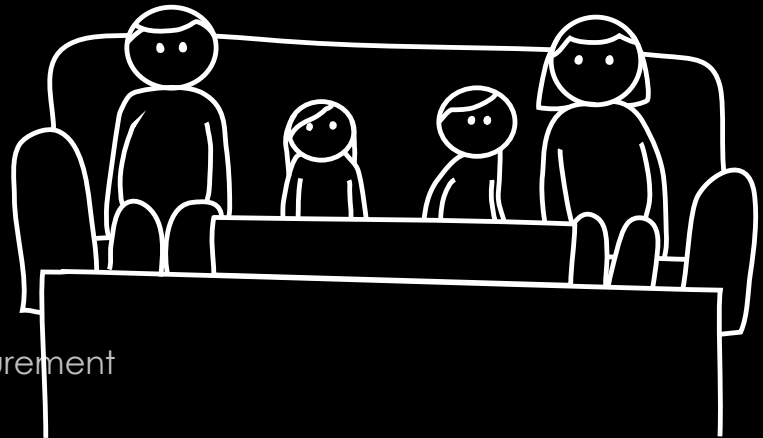
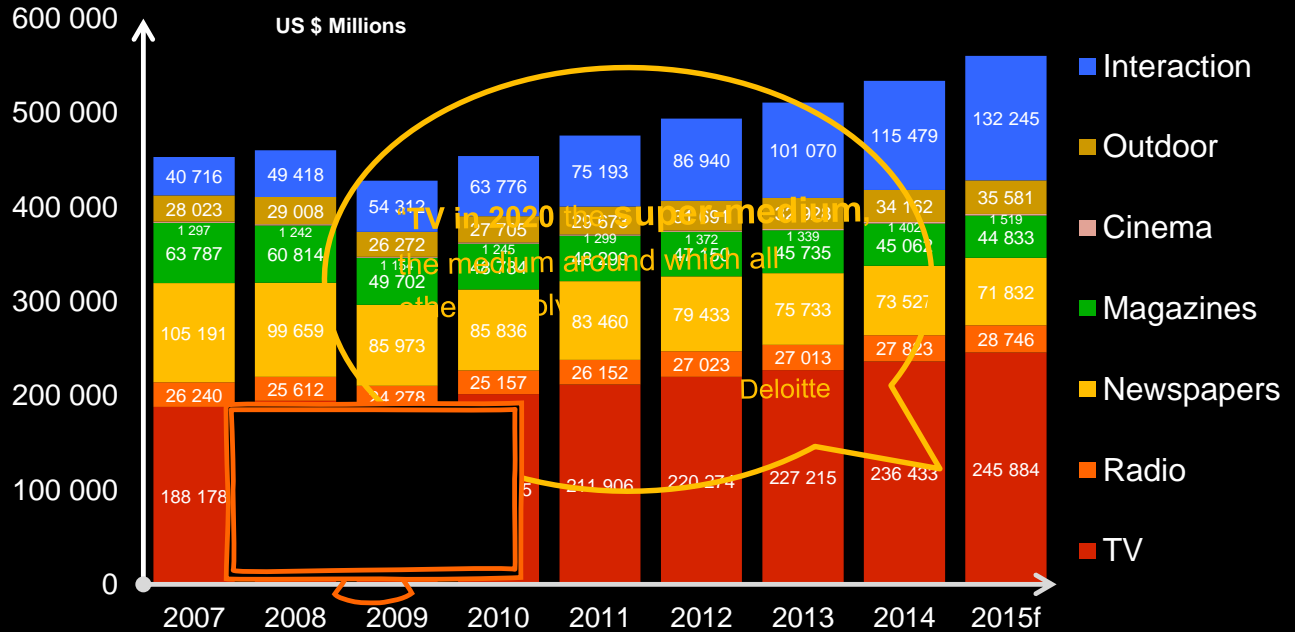


International trends and perspectives in Audience Measurement



Keld Nielsen
Global Director of Audience Measurement

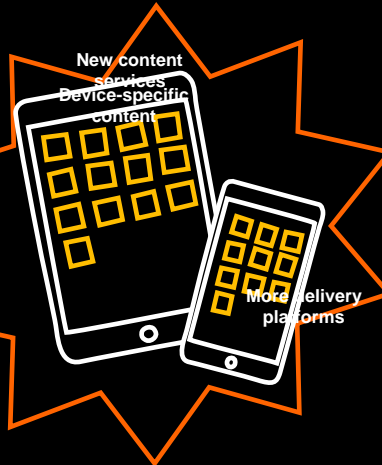
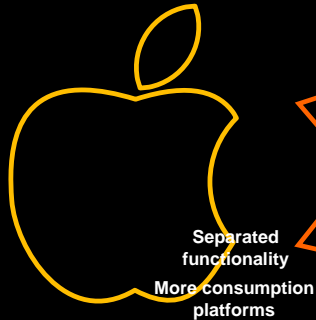
Television Industry Revenues



Source: Group M 'This Year, Next Year' July 2014 Interactive includes internet display, search, mobile. f= forecast

Audience Behaviour is Changing – Audience Measurement Needs to Evolve

Connected devices

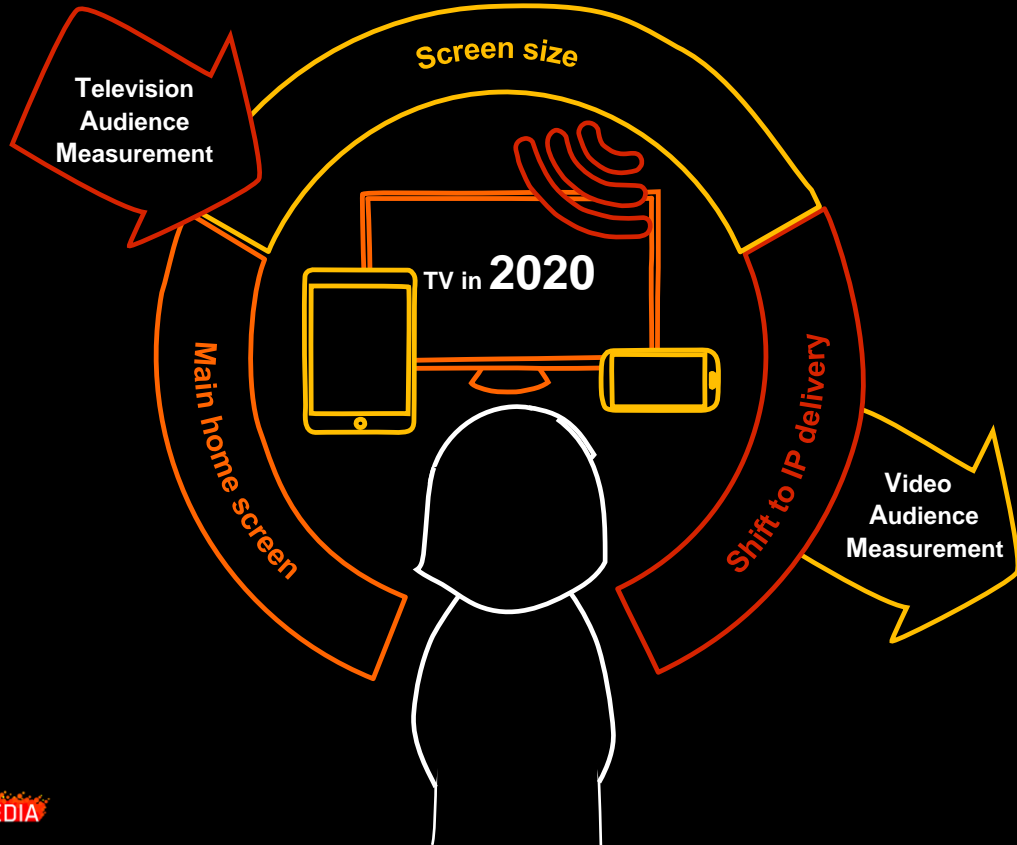


Technology

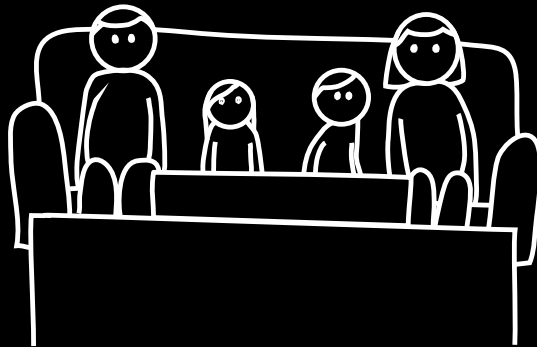
Viewing habits

Audience measurement

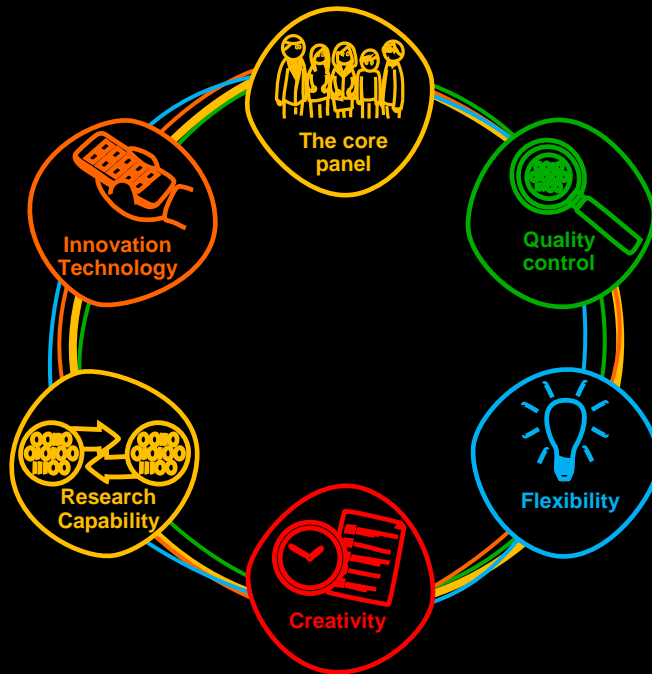
Predictions for the Future



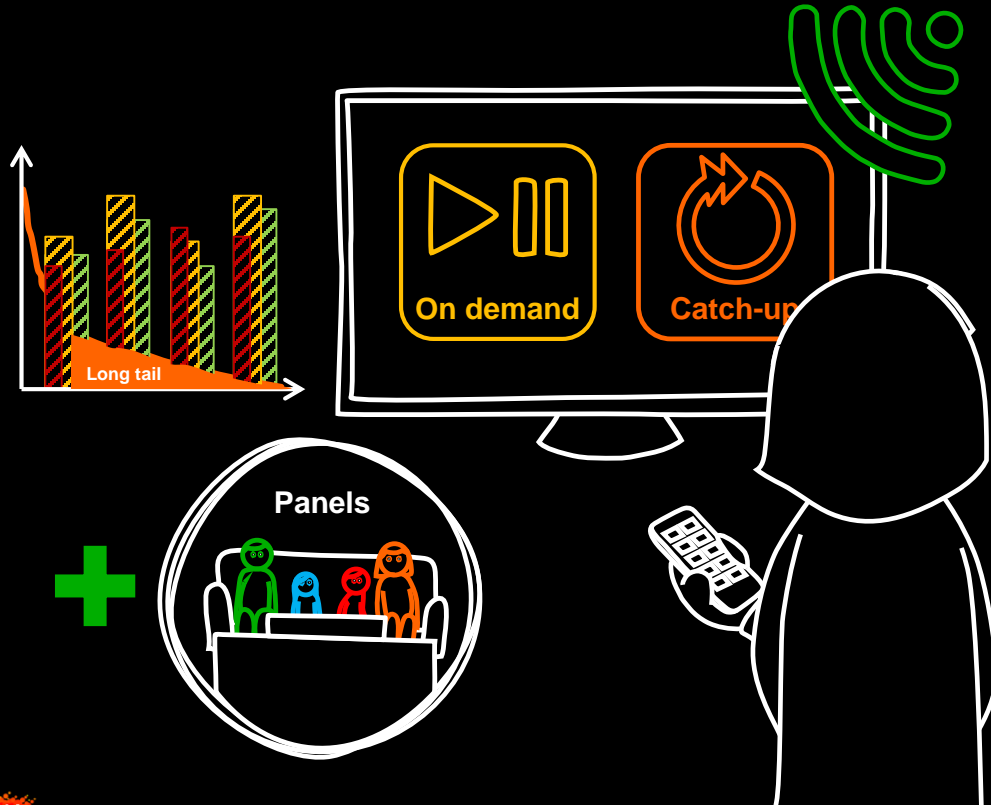
Guiding Principles for Audience Measurement



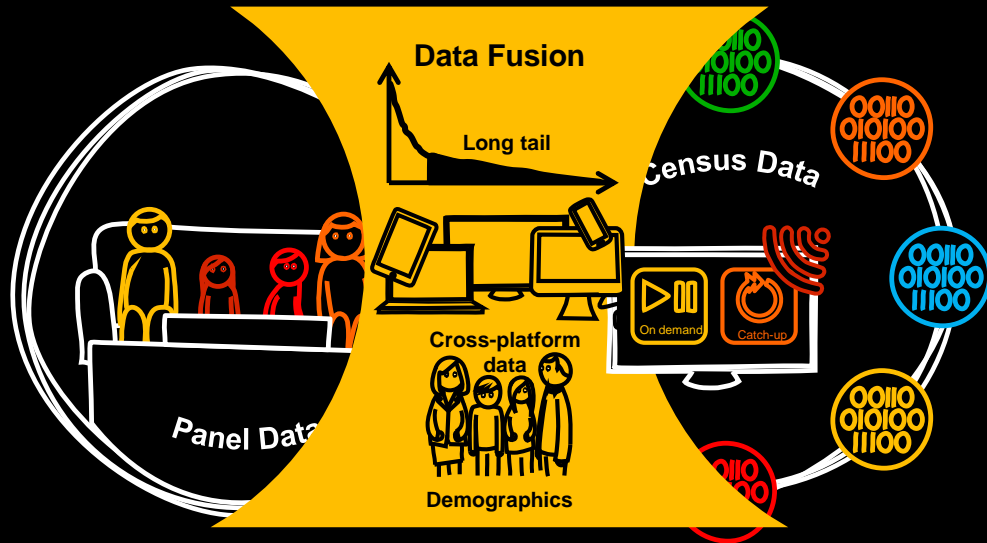
Proven Experience from a Long, Proud History as Industry Leaders



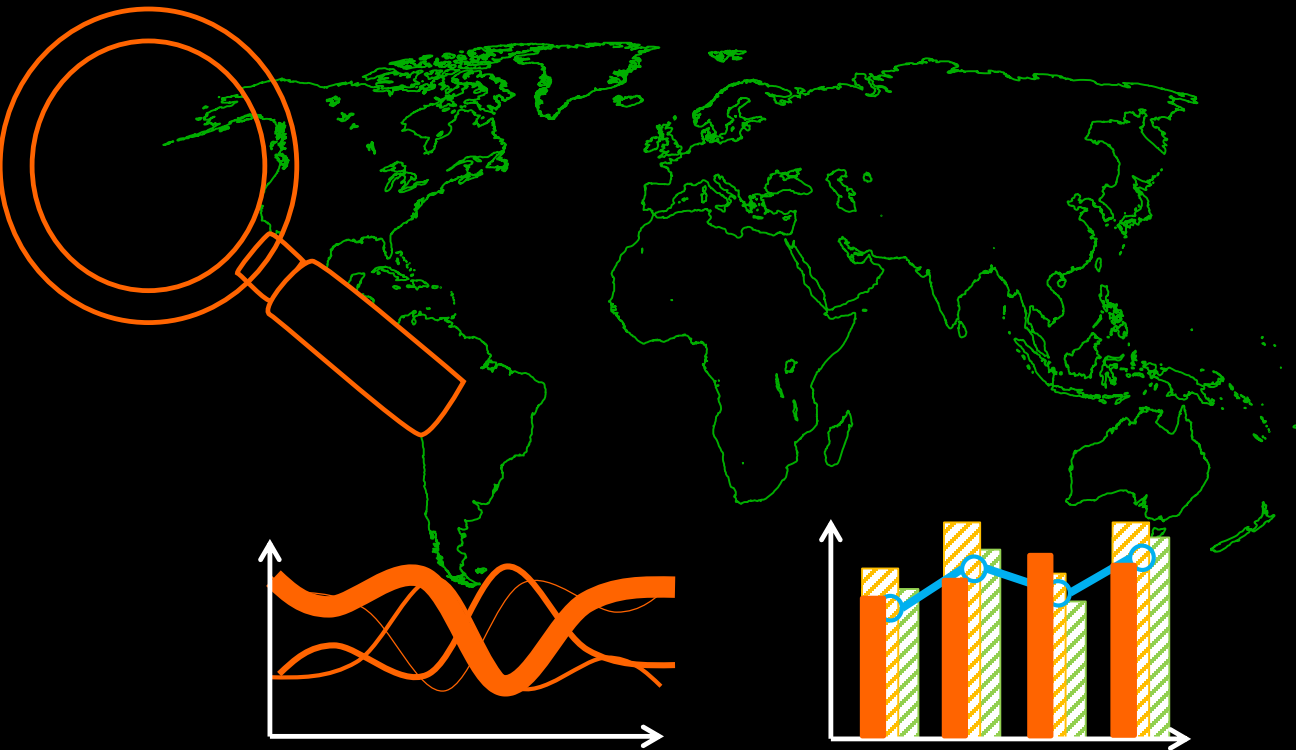
Tools to Measure Content Delivered Through IP



Data integration: Combining Panel & Census Data



The essential questions





| Audiences

THANK YOU

