



Nielsen Offers Digital Signage Measurement Solution

25 Apr 2008

In a move that could bring structure to the burgeoning digital signage marketplace, Nielsen, the international research house, plans to introduce TV ratings "pocketpieces" for screen networks.

Pocketpieces is a term used to describe the printed ratings reports issued by Nielsen to measure the number of viewers TV programmes receive. The first out-of-home pocketpiece will be undertaken for American based health club video network IdeaCast, the results of which will be released in the next "two to three weeks". Another for Gas Station TV will follow shortly after.

By September 2008, Nielsen will be publishing pocketpieces for as many as 10 place-based television networks.

Unlike television and online, where Nielsen manages big consumer panels to measure audience estimates, the place-based media network reports would rely primarily on compiling and modeling third-party data, such as membership data from health clubs, or transaction data at retail outlets of gas station pumps.

This will complement primary Nielsen research conducted by telephone to ascribe demographics and other important information to the gross audience estimates. The methodology is similar to what Nielsen has been utilizing for the cinema advertising industry, and the advent of Nielsen pocketpieces has helped that medium grow its share of advertising budgets.