TheReadershipWorks

GLOSSARY OF TERMS USED

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<u>'Total Audience'</u>

Total audience is the combined print and digital cross-platform audience for any given masthead or title.

<u>'Trend Break'</u>

A trend break occurs when a change in the methodology used to measure and report audience data produces a significant change to the audience data itself. This is typically a result of improvements in measurement techniques that allow more accurate and comprehensive collection and computation of the data.

The data after the trend break should not be compared with data prior to it as such comparisons would be misleading.

In the case of the new emma data calibrated to DCR (see below), comparisons between the digital audience data produced up to September 2018 and after October 2018 should not be made. The same principle applies to the Total Audience data. Month-on-Month comparisons may be made from the November 2018 database release.

There is no change in the way print audiences are measured and reported, so valid print comparisons can still be made.

<u>'Nielsen Digital Panel' (NDP)</u>

Until June 2018, NDP was the official IAB currency, superseded by DCR thereafter. NDP is a hybrid methodology that calibrates metered panel (people) data with site side volumetrics to create the audience estimates.

<u>'Digital Content Ratings' (DCR)</u>

DCR is the official IAB accredited digital audience currency and represents the state of the art in its field. DCR was a step-change improvement on NDP in that it is able to capture the following audiences that NDP could not: off-platform audiences (e.g. Facebook, Apple News, Google), secure pages, video and mobile audiences under 18 years old. Note: the emma DCR data is text only, meaning Facebook secondary credited video is NOT included.

<u>Why are some titles reporting calibrated DCR while others are still using NDP?</u>

DCR is an opt-in service, where publishers agree to apply DCR tagging to their digital assets. Where a publisher hasn't opted in and applied the tags, audiences continue to be sourced from NDP and not calibrated to DCR.

<u>What does this mean in terms of the Total Audience being reported for them?</u>

Publishers who have not opted into DCR do not receive the full benefits of the DCR methodology and their digital audiences are under-represented. This is because the advantages DCR offers in terms of off-platform, etc. cannot be realised. The source of each title's total audience will be cited

accordingly to avoid any confusion as to whether the calibrated DCR figure or the NDP figure has been used.

<u>'Synthetic Respondent Level Data' (SRLD)</u>

Synthetic respondent level data is an algorithm designed to generate simulated or synthetic respondents. The algorithm uses existing respondent-level data from the Nielsen home and work computer, smartphone and tablet mobile panels and creates synthetic respondents to match the expanded digital coverage we report in Digital Content Ratings. The resulting database can then be loaded into a software platform so that custom analytics can be run. The respondent-level data can also be fused onto other surveys such as Nielsen Consumer & Media View (CMV), which provides enhanced data profiling capabilities. This solution will be in place towards the end of 1H 2019.

<u>'Calibration'</u>

Calibration is a technique similar to sample weighting. For calibration, the targets are the digital entities on NDP that need to be aligned with the monthly DCR unique audience figures. Using an iterative process, the NDP weights are adjusted so that all the targets are met as closely as possible. The result is that the NDP audience estimates are now more closely aligned with the DCR audience figures.