



NIELSEN MEDIA IMPACT

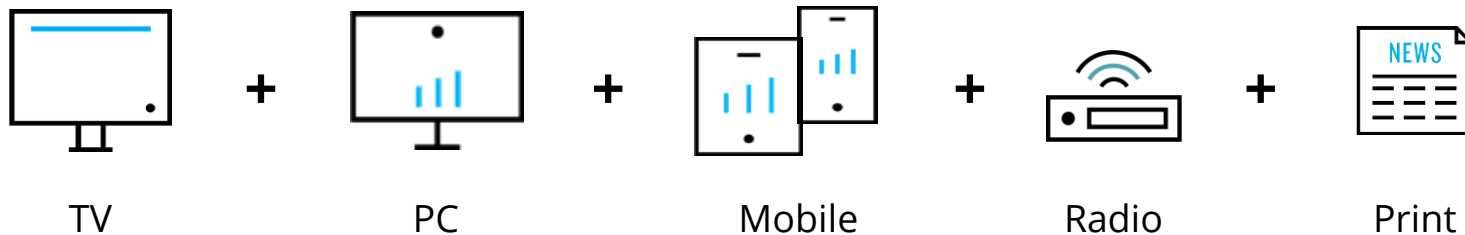
TOTAL AUDIENCE PLANNING



**“HOW CAN I EFFICIENTLY
TARGET MY CONSUMERS IN A
COMPLEX AND FRAGMENTED
MEDIA LANDSCAPE?”**

NEW MEDIA PLANNING TOOL TO UNDERSTAND CROSS PLATFORM REACH

Media planning in a world where consumers access content on-demand and everywhere is no easy feat

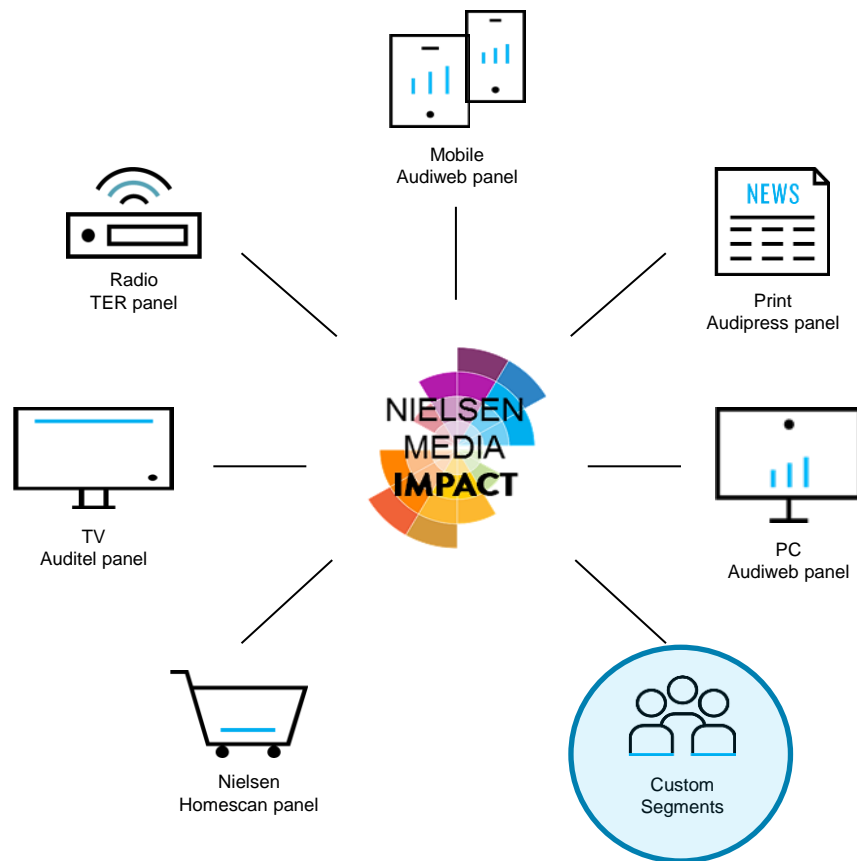


One Number = ?

THE NIELSEN FUSION

Bringing together previously separate data sources via a granular and comprehensive fusion process which enables users to generate cross-media insights and plans using flexible media choices, on the fly target creation to balance total reach and duplication objectives.

You can go beyond demographics by defining advanced targets thanks to the integration of different sources of information, like media behavior, psychographic attitudes, Nielsen Homescan panel or custom segmentations.



The background of the entire image is a vibrant blue with a 3D, wavy, undulating texture that resembles water or a soft fabric. The waves are layered, creating a sense of depth and movement. In the center of this background, the word "nielsen" is written in a clean, white, lowercase serif font. Below the letters of "nielsen", there is a horizontal row of eight white dots, each centered under a letter, serving as a decorative underline.

nielsen