

Amobee 4Screen: New Converged Solutions from Nielsen, Gracenote and Amobee

Viewer-level ACR data to fuel linear and cross screen planning and attribution

The TV industry has long debated the benefits and pitfalls of different data sets for linear planning. Today, as marketers adapt to shifting consumer behavior, traditional models are under more scrutiny than ever. As a result, new data solutions have emerged to address the concerns of advertisers. Unfortunately, many of these solutions have lacked the rigor, reliability or ubiquity of traditional models. To bridge this gap, Nielsen and Gracenote have created a new cross-screen solution by assigning Nielsen-generated demographic data from its National TV Panel to Gracenote's ACR data. This groundbreaking solution will help solve the biggest challenges of today's cross-screen advertisers, who need new solutions for a converging landscape.



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Strategic Integration of Panel and ACR Data

- Approximately 10MM viewers from Gracenote's 4+MM active households will now have Nielsen-generated demographics attached to their linear and connected TV viewing behavior.
- Helps the industry overcome sample size and coverage concerns related to traditional sources of media exposure data.
- Creates a truly unique solution for converged planning, reporting and analytics.
- Allows marketers and programmers to plan, buy and sell inventory from a single source of demographic truth for both linear and connected TV inventory.
- Offers the ability to juxtapose Nielsen TV ratings on ACR viewership data from smart TVs for the purposes of linear and cross-screen planning.
- Enables new four-screen reporting and attribution capabilities in combination with Amobee's digital data footprint.
 - Provides detailed insights about cross-screen reach & frequency, device overlap, and campaign performance and business impact.
- First brought to market by Amobee, who continues to push the industry forward with new converged solutions for both advertisers and broadcasters.