nielsen

DATA AND ANALYTICS AS

A SOURCE OF TRUTH AND A FORCE FOR GOOD

Jamie Moldafsky

Chief Marketing & Communications Officer, Nielsen Wharton Annual Analytics Conference (WAAC)

MY LEADERSHIP JOURNEY

AMERICAN EXPRESS









DATA, ANALYTICS, INSIGHTS: A COMMON THREAD

DIFFERENT ROLES

Data-driven direct and digital marketing

Business and competitive analysis

Crisis management — readiness and action

White space innovation

General management

Brand and customer segmentation/relationship management

ALWAYS ABOUT



ASKING THE RIGHT QUESTIONS



LETTING THE DATA SPEAK



FOCUSING ON THE "SO WHAT"



TRUTH





Nielsen: Who are we?

OUR PURPOSE

Powering a better media future for all people

OUR VALUES

Inclusion, Courage and Growth

WHAT WE DO

Provide measurement, planning and outcome and content data and insights to the media industry

- Operate in nearly 60 countries
- Employs 2,000 technology and data scientists
- Serve Agencies, Advertisers,
 Broadcasters, Content Creators,
 Distributors





At Nielsen we ask ourselves

how can the use of data & analytics affect systemic change?



It's not just about the data,

IT'S HOW THE DATA REFLECTS AND INFLUENCES WHAT WE WATCH

METADATA IS ABOUT NUMBERS

SOURCES OF DATA AT NIELSEN—EXHAUSTIVE AND COMPREHENSIVE



We report out media use
(over 7 terabytes of data daily)
from every device across
television, digital, audio and other
aspects of the media space. That's a
LOT of consumption!



Adult consumers spend a total of over 1 trillion minutes a week on media across TV, including streaming, radio and digital.

PANELS ARE ABOUT PEOPLE

We calibrate big data with our panels to bring another level of truth to who we are as humans and what we care about.







EXAMPLE OF THE POWER OF DATA AND INSIGHTS

GRACENOTE ANALYTICS

Content Metadata
including
who stars, performs,
directs,
genre

INCLUSION ANALYTICS

NIELSEN MEASUREMENT DATA

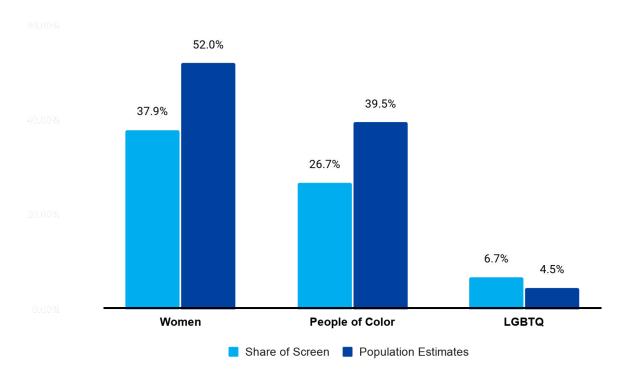
Consumption of Media:
Where
When
By whom



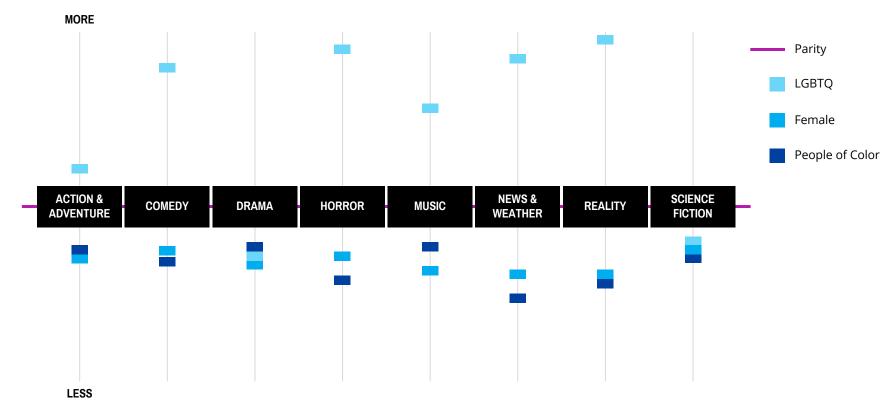
INSIGHTS— **A COMPREHENSIVE VIEW:** WHO IS ON SCREEN, AND IN THE AUDIENCE **AND HOW THAT COMPARES TO SOCIETY AT LARGE**



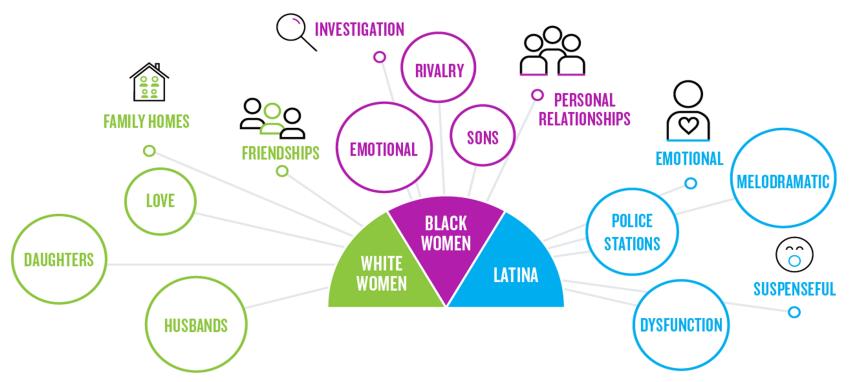
1) WOMEN MAKE UP 52% OF U.S. POPULATION, YET ONLY HAVE A 38% SHARE OF SCREEN



2) NEWS HAS THE LOWEST AMOUNT OF REPRESENTATION AMONG WOMEN AND PEOPLE OF COLOR



WHITE WOMEN VIEW THEMSELVES ON SCREEN AND ARE REPRESENTED IN THEMES LIKE FAMILY HOMES AND FRIENDSHIPS, VS. THEMES OF DYSFUNCTION AND RIVALRY FOR WOMEN OF COLOR







INCLUSION ANALYTICS CASE STUDY

- Asked the right question
- Let the data speak
- Focused on the "so what"
- Told the truth
- Ensured we use data and analytics as a force for goodfor Nielsen, the media industry and consumers



