



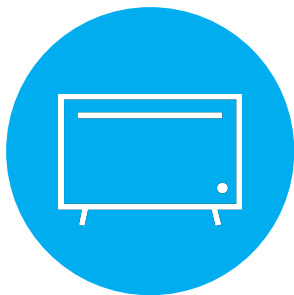
GRACENOTE SMART TV ACR SEGMENTS

REACH VIEWERS OF SPECIFIC NETWORKS, PROGRAMS AND ADS

Between live TV, time-shifted TV and TV-connected devices, the average US adult spends more than 5 hours per day staring at a TV screen.* Now you can use TV viewership data to improve ad targeting and better optimize and activate buying across digital platforms with Nielsen Gracenote Smart TV ACR segments.

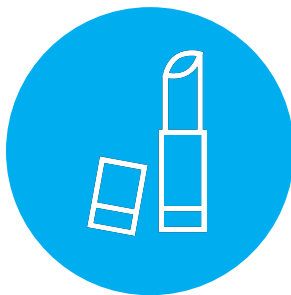
Nielsen Gracenote Smart TV ACR segments are sourced from more than 5 million smart TVs in the US. Using patented Video Automatic Content Recognition (ACR) technology, we are able to capture viewership data in real time based on what's being projected to the TV screen. Leveraging this data, we offer more than 800 syndicated segments including Network, Program and new Ad Exposure segments, as well as the ability to request custom segments.

SYNDICATED + CUSTOM SEGMENTS



Network & Program

~620 syndicated segments based on viewership of specific networks, shows, genres and dayparts



Ad Exposure

~250 syndicated segments based on viewership of national ads across the top 50 networks



Custom

Ability to request custom Network, Program and Ad Exposure segments beyond what is included within the syndicated taxonomy

USE CASES

PROGRAM & NETWORK SEGMENTS

Collect viewership data for a show that's about to or has recently aired

Target audiences for an upcoming series based on viewership of a series with a similar style, genre or theme

Target audiences by the type of programs (e.g. cooking, house flipping) or networks they watch

AD EXPOSURE SEGMENTS

Reach audiences of specific TV ads on a brand- or product-level

Place ads for products in front of audiences who have been exposed to a competitor's TV ads

Run a campaign for a new product against segments of viewers who have been exposed to TV ads in a similar category

WHO IS GRACENOTE

Gracenote is the world's leading entertainment data and media recognition technology company that was acquired by Nielsen in February 2017. Gracenote's Automatic Content Recognition (ACR) technology is featured in millions of smart TVs and creates the foundation for enabling interactive content and ad capabilities to smart TV platforms. Additionally, Gracenote ACR allows marketers and media owners to develop more targeted advertising experiences across platforms and generate real-time viewership data and insights.

For more information, please contact your Nielsen account manager

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