Comparison of Current and Planned Cross-Platform Measurement Solutions from CIMM Summit – April 2014

	Project Blueprint	NBCU Day in Life	CNN All Screen	Nielsen Roadmap
Panel/Hybrid Type	5-Platform Calibration Panel, CS panel, Nielsen Audio TV-Radio Panel, 5M STB	AT&T U-Verse homes screened for 3-platform use	NPM, Nielsen Audio OOH TV, Omniture & Bango Server Data	Census-style panel matched with FB and Experian data calibrated against MRC-accredited Nielsen NPM panel
Sample / Panel Size	CS 1M, STB 5M, PPM 70k Ind.	317	NPM 22K HH/55K Ind; TV + online 10K	NPM 23k HH/60k+ Ind; CPH 15K; FB 180M; Nielsen Audio PPM Panel (in progress)
Data Type	Hybrid sample / census - tags for volumetrics & samples for demos and calibration	TV and digital	Sample, w/modeled server data, survey for de-duplication	Hybrid - Accredited sample for demos and calibration/SDK tags for volumetrics
Data Sources	PPM for TV & Radio, STB Data, PC meter, CS tags, Link Meter	AT&T STB data, CS tags for digital	NPM, Nielsen Audio , OOH, TV; Omniture & Bango server data, Nielsen custom	NPM panel; CPH panel (TV, PC/Mac, Smartphones, Tablets); FB; Experian; Nielsen Audio PPM panel (in progress)
Data Methods	Calibration panels combined with modeling	Small sample, single source	NPM + Nielsen Audio OOH + Omniture + Bango + Data Integrt	Nielsen tag across all digital video into C3 calibrated with single source CPH accredited panel
STB data?	Yes	Yes	No	No for Currency, Yes for Local Buyer Reach & NCS
Out of Home	Yes for TV and digital	No for TV, yes for digital	Yes for TV & digital	Yes for TV (in progress) & digital
C3?	No	NA	Yes	Yes
Individual / HH	Demos from PPM and CS panel at individual level	Individuals	Individual + modeled data	Yes individual & HH level reporting
Unduped RF	Yes, with some modeling	Yes	Yes, with some modeling	Yes, across screens & across ad models
Undup level-Indivd or HH	Individual	Individual	Individual	Individual