsen referred to the growing need to provide agencies and media owners with clarity and actionable insights on media consumption, “as they are increasingly under the pump to justify every dollar of media investment”.

“There is a dichotomy between the media strategy and planning process and how this translates into media buying and verification. From a measurement process perspective, a significant disconnect has existed across the key planning steps in the media processes. Despite huge ongoing investments by the individual media for their industry verticals, such as OzTAM for television and CRA on behalf of radio, when it comes to planning and implementing multi-media solutions, these vital ‘currency’ data are not used. The reality is that most multi-media campaigns are currently planned on ‘claimed’ media consumption rather than these industry currencies. In this climate of change and complexity, advertisers are seeking far more surety around their media investments” he said.

Cornelius continued that whilst Nielsen also collects information around claimed media consumption, “a much more compelling media offering is the inclusion of the industry audience currencies through a data fusion process. We provide access to the richest and deepest view of



consumers' product consumption, lifestyles, attitudes and behaviours across the majority of the Industry audience currencies. This extends across OzTAM MTV and Regional TAM ratings, RAM Radio ratings, in conjunction with Nielsen sourced Print readership and Cinema visitation. Now we have introduced the ability to measure the ever expanding Online sector with Nielsen NetView data which means that Online can now be evaluated and compared in the same way as other main media”

“Our clients will also benefit through the introduction of new Nielsen IMS Clear Decisions software, which incorporates a multi-media Reach and Frequency tool to assess the value that each media can contribute to media schedule planning. This is a critical tool to demonstrate value for the overall investment in multi-media planning and analysis” he added.

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#### **About The Nielsen Company**

The Nielsen Company (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related assets. The company has a presence in approximately 100 countries, with headquarters in New York, USA. For more information on The Nielsen Company, visit [www.nielsen.com](http://www.nielsen.com).

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