

# Nielsen and TruMedia



- Quantify audience exposure to your (place-based) video networks.
- Get the metrics needed to demonstrate the value of advertising on your network.
- Enable apples to apples comparison between your network and TV

Nielsen is advancing the digital out-of-home industry by helping our clients monetize the advertising across place-based video networks. We provide syndicated reporting that quantifies advertiser-backed video networks in movie theatres, bars, malls, gas stations, hotels, doctor's offices, office complexes, restaurants, health clubs, and other commercial locations.



- Yield the most accurate audience count with automated face detection technologies.
- Video classification algorithms determine viewers' gender and age groups
- Determine gaze and dwell time for your place based video.
- Suite of audience tracking products can be integrated with media players and content management systems (via our real-time messaging interface)

TruMedia Technologies allow you to get the most precise audience count of people gazing at or dwelling around your place based video. With face, gender and age recognition, we can tell you everything about the person who watched your place based video and for how long.

## The power of Nielsen and TruMedia together:

- The most accurate audience counts in all your place based digital video locations
- Streamlined reporting from the premiere audience metrics provider
- Custom report capabilities
- Anytime anywhere access to reports and data