



Objective, Accurate and Scalable  
Online Video Measurement

# Nielsen VideoCensus

The first and only syndicated service to blend panel and server-based metrics in streaming media measurement

Setting standards for online video measurement, VideoCensus delivers precise information about audience consumption of—and engagement in—streaming media. It's the first-ever syndicated online video measurement service to combine patented panel and census technologies, and provide an end-to-end accounting of audience size, demographic composition, engagement and competitive activity.

Using a technology- and platform-agnostic data collection system, VideoCensus objectively measures all methods of streaming media delivery regardless of the application, protocol or viewing platform. And, through its proprietary combination of technologies, VideoCensus can easily report on viewing of cached content, peer-to-peer programs and digital rights-managed (DRM) video streams. In this way, VideoCensus allows for seamless reporting as the industry continues to innovate and grow.

## VideoCensus Features:

- **Objectivity:** Technology- and platform-agnostic, VideoCensus measures all streaming media in the same way
- **Accuracy:** VideoCensus identifies and measures every tagged stream for total measurement and reporting precision
- **Granularity:** By measuring every single tagged stream, VideoCensus reports all the way down to the level of a specific video, including program type and name
- **Scalability:** VideoCensus counts all tagged streams—one single stream, or one million streams. It's completely scalable, and can be tailored to each site and publisher
- **Flexibility:** VideoCensus' patented technology easily adapts to any changes in the industry, platforms or streaming technologies



"As a leader in online video, Turner requires excellence in research methodology. We've been debating the accuracy of panels and servers for years. VideoCensus measurement ends the debate about accurate counts of our video volume in the marketplace, while also providing Turner with relevant, high-quality audience demographics."

Jack Wakshlag, Chief Research Officer, Turner Broadcasting System

"Comprehensive measurement of the online digital video landscape is equally important to marketers and publishers. As with online audience measurement, having a reliable and trusted source for video metrics is a must-have for the industry, and Nielsen Online is taking a leadership role by making technology advancements for the future."

Judit Nagy, Vice President, Consumer Insights, Fox Interactive Media

"Heavy is focused on offering our advertisers innovative solutions, and we need the most accurate and granular data possible. Nielsen's hybrid measurement strategy delivers on all counts."

Eric Hadley, Chief Marketing Officer, Heavy.com



# VideoCensus

## Transparency in Methodology and Scalability in Reporting

VideoCensus' methodology employs two patented assets, Nielsen's SiteCensus content tagging technology and our desktop meter. To drive reporting, online video publishers, technology providers and networks attach a simple piece of SiteCensus code to their video delivery platforms. Once enabled, this code allows Nielsen to collect a precise census count of the viewing activity. The Nielsen desktop meter, deployed to hundreds of thousands of panelist PCs worldwide, further dissects and analyzes the video data to provide granular insight into viewer engagement with specific video channels, programs and clips.

## How VideoCensus Works

### 1. You Tag It

Publishers tag the video player or stream with a short piece of SiteCensus code, which triggers the viewer's browser to ping our server with the relevant details—such as the videos's content and origin—when the stream is viewed.

### 2. We Measure It

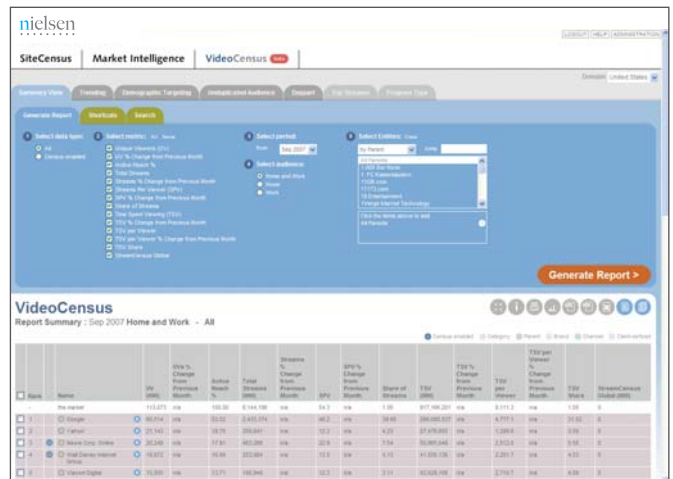
The meter technology residing on the PCs of our panelists sees the ping, or URL request, and immediately recognizes, records and parses the URL. It extracts all relevant information, including stream/program title, program type, publisher name and video section. This provides accurate identification and reporting of the content being viewed, because the meter is recording the counting mechanism implemented by the publisher.

### 3. We Report It

VideoCensus delivers highly accurate, granular reporting of online video consumption from the U.S. home/work audience. The tagging process also allows us to report actual or "census-based" counts in a syndicated service.

## Reports Include:

- **Viewers:** Projected number of U.S. home/work users who viewed the stream
- **Streams:** Number of streams viewed
- **Demographics:** Who is viewing the content?
- **Dayparting:** Metrics by time of day. Find out which time of day your video streams are getting the most play
- **Desktop Reporting:** VideoCensus measures at the desktop level (unlike other measurement services which measure at the proxy level), and delivers time spent and other valuable metrics



In-depth reports include a range of metrics on your streaming media downloads, including market view, dayparting and viewer lifestage and income

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