

全面洞悉

数字广告的真正受众

UNDERSTAND THE TRUE AUDIENCE FOR DIGITAL CAMPAIGNS

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nielsen
尼尔森

未来是数字化的

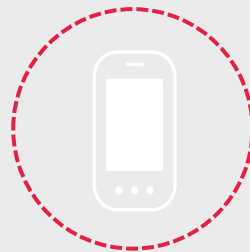
DIGITAL IS THE FUTURE



互联网人口 INTERNET POPULATION

6.49亿并仍在增长

649 million consumers and growing



手机上网用户 MOBILE INTERNET USERS

中国互联网上网的人口中有83%通过手机上网

83% and has leapfrogged other markets around the world

碎片化

FRAGMENTATION

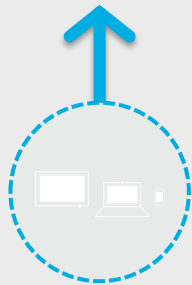
媒介

MEDIA



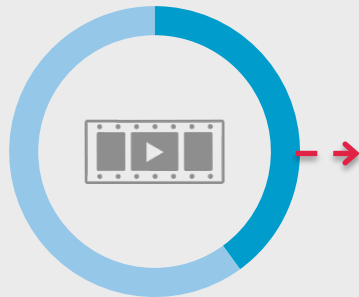
电视的收看量正在下降
视频消费量**逐步增长**

Traditional TV is declining
Total Video consumption is increasing



手机成为了现今
世界最重要的设备

Mobile now world's
most important device



40%的美国家庭
有**SVOD终端**

40% of U.S. homes
have SVOD access

消费品
CONSUMER GOODS

UP!



电商的**崛起**
Rise of E-commerce

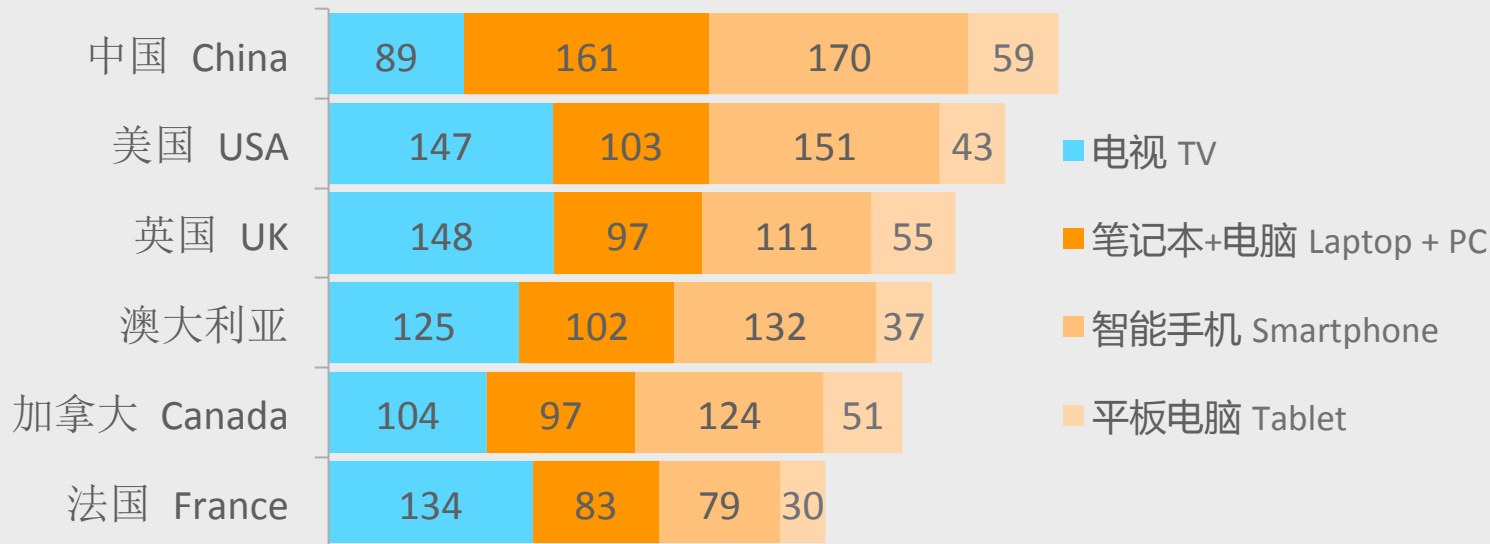
电商越来越**个性化, 数字化, 实时化**

E-commerce is more... PERSONAL, DIGITAL, REAL-TIME

相对于电视，中国人在电脑、手机和平板电脑上花的时间越来越多

MORE AND MORE TIME ON NON TV SCREENS

不同国家在不同平台上的
日花费时间（分钟）
across countries
Daily distribution of screen minutes



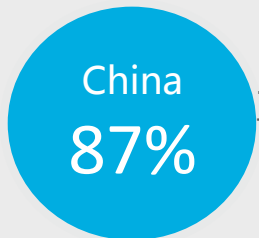
数字广告发展迅猛，但总体而言仍低于电视

告

DIGITAL ADVERTISING GROWING ,But LAGGING TV

互联网广告收入 VS 电视广告收入 Internet vs TV Advertising Revenue

Y2015	中国China	美国USA
互联网广告收入 Internet Advertising	USD 32 BN	USD 53 BN
电视广告收入 TV Advertising	USD 36 BN	USD 79 BN

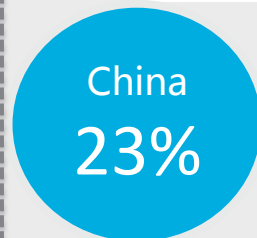


互联网广告 vs.电视广告比重
Internet Ad Spend as a % of TV



手机广告收入 VS 互联网广告收入 Mobile vs Internet Advertising Revenue

Y2015	中国China	美国USA
手机广告收入 Mobile Advertising	USD 7 BN	USD 29 BN
互联网广告收入 Internet Advertising	USD 32 BN	USD 53 BN



手机广告在互联网广告中的比重
Mobile Ad Spend as a % of Internet

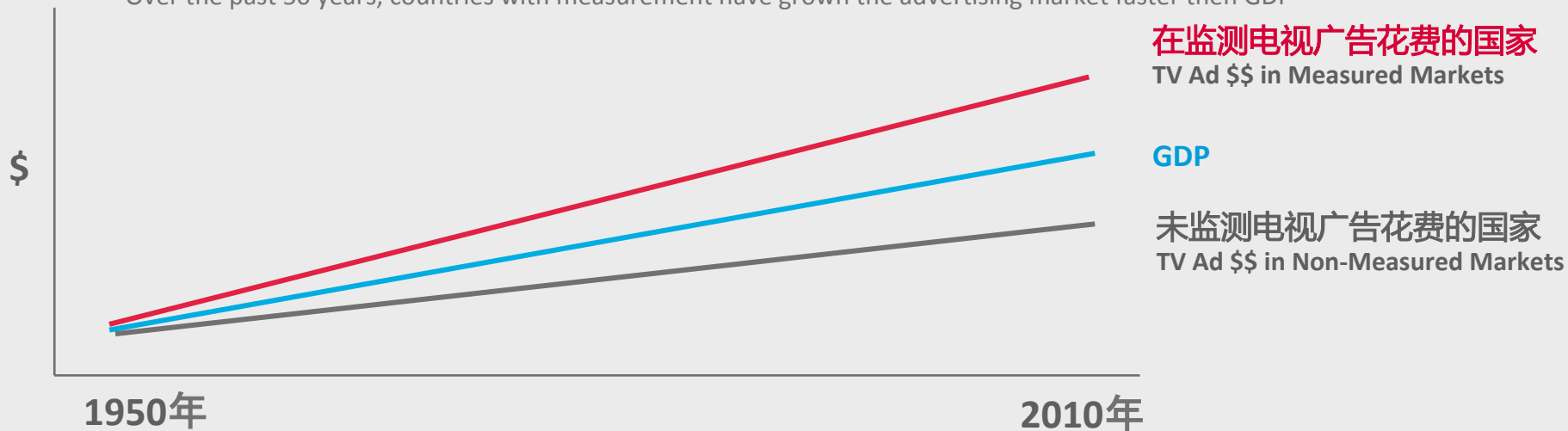


监测数据构造媒体

MEASUREMENT BUILDS MEDIA MARKETS

在过去的50多年，对广告进行监测的国家在广告市场的发展盖过了GDP的增长

Over the past 50 years, countries with measurement have grown the advertising market faster than GDP



提高**清晰度**，降低**不确定因素**

INCREASE CLARITY, REDUCES UNCERTAINTY



样本库
PANELS



大数据
BIG DATA



未来的监测法
THE FUTURE OF
MEASUREMENT

尼尔森的使命

NIELSEN'S MISSION

监测受众来衡量内容和广告

MEASURE TOTAL AUDIENCE FOR CONTENT AND CAMPAIGNS

触达
REACH



共鸣
RESONANCE



反应
REACTION



我触达了多少受众
WHAT TOTAL AUDIENCE
DID I REACH?

受众的态度有没有改变
HOW DID IT CHANGE
ATTITUDES?

受众的行为有没有改变
HOW DID IT CHANGE
BEHAVIOR?

实现直接的、程序化的广告购买模式
ENABLING DIRECT AND PROGRAMMATIC AD MODELS

视频VIDEO

音频AUDIO

文字TEXT

数字广告 收视率 像一台望远镜

DIGITAL AD RATINGS – BRINGING CLARITY
TO THE ADVERTISING UNIVERSE



精确观测市场

准确锁定目标消费群体

IDENTIFY TARGET CONSUMERS WITH PRECISION

深度洞察市场

衡量投资分配调整策略

OBJECTIVELY MEASURE RETURN ON INVESTMENT

即刻激活市场

带给广告主更多的信心

GIVE ADVERTISERS THE CONFIDENCE TO INVEST



精确
PRECISION



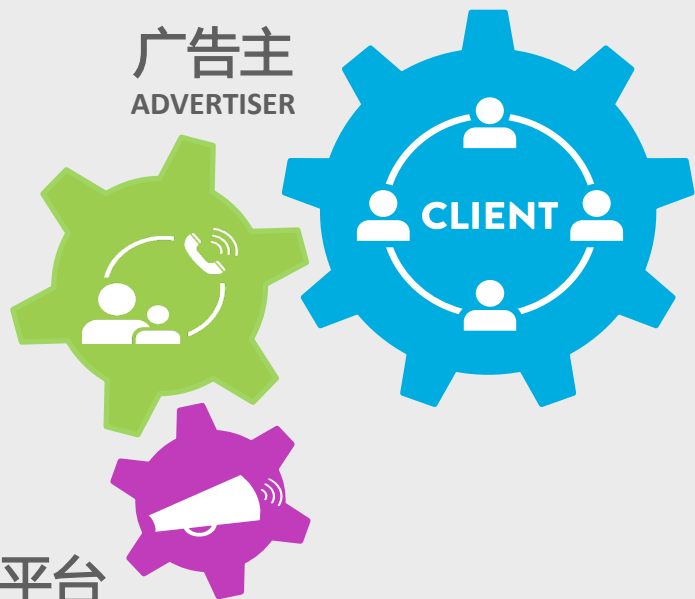
清晰
CLARITY



成长
GROWTH

广告公司
MEDIA AGENCY

广告主
ADVERTISER



广告平台
PUBLISHER



当前广告测量局限

CURRENT AUDIENCE MEASUREMENT

影片观看数

Video Views

890,000

点击率

Click Through Rate

0.9%

广告曝光

Impressions

2,930,000

网页观看数

Page Views

4,930,000

但是，到底“谁看过我的广告？”

“WHO SAW MY AD?”

n



碎片化的互联网:小规模的本样本库置信度低

FRAGMENTATION: SMALL PANELS ARE UNRELIABLE

n

中国
China



1.37 billion

100%

杭州
Hangzhou



8.8 million

0.64%

杭州的女性
Female in
Hangzhou



4.2 million

0.31%

杭州年龄段
在20至30岁的女性
Female A20-30 in Hangzhou



20 - 30

0.73 million

0.053%

杭州每周六晚上收看
优酷节目的年龄段在
20至30岁的女性

Female A20-30
in Hangzhou who
watched show X
via Youku on Sat.



2,100 people

0.0002%

移动触达带来的增量

MOBILE REACH

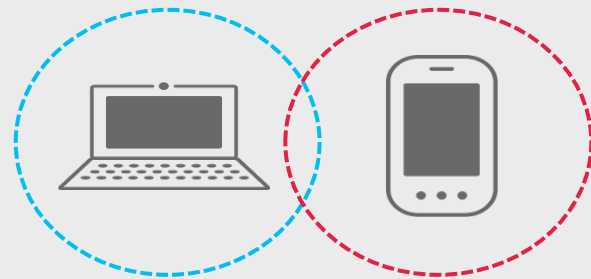


20,000,000次UA
Impressions



10,000,000次UA
Impressions

25,000,000次去重UA
25,000,000 UNDUPLICATED UA

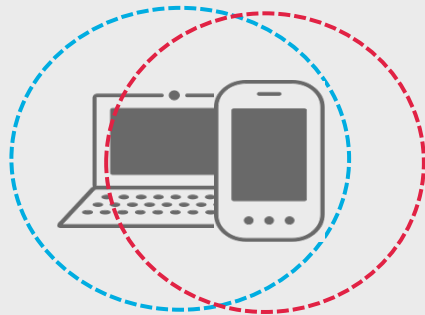


只有海量同源样本才能实现跨屏的去重触达

ONLY MASSIVE SINGLE SOURCE PANEL CAN ACCOMPLISH UNDUPLICATED REACH ACROSS PC & MOBILE

80%重合

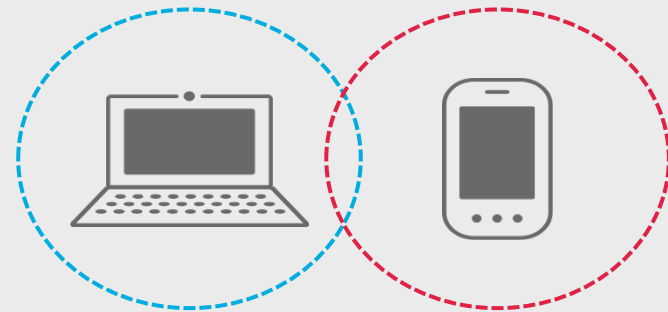
Duplicated



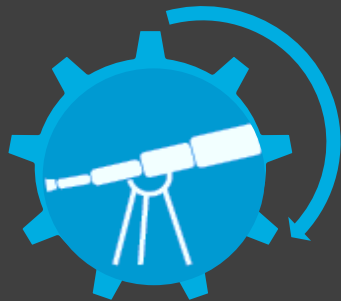
或者
OR

10%重合

Duplicated



数字广告
收视率
DIGITAL ADVERTISING RATINGS



尼尔森美国数字广告收视率

NIELSEN DIGITAL AD RATINGS IN THE US

2011年中起

From the mid 2011



1.8亿Facebook用户

180M+ Facebook members as panel



23家前25大广告主与其代理商

23 of the top 25 advertisers and their agencies



唯一美国媒体测量协会(MRC*)

Only service approved by the Media Rating Council (MRC)



拥有500位客户，包含19,000个广告案例
以及高达40亿美元



Own 500 unique clients representing 19,000 campaigns
and spend over \$4 billion USD

数字广告测量重新定义网络广告测量方法

DIGITAL AD RATINGS RE-DEFINING DIGITAL MEASUREMENT

8.32亿
月活跃账号
Monthly Active
Accounts

无可比拟的用户覆盖
Unmatched sample size

广告曝光受众 - 年龄,性别,居住地区
Audience Demographics – Age, Gender, City/Region

个人电脑
移动设备
PC & Mobile

可运用在电脑与移动设备
Works across digital devices + mobile

跨版位、网站、目标观众的曝光数、触达与频次
Impressions, reach & frequency across campaigns, sites & placements

每日报告
Overnight
Delivery

可与电视相比较的毛评点测量
GRP Ratings comparable to TV

报告透过网络界面每天递送
Ratings delivered daily via on-line interface

全程保护隐私
Privacy-protected methodology

隐私保护

PRIVACY PROTECTION IS PARAMOUNT



尼尔森只会收到**汇总信息**，并不会知道用户个人信息

Nielsen only **receives aggregated data**, with no access to individual-level data



数据提供方不会接触**媒体与广告细节信息**

Data provider **cannot see advertiser's campaign details**

真正的第三方测量工具

NEUTRAL 3rd PARTY MEASUREMENT – INDUSTRY STANDARD



科学

SCIENTIFIC

严谨

RIGOROUS

公正

FAIRNESS

样本
巨大精确
ACCURACY

触达率
不重复
DE-DUPLICATED REACH

第三方
测量单位
3rd PARTY MEASUREMENT

报告
隔夜递送
OVER NIGHT REPORT
DELIVERY



nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™