Where we are present today...
About Nielsen
Every day is a Big Data day
EVERYDAY IS A BIG DATA DAY

**Data Collection**
- 9B digital impressions collected daily
- 5TB of data compressed daily from digital products
- 100K people report daily on all TV viewing
- 4TB of transcoded TV content received over satellite daily & recorded to video library

**Data Enrichment**
- 85K store scan sales input files received daily
- 15K new items “added” daily

**Data Delivery**
- 30K stores counted daily
- 55K stores measured daily
- 650k purchase acts captured daily from our consumer panels
- 27k consumers surveyed daily
GLOBAL ECOMMERCE COVERAGE

By 2018, Nielsen will have eComm service in 28 Markets accounting for 76% of Global E-Comm Coverage

Online % contribution of total CPG based on Nielsen estimates
BEST IN CLASS METHODOLOGY

INPUT DATA
Leverage all Nielsen data assets + external data

Retailer Data
Adjusted Consumer Sourced Data
Blended eCommerce Data
External Data

DATA INTEGRATION
Combine, Clean, Validate & harmonize data

Nielsen Reference Data

MARKET SIZE ESTIMATION
Create Total Market Size

Statistical Techniques

Validation vs. Shipment, Public Data

Estimation Quality Index

Reportability & User Guidance

KEY ASPECTS

1. Global Standards
Definitions
Processes
Quality standards

2. Specs
Frequency
Speed
Efficiency
Consistency
Context behind a number
Product Data Example

For a 12-pack of Coca-Cola like this

Nielsen Product Data would return the information on the right. Specifically, this information comes from our item database.

There is additional product information such as claims on the pack, further details on ingredients, nutrition, etc.

There may be some variations across countries.

<table>
<thead>
<tr>
<th>UPC</th>
<th>0049000028904</th>
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<tbody>
<tr>
<td>Prod Description</td>
<td>COCA COLA CLASSIC 12 PACK CAN 12X355 ML</td>
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<tr>
<td>MANUFACTURER</td>
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<tr>
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<td>COKE CLASSIC REGULAR</td>
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<td>COLA</td>
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<td>FLAVOUR SEGMENT</td>
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Tailored Solutions to Unique Opportunities

Combining Nielsen, Client & 3rd Party data

Applying Data Science (Machine Learning)

Creating Scalable, Repeatable Solutions

Powered By Nielsen Domain & Data Science Experts
Leveraging Nielsen IP & Technology
Activating Against Known Client Issues

Addressing fundamental challenges

**Consumerisation** - Integrating consumer sourced data (Panel, Crowd, Facebook, Client) with Nielsen Retail data assets *(Consumer Incidence Model)*

**Supply Chain Analytics** - Combining geographic, demographic, shipment & sales data with Nielsen Retail data assets *(China Intelligeo)*

**Total Market Measurement** - Delivering a full view of a country & categories retail landscape, filling today’s coverage gap *(US Total Market View)*

**Automation** - Identifying common questions with known manual analytical processes & enhancing with Machine Learning & Automation *(Small Brand Analysis)*
Why is Nielsen here?
COLLABORATION - KEY TO SUCCESS

Planning for the Future
Participate in this global movement
Build a Value Driven Collaboration
Nielsen Experience with Task Team

- Mutual respect
- Understand boundaries
- Seek common ground
- Be open to new ideas
- Looking for a win win model
What’s Next?
Value Driven Collaboration

Share capabilities
Identify areas of mutual benefit
Bring right resources on board
Develop a roadmap - goals, outcomes, actions
Implement