

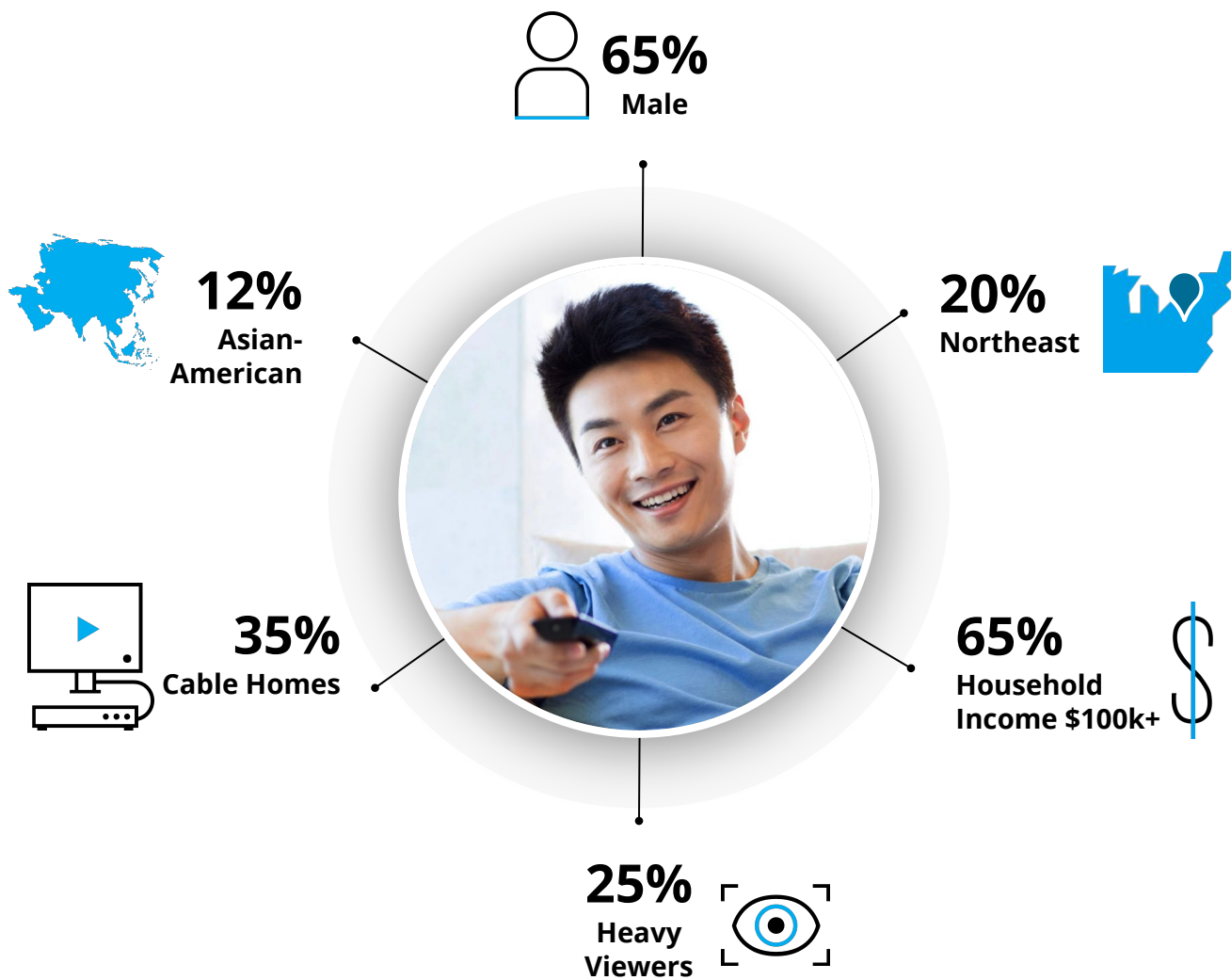
NIELSEN STREAMING VIDEO RATINGS

UNDERSTAND THE SURGE OF STREAMING BEHAVIOR

More so than ever, consumers today have virtually endless choice in terms of platforms on which to watch their favorite video content. Nielsen data shows that between March and August 2020, U.S. adults spent 12.2 trillion minutes with digital, 11.1 trillion minutes with linear TV and 2.8 trillion minutes streaming—and these numbers continue to exponentially grow. Nielsen is excited to launch **Nielsen Streaming Video Ratings** within NPOWER delivering insights into how much of streaming behavior is happening on the TV screen, how the various streaming providers compare, what devices are being used to stream, and how different demographic groups stream and so much more.

Nielsen Streaming Video Ratings measures streaming through Nielsen's Streaming Meter which is a subset of the National TV Panel. The Nielsen Streaming Meter captures the streaming happening on the television glass through Smart TVs, connected devices and video gaming consoles. Nielsen's Streaming Video Ratings, available now in NPOWER, provides syndicated total usage of streaming, broken down by distributor or demo so you can see the macro trends and share shifts by streaming service.

DELIVERING GROUND-BREAKING INSIGHTS



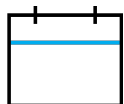
ADDITIONAL BENEFITS



Ability to make comparisons across Nielsen Streaming Video Ratings and Linear TV Ratings - utilizing the same panels and metrics.



Gain deeper understanding of streaming platforms by running Ratings, Reach & Frequency, Duplication and Segmentation, Marketbreaks and Daypart reports.



Actionable daily data being delivered on a next, next day cadence.



Break down the viewing of streaming services by device type*.

*Requires TV Connected Device subscription

For more information, contact your Nielsen representative or visit www.nielsen.com