

Report: On-The-Go Ad Exposures Are On The Rise

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From the airport to the elevator, from the gym to the gas station, digital location-based video ad exposures are seeing marked growth, according to The Nielsen Company's Fourth Screen Network Audience Report.

The quarterly report measures audience exposures by video networks in out-of-home locations like bars, restaurants, retail stores and other place-based venues.

In the last quarter of 2010, the average minute audience for adults 18+ across 12 participating location-based networks was up nearly 250 percent, compared to the eight location-based networks measured that same period one year ago.

For Q4 2010, that translates to more than 500 million gross minute exposures per month.

In the past year, Nielsen On Location has measured audience exposures for 20 location-based networks that target consumers while they're on the go—and often at a point of purchase.

“Quality audience metrics are the foundation of every media investment. Over the past two years the digital place based industry has transformed itself through the use of trusted measurement,” said Mike DiFranza, President of Captivate and Chairman of the Digital Place-based Advertising Association (DPAA).

“These audience metrics along with consumer-oriented syndicated research provide the key elements for digital place-based networks to be planned alongside traditional media in industry leading planning tools and have directly resulted in substantial growth rates for 2010.”

In addition to measuring an increasing number of networks, Nielsen's Fourth Screen Network Audience Report demonstrates an overall rise in visits across networks that have participated both years.

For instance, visits increased 59 percent for RMG Fitness and 31 percent for The Hotel Networks.

The most recent Fourth Screen Network Audience Report reveals that on-location video networks reach a predominantly male audience (58 percent). In addition, 73 percent fall within the coveted 18-49 demographic.

The Q4 2010 report also includes for the first time data on CNN Airport Network, making it the first airport network to be included in the report. The network accounted for 17.8 million visits per month in the fourth quarter.

An unmeasured media is inherently an under valued one, and the digital location-based industry is to be commended for the number of networks that are driving the success of the ad sales business through research and accountability.

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<http://www.nielsen.com/us/en.html>

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