

The Digital Path To Advanced Consumer Metrics

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nielsen

The Nielsen logo is centered at the bottom of the slide. It features the word 'nielsen' in a light blue, lowercase, serif font. Below the text is a horizontal line of nine small, light blue dots.

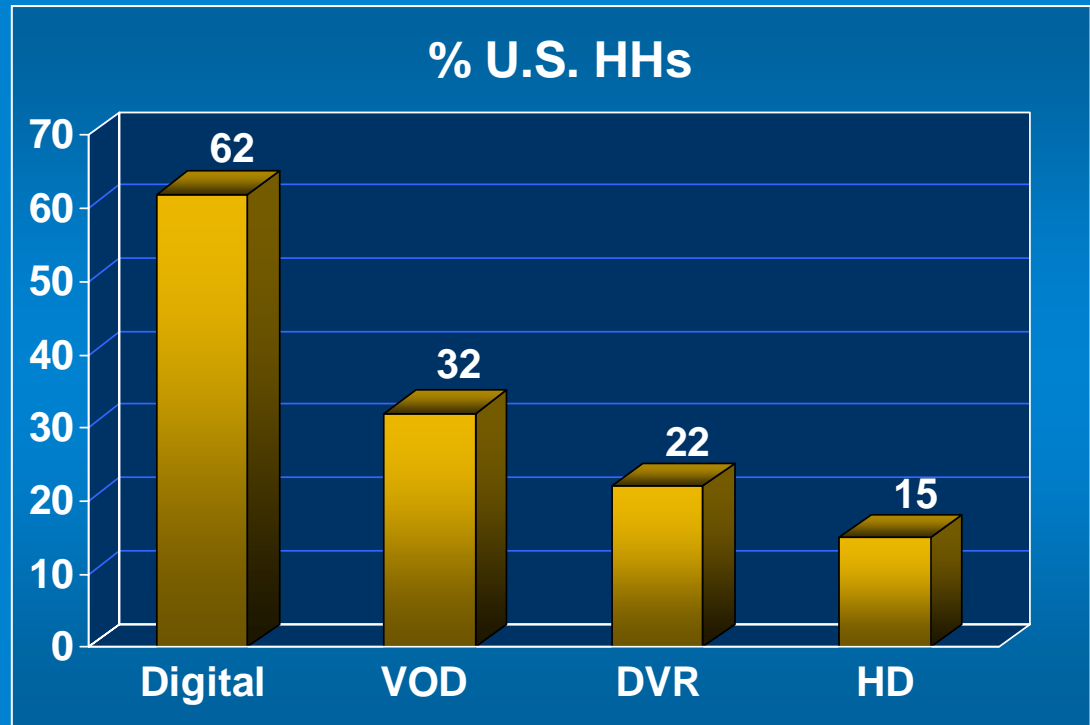
Discussion Topics

- The digital landscape
- STB values & issues: what do you want/need to measure?
- Strategic direction
- STB analytic illustrations



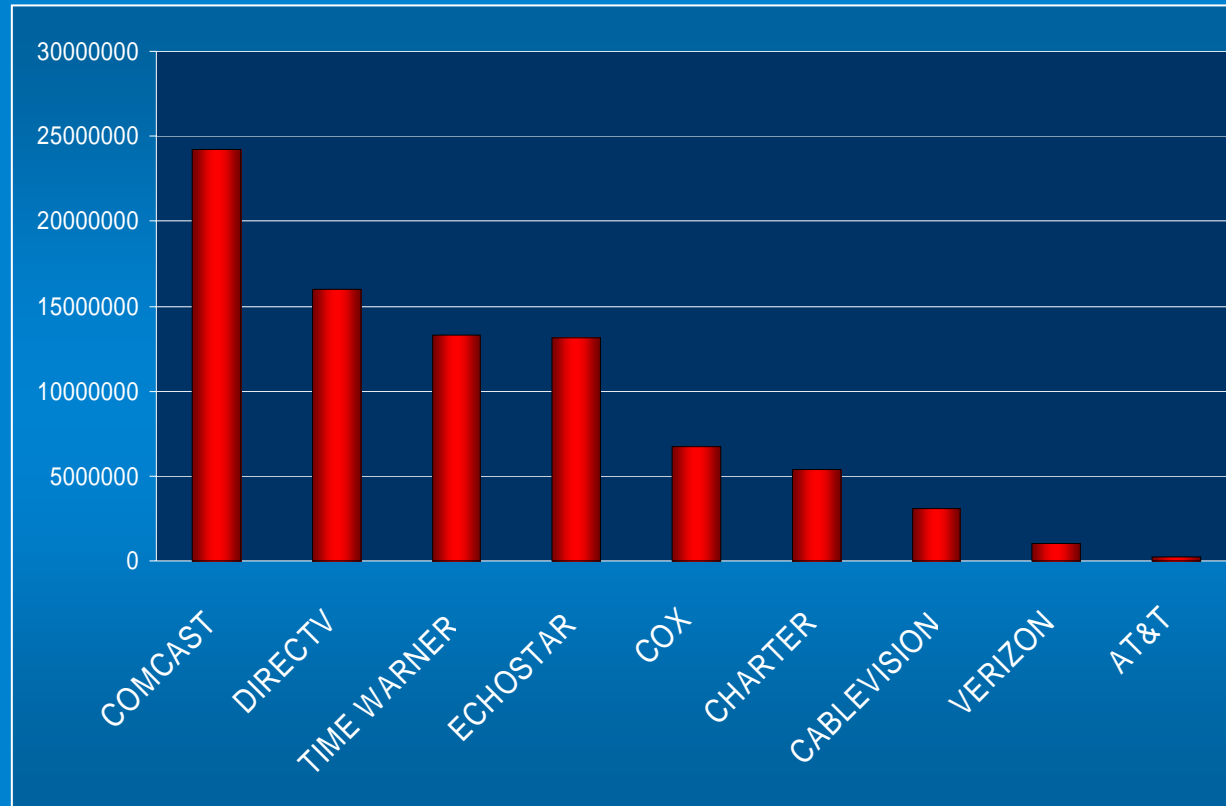
The Digital Landscape: The 'Device'

- STBs in >60% HHs
- STBs enable
 - Linear TV
 - HD
 - DVR
 - VOD
 - Interactivity



The Platform Providers

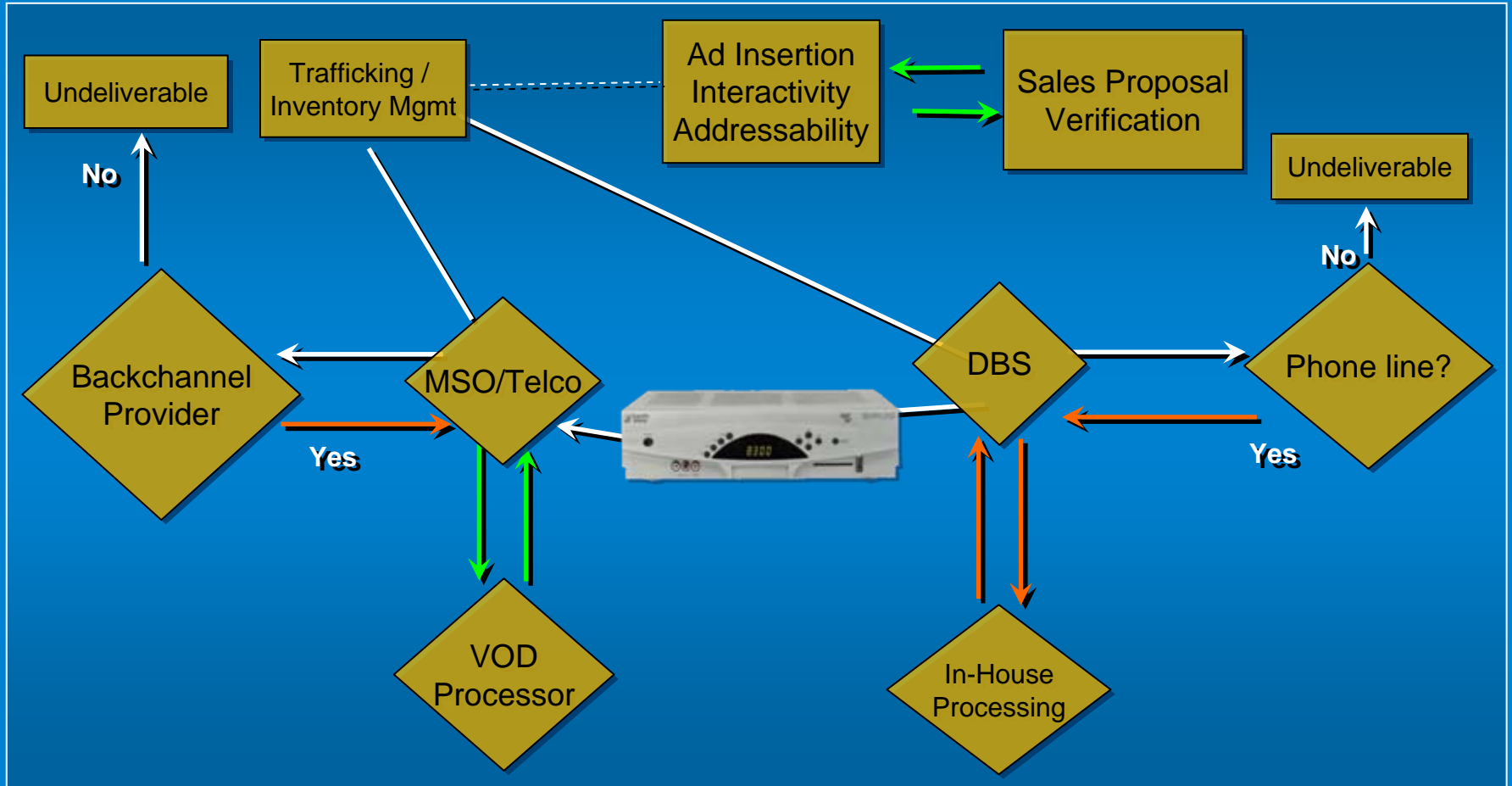
- 9 Major Companies
 - MSOs
 - Satellite
 - Telcos
- 83 million U.S. HHs
- 74% U.S. HHs



What Is A STB?

- **Set-top Box - (STB)** - May be known as *set top, Set-tops, set-top box, set top box, STB, Receivers, Converters, Decoders, Intelligent Set-top Boxes, Set-top Decoders, Smart Encoder, Digital TV Converter, DTV Converter, Voice-enabled Set-top Boxes, Digital Decoder, DTV Tuner, Descrambler, Digital Set-top Box, Addressable Converter, Demodulator, Smart TV Set-top Box, ITV enabled Set-top Box, Internet-enabled Set-top Box, ITV enabled Set-top Cable Box, Satellite-enabled Set-top Box, Cable-enabled Set-top Box, Low-end Boxes, Thin Boxes, Thick Boxes, Smart TV Set-top Box, Super Box, All-in-one Set Top Box, Integrated Set Top Box, Hybrid Cable Box, Media Center. Associated with Digital Media Adapters, Digital Media Receivers, Windows Media Extender Set-top Boxes, Gaming Consoles.*)

The STB Technical Landscape

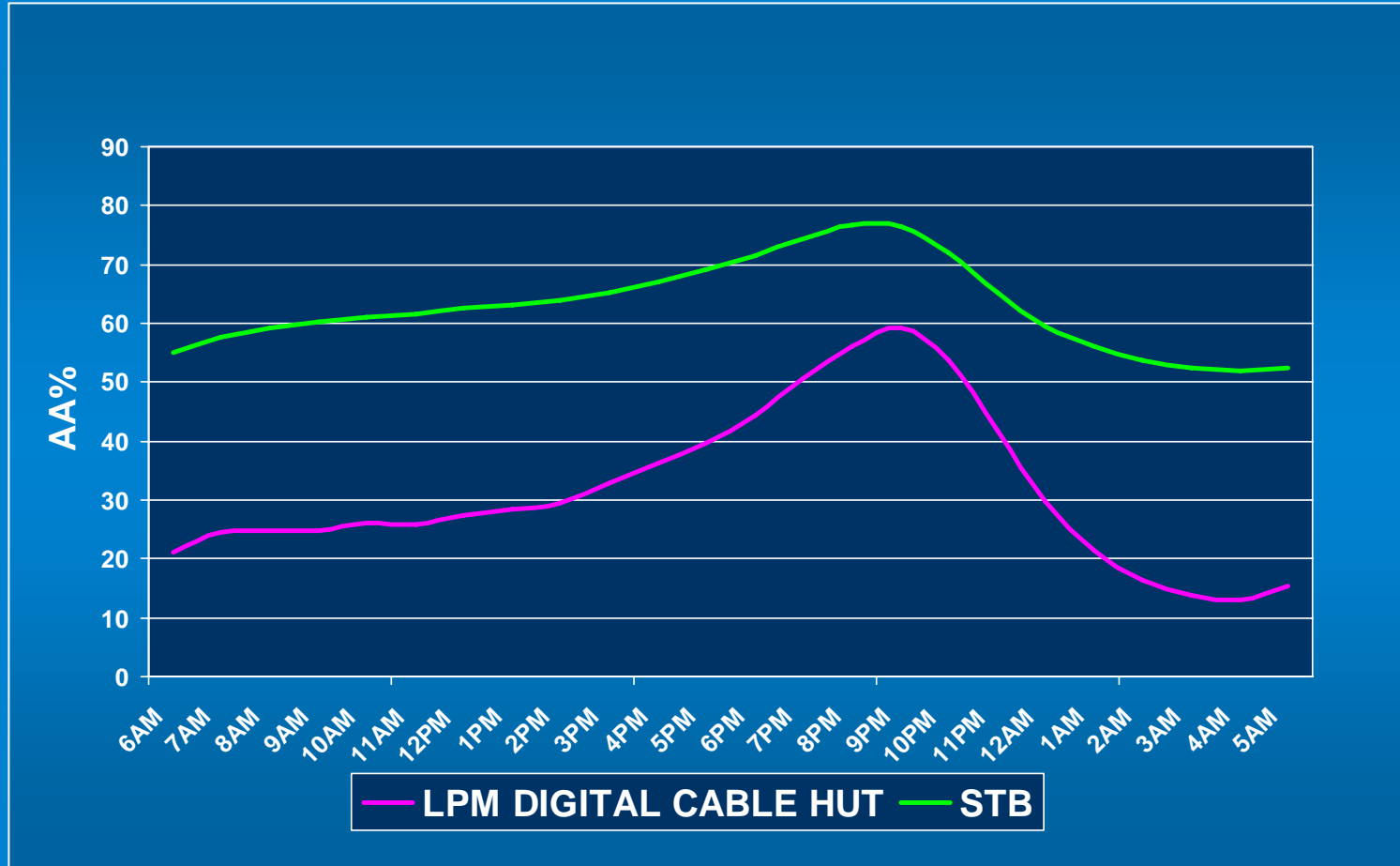


STB Data Challenges

- Gaps
- Non-STB sets
- Set on/Set off
- Demographic viewing
- Churn
- Lineups
- Backchannel
- Consumer privacy
- Consistent client metrics
- Cost

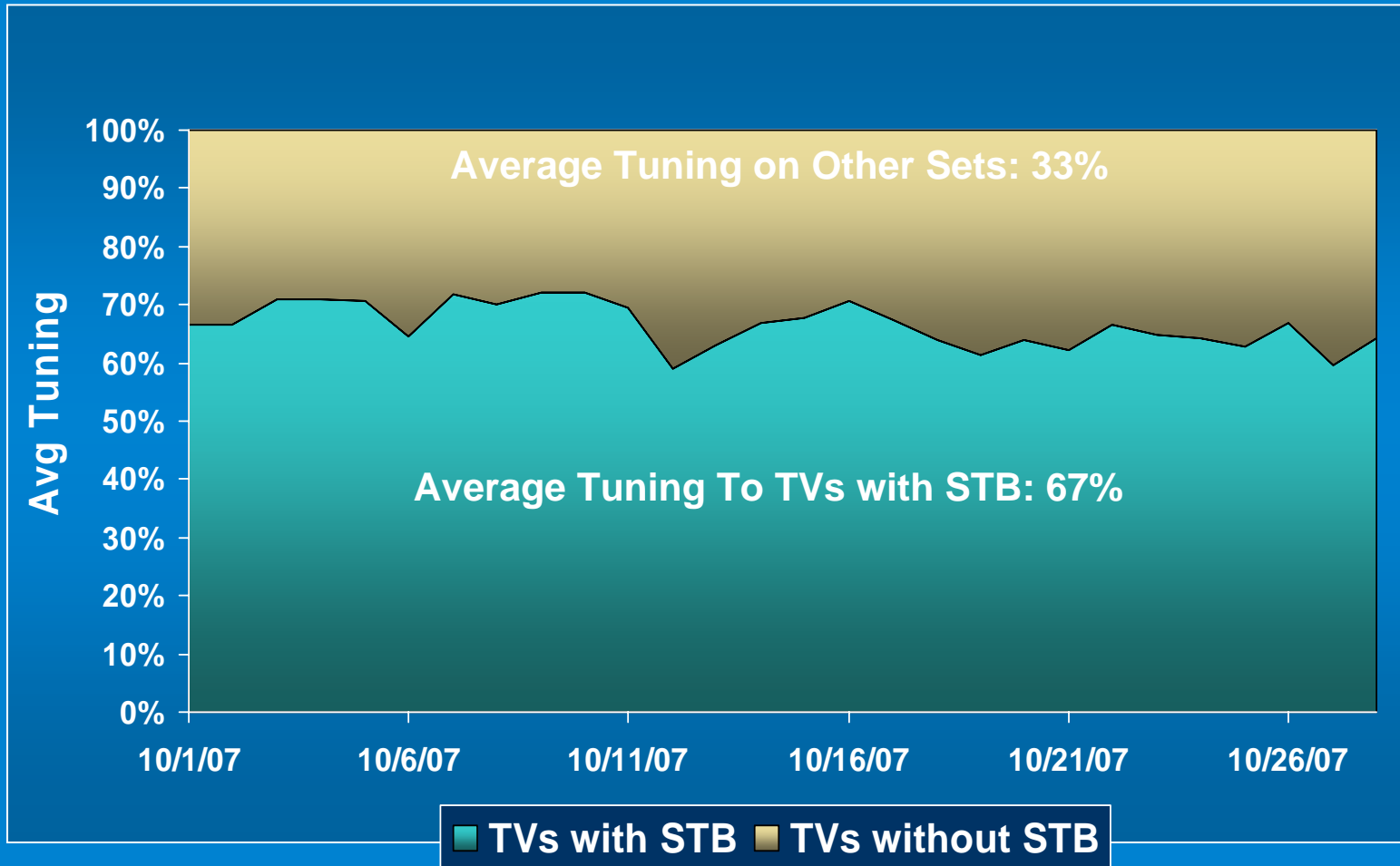


Does The STB Match The TV?



Source: ~ 400K STB STB's and Nielsen LA LPM Digital Cable Homes 10/1 - 10/7/2007

How Much Tuning is Missed?



Source: Nielsen DigitalPlus STB Analysis of common homes between LA LPM Sample and ~400K STB STB and 10/1 - 10/28/2007 (40 homes)

STBs: The Promise

- Census-based
- Real time
- Measurement for addressable advertising
- Measurement for interactivity
- Data path to the consumer
- Non-reported channels/networks
- Greater precision
- Greater data reliability
- Opportunity for real integrations & fusions



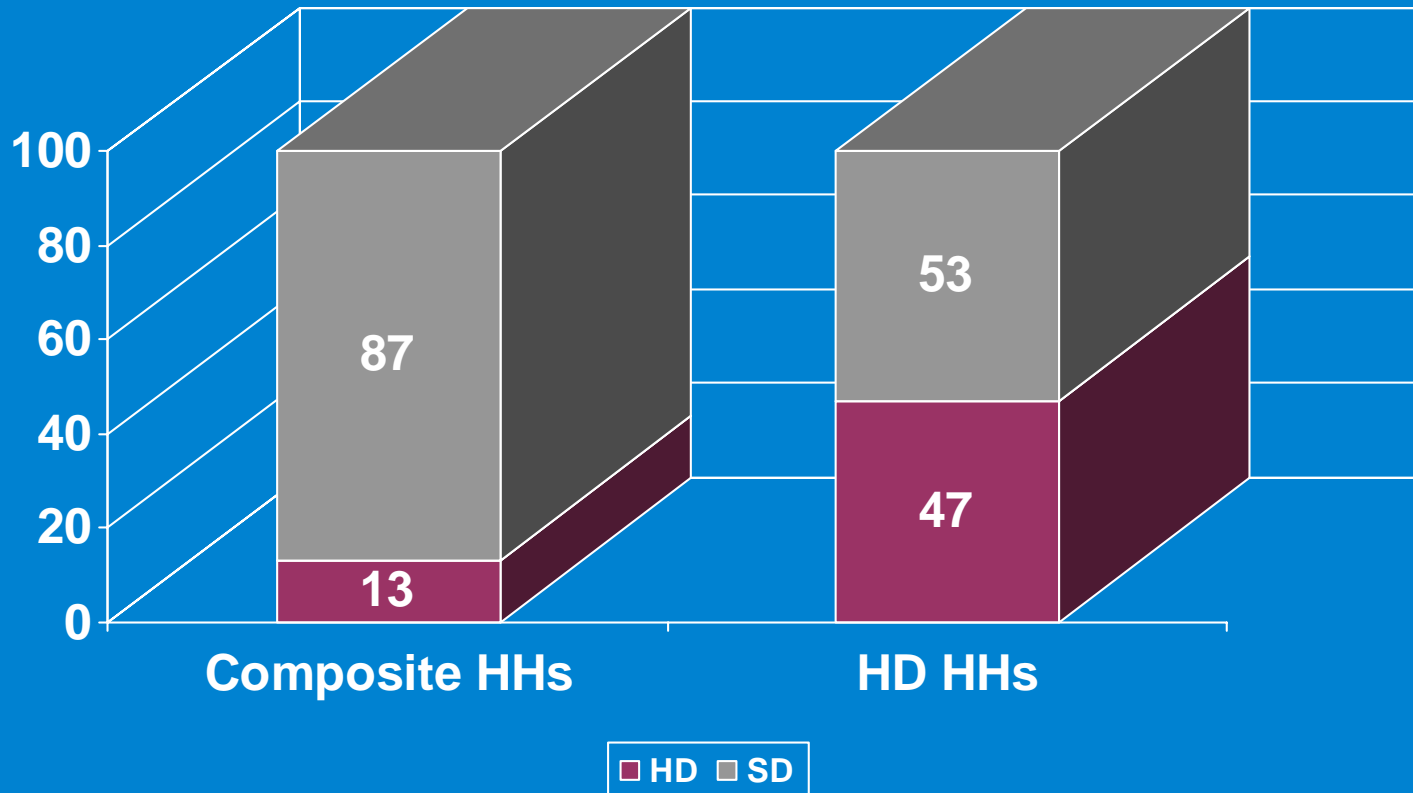
STB Analytic Illustrations

- **Advanced Advertising:**
 - Interactivity
 - Addressability
 - VOD
- **Device Technology**
 - HD
- **Sub-minute**
 - Commercial Pod
 - Program content



HD vs. SD Viewing Distribution: March Madness

HD SD Percent Tuning Distribution

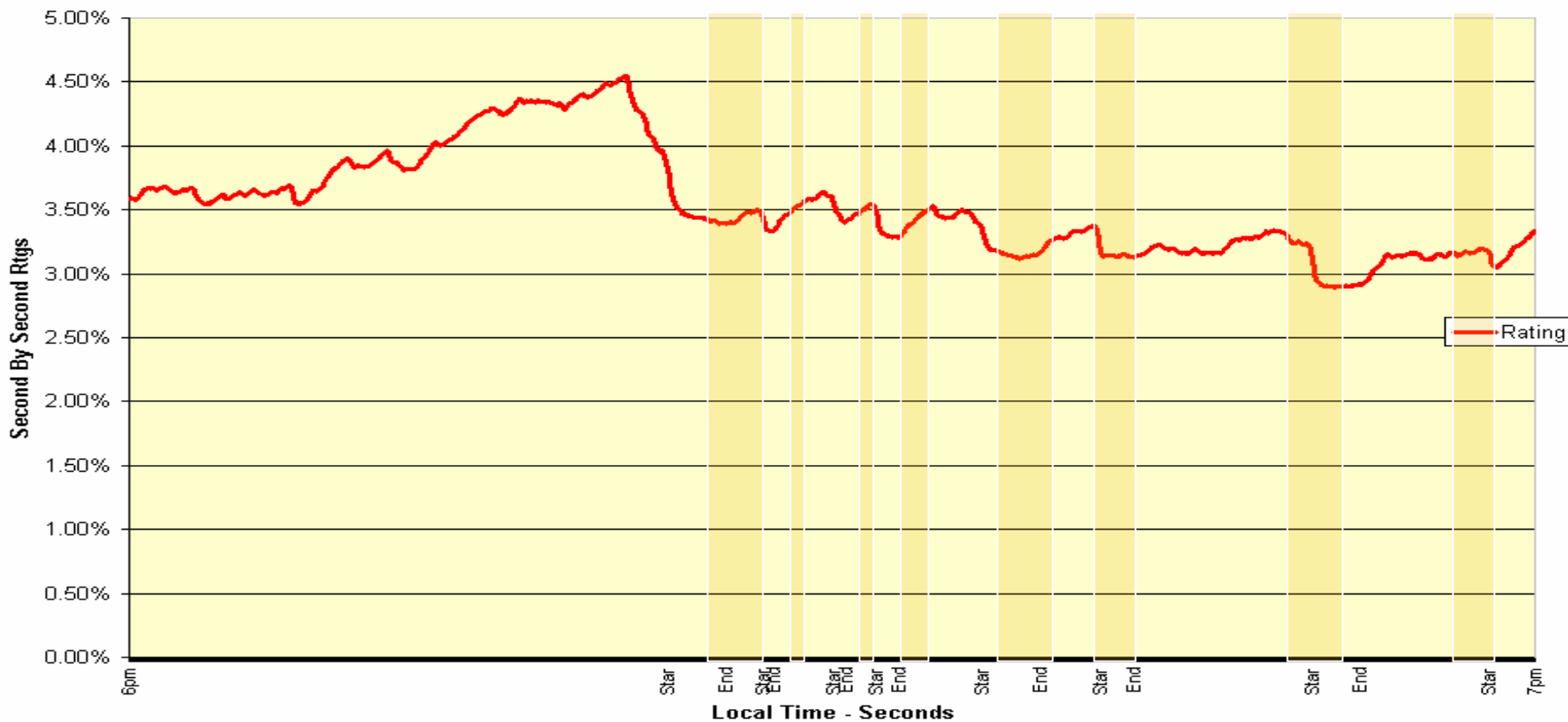


Source: Nielsen DigitalPlus, Charter LA STB Data, 186,205 Intab Homes, March Madness, CBS, 3/20/08, 4pm – 9pm PDT, Households, HD homes = Any home that viewed at least 3 minutes of HD between 2/01/08 and 3/11/08

March Madness STB Data Analysis

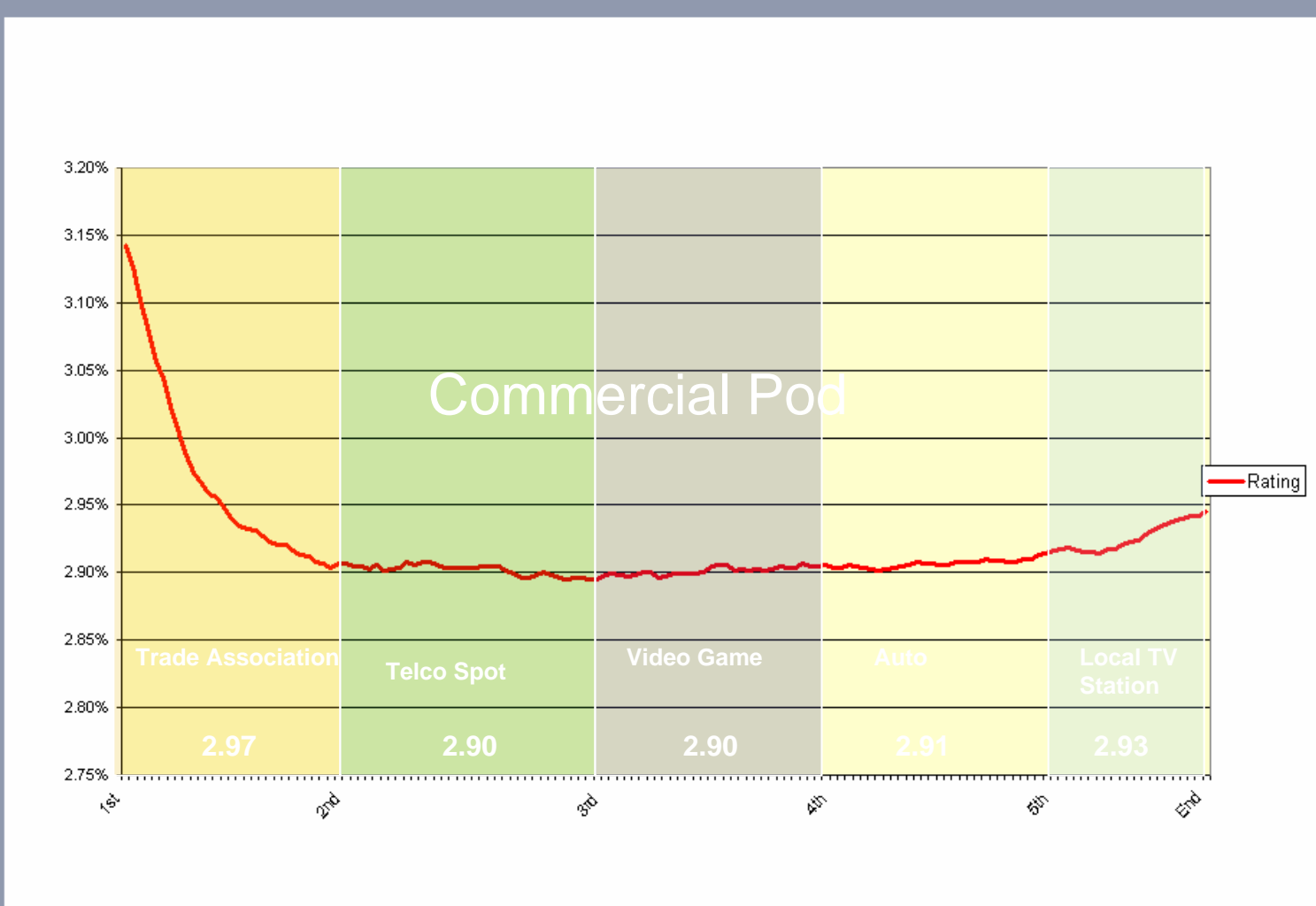
Second By Second Tuning

2008 March Madness, CBS March 20, 6pm -7pm PDT



Source: Nielsen DigitalPlus, Charter LA STB HH Data, 186,205 Intab, Monitor-Plus Preliminary Creative*Views Data,

Second By Second Ratings



Source: Nielsen DigitalPlus, Charter LA STB Data, 186,205 Intab Homes, Monitor-Plus Ad*Views, LA Market, Households

What Do You Want/Need To Measure?

Diagnostics

- Acuity
- Gaps
- Modeling
 - O/O
 - Non-STB sets
 - Demographics

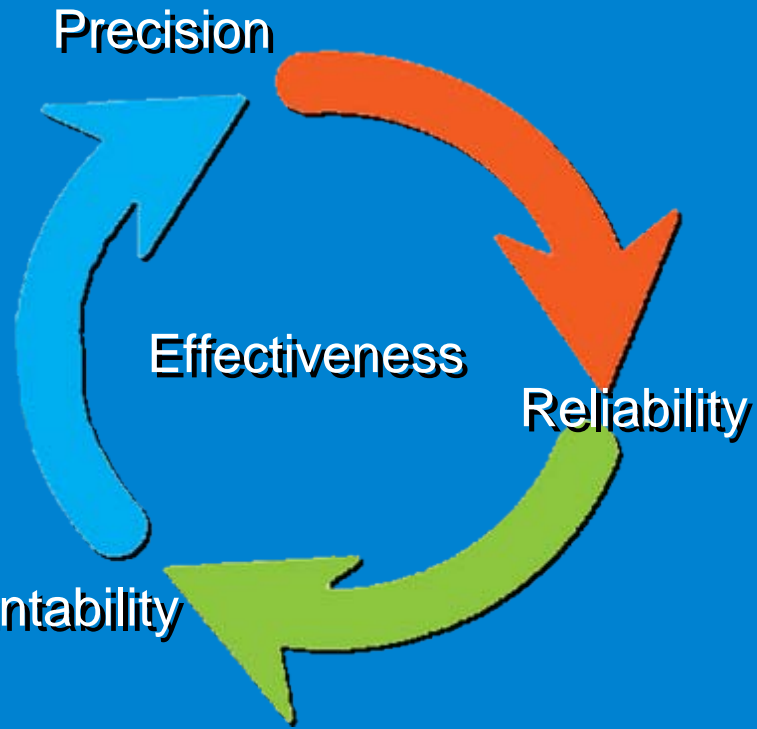
Advanced Integrations

- CPG (ACNielsen)
- Segmentation (Claritas)
- Broadband (Nielsen Online)
- Auto (Polk)

Nielsen STB Services

- Enhanced linear reportability
- Commercial level ratings
- Commercial retention (tune-away)
- Program vs. commercial content
- Tuning by POD position
- Tuning by program segment
- HDTV
 - HD vs. SD tuning behavior
 - HD vs. SD commercial behavior
- Advanced advertising
 - Addressability
 - Interactivity
- Enhanced VOD/DVR reporting
 - Linear to VOD assets
- Predictive capabilities
 - Pay/tier churn
- Ethnic tuning
- Specialty sports
- Loyalty

Nielsen DigitalPlus STB Advertising Value



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