



## THEATRICAL VOD CONTENT RATINGS

# INDEPENDENT COMPARABLE MEASUREMENT OF THEATRICAL CONTENT VIEWING

The evolution of theatrical distribution has introduced a new opportunity for both consumers and content owners by delivering theatrical releases directly to viewers in the comfort of their own homes. Nielsen's Theatrical VOD (TVOD) service will allow studios and producers to analyze not only the volume and reach of their audiences, but detailed household and person's characteristics (e.g. age/gender, ethnicity, territory, etc.).

Nielsen's TVOD Content Ratings provides TV viewing measurement of purchased or rented theatrical movies. This will enable clients to understand audience behavior across linear, VOD, SVOD and now TVOD content to most effectively position and value their content. The TVOD Content Ratings service provides coverage of theatrical movies viewed on the TV via any device (e.g., video game console, connected device, Smart TV) or even via traditional set-top boxes.

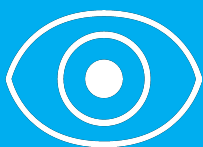
## TVOD CONTENT RATINGS HELPS ANSWER:



What is the size and profile (age, gender, ethnicity, etc) of my audience? How many unique viewers did my TVOD movie reach?



Who is tuning to my movie across various devices. How does that compare to other Linear, STB VOD and SVOD viewing?



What else were my viewers watching? What are non-viewers of my content watching?



How does my TVOD movie trend over the course of a week, month or distribution window?

TVOD Content Ratings measurement utilizes an audio signature process to uniquely identify content and compares it against viewing that occurs in our full National Television panel. Data is delivered weekly but with daily granularity. The initial offering will be introduced on a proprietary basis (meaning the client only sees their own assets) but is expected migrate to a syndicated offering pending client alignment.

Data for this service is available to subscribing clients in NPOWER enabling the full suite of NPOWER capabilities including all standard and subscription market breaks (including the Principal Moviegoer subscription market break).

**For more information, please contact your Nielsen account manager**

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