

# > VideoCensus

The Most Objective, Accurate and Scalable Online Video Measurement Available



## The first and only syndicated service to blend panel- and server-based metrics in streaming media measurement

Setting new standards for online video measurement, VideoCensus delivers precise information about audience consumption and engagement in streaming media. It's the *first-ever* syndicated online video measurement service to combine patented panel and census research methodologies, and provide an end-to-end accounting of audience size, demographic composition, engagement and competitive activity.

Using a technology- and platform-agnostic data collection system, VideoCensus objectively measures all methods of streaming media delivery regardless of the application, protocol or viewing platform. And, through its proprietary combination of technologies, VideoCensus can easily report on viewing of cached content, peer-to-peer programs, and digital rights-managed (DRM) video streams. In this way, VideoCensus allows for seamless reporting as the industry continues to innovate and grow.

### VideoCensus Features:

- > **Objectivity:** Technology- and platform-agnostic, VideoCensus measures all streaming media in the same way
- > **Accuracy:** VideoCensus identifies and measures *each and every* tagged stream for total measurement and reporting precision
- > **Granularity:** By measuring every single tagged stream, VideoCensus reports all the way down to the level of a specific video, including program type and name
- > **Scalability:** VideoCensus counts all tagged streams—one single stream, or one million streams. It's completely scalable, and can be tailored to each site and publisher
- > **Flexibility:** VideoCensus' patented technology easily adapts to any changes in the industry, platforms, or streaming technologies

### What VideoCensus Clients are Saying:

"As a leader in online video, Turner requires excellence in research methodology. We've been debating the accuracy of panels and servers for years. VideoCensus measurement ends the debate about accurate counts of our video volume in the marketplace, while also providing Turner with relevant, high-quality audience demographics."

**- Jack Wakshlag, Chief Research Officer  
Turner Broadcasting System**

"Comprehensive measurement of the online digital video landscape is equally important to marketers and publishers. As with online audience measurement, having a reliable and trusted source for video metrics is a must have for the industry, and Nielsen Online is taking a leadership role by making technology advancements for the future."

**- Judit Nagy, Vice President, Consumer Insights  
Fox Interactive Media**

"Heavy is focused on offering our advertisers innovative solutions, and we need the most accurate and granular data possible. Nielsen's hybrid measurement strategy delivers on all counts."

**- Eric Hadley, Chief Marketing Officer, Heavy.com**



**Transparency in Methodology and Scalability in Reporting**

VideoCensus’ methodology employs two patented assets, the SiteCensus content tagging technology and Nielsen Online’s desktop meter. To drive reporting, online video publishers, technology providers and networks attach a simple piece of SiteCensus code to their video delivery platforms. Once enabled, this code allows Nielsen Online to collect a precise census count of the viewing activity. The Nielsen Online desktop meter, deployed to hundreds of thousands of panelist PCs world-wide, further dissects and analyzes the video data to provide granular insight into viewer engagement with specific video channels, programs and clips.

**How VideoCensus Works**

**1. You Tag It**

Publishers tag the video player or stream with a short piece of SiteCensus code, which triggers the viewer’s browser to ping our server with the relevant details—such as the videos’s content and origin--when the stream is viewed.

**2. We Measure It**

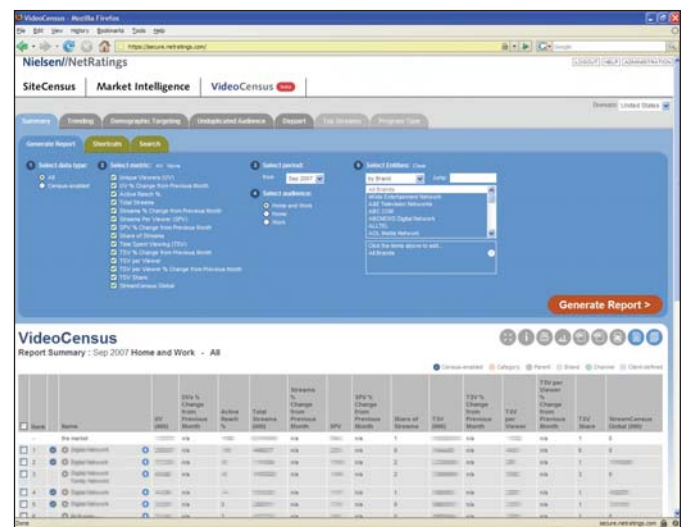
The meter technology residing on the PCs of our panelists sees the ping, or URL request, and immediately recognizes, records, and parses the URL. It extracts all relevant information, including stream/program title, program type, publisher name, and video section. This provides accurate identification and reporting of the content being viewed, because the meter is recording the counting mechanism implemented by the publisher.

**3. We Report It**

VideoCensus delivers highly accurate, granular reporting of online video consumption from the US home/work audience. The tagging process also allows us to report actual or “census-based” counts in a syndicated service.

**Reports Include:**

- > **Viewers:** Projected number of US home/work users who viewed the stream
- > **Streams:** Number of streams viewed
- > **Demographics:** Who is viewing the content?
- > **Dayparting:** Metrics by time of day. Find out which time of day your video streams are getting the most play
- > **Desktop Reporting:** VideoCensus measures at the desktop level (unlike other measurement services which can only measure at the proxy level), and can deliver time spent and other valuable metrics



In-depth reports include a range of metrics on your streaming media downloads, including market view, dayparting, and viewer lifestage and income

No other streaming video measurement product in the field today can deliver the objectivity, accuracy, scalability and flexibility of VideoCensus. For more information or a demonstration, contact us at [www.netratings.com](http://www.netratings.com), or send us an e-mail, [sales.us@netratings.com](mailto:sales.us@netratings.com)