THE FUTURE OF MEDIA AND RETAIL MEASUREMENT

How Nielsen Evolved into an AI-First Company

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Nielsen, Chief Research Officer

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MEASURING WATCH & BUY

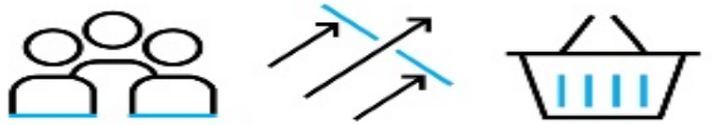
TOTAL AUDIENCE

Content and Ads Ratings for:

- Who is watching (demo, target)
- What (Sports, news)
- Where (in/out of home, devices
- When (time of day)
- How much/ many (frequency, reach)

Measurement in 59 countries

TOTAL CONSUMER



Retail sales measurement, advanced analytical capabilities:

- Market share
- Price, volumes
- Loyalty
- Analytics (pricing, promotion, assortment)

Measurement in 100+ countries

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LONG-TERM, BEST-IN-CLASS CLIENT BASE

20,000+ CLIENTS

FOR MORE THAN 90 YEARS, WE HAVE BEEN AT THE FOREFRONT OF MEASURING CONSUMERS AROUND THE WORLD, HELPING CLIENTS DRIVE BETTER BUSINESS DECISIONS AND PROFITABLE GROWTH OVER TIME

BUY

MARS Incorporated, Nestlé, P&G, Walmart, Reckitt Benckiser, Safeway, Kroger, British American Tobacco, 联华超市股份有限公司 Lianhua Supermarket Holdings Co., Ltd., Kraft, E2, OXXO, Johnson & Johnson, Unilever, Vanguard, Carrefour

WATCH

Google, Time Warner, Telefónica, CBS, Comcast, verizon, Acom, IPG, NBC Universal, sina, FOX, T Mobile, Y!, at&t, Disney, Discovery Channel

PARTNERSHIPS

Experian, Charter, dish, Roku, JD.com 京东

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AI-FIRST STRATEGY

- Cloud, Open Source, Mobile
- >> Digitization of Data Collection >> Data Enrichment >> Delivery
- Prioritize Nielsen labeled data advantage
- Solve business processes and client need with AI

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DATA SCIENCE TRANSFORMATION

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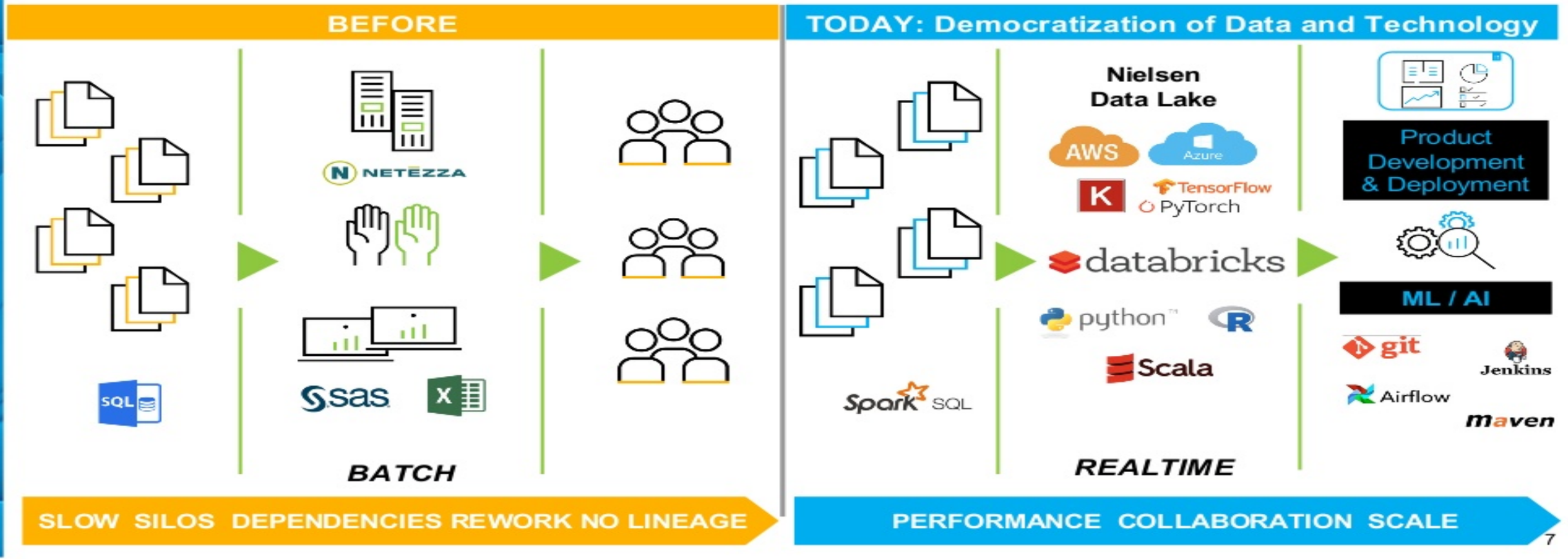
DATA SCIENCE TRANSFORMATION



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DATA SCIENCE PIPELINE

COLLECT

Labeled Data - Nielsen Ground Truth

Input Data

Meta Data

LEARN

DATA PREPARATION & EXTRACT

ML MODELS

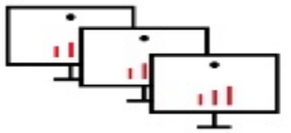
FEATURE EXTRACTION SERVICES

ALGORITHMS

Text | Image | Speech | Other

PRODUCT

Platform



Dashboard

API

POWERED BY DATA SCIENCE AND ENGINEERING

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WHY DATABRICKS AND BUSINESS RESULTS

- Speed, scale, performance
- Self-service cluster management & democratization of Spark
- Excellent Python support
- Collaborative notebooks, less code rewrites
- Full suite of tech — ETL on steroids to ML (ML flow)
- Accelerating unification of data science and engineering

ALGORITHM	PERFORMANCE
PATTERN RECOGNITION Model household characteristics from viewing behavior	+12 hrs to 30 mins
VIEWER ASSIGNMENT Model who is watching media from behavioral and event data	1 week to < 2 hrs

<Spark>ed a cultural change

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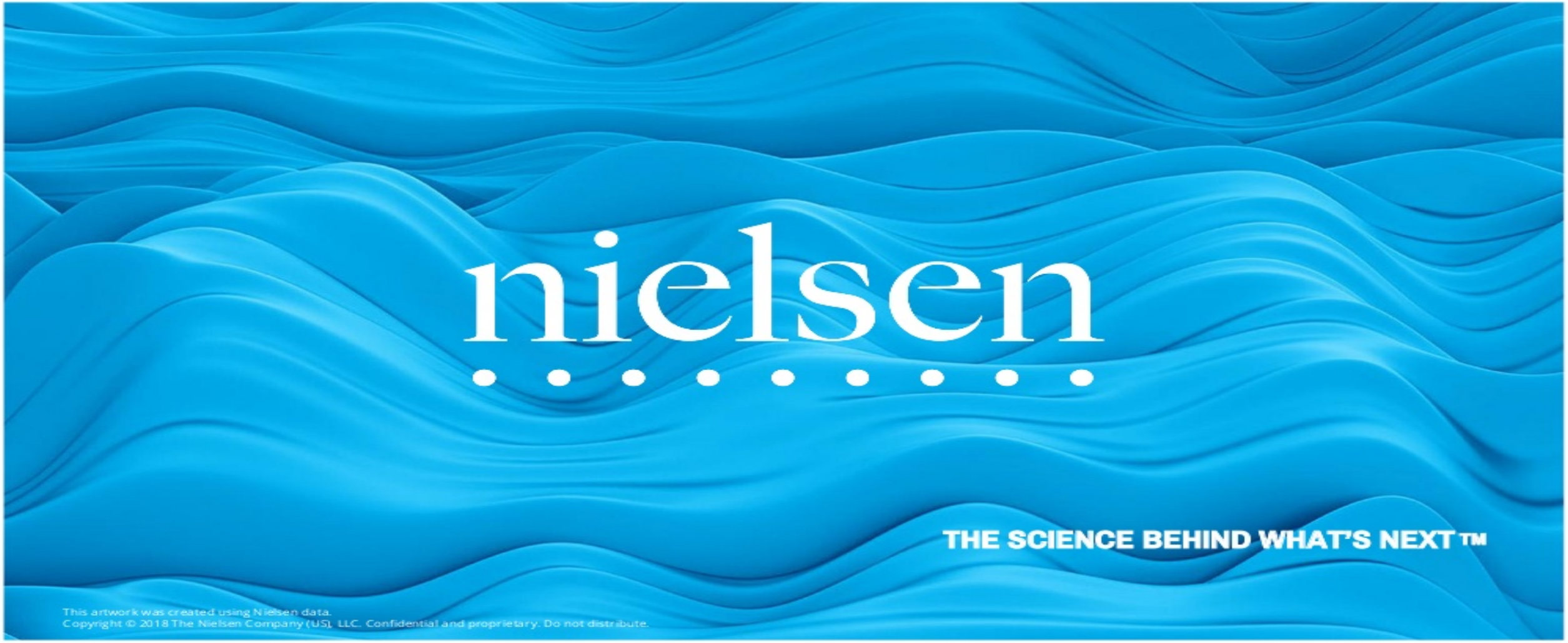
WHAT'S NEXT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