



**Discover**  
Learn more about your audience with insights from over 9 billion data points.

**Execute**  
Target the same audience across social, digital, and television.

**Analyze**  
Measure performance of an audience across channels and campaigns.

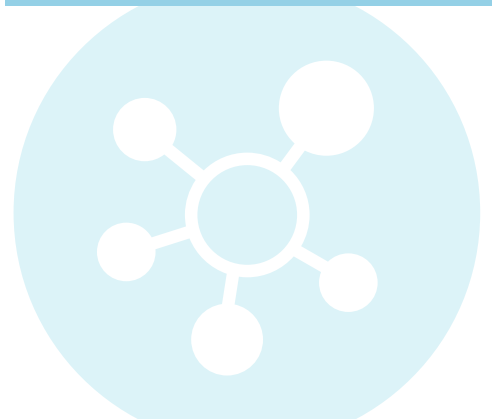
How could reaching the same audience across channels improve your marketing?

**NBCUniversal** *mediaocean*     

Create and activate a single segment across all 4C-integrated channels.

Explore audience insights in areas like demographics, financial, automotive, political, purchase behavior, and more.

Reach your audience wherever they are, and gain optimal reach and frequency across channels.



The screenshot shows the Audience Hub interface. On the left, there are filters for Audience Type (All Audience Types) and Distributions (4CTV Nielsen, 4CTV Vizio, Facebook, Twitter, Snapchat, Pinterest). A 'Hide Archived Audiences' checkbox is also present. The main area displays a list of audience segments with a search bar and an 'AND' dropdown. A dropdown menu is open, listing categories like 4C AUDIENCES, TV ONLY AUDIENCES, and SMART TV AUDIENCES. The list includes segments such as Nielsen Market Break Audience, Techie Trendsetters, 4C Custom Affinity, 4C Brand Affinity Audience, Mobile AAID Sample, Email Address (Hashed)\_Lookalike Model, and Email Address (Hashed) Sample. Each segment has associated social media icons and a '1st Party' label.

## Available Audience Types

### FIRST-PARTY AUDIENCES

Segments built from a seed of your first-party customers (via CRM list upload or DMP integration) and expanded (optional) using 9 billion data points across 12 categories for 220M U.S. adult profiles.

### SMART TV AUDIENCES

#### TV Ad Reach

Segments comprised of people who have been exposed (or not exposed) to you or your competitors' TV ads.

#### TV Viewership

Segments comprised of people who have viewed (or not viewed) specific programming.

#### Elusives

Segments comprised of people who do not watch traditional, live television and aren't being reached by linear TV advertising. *\*Coming in Q2 2018*

### AFFINITY AUDIENCES

Segments built from 4C proprietary data science that maps the connections between brands.

### TV ONLY AUDIENCES

#### Nielsen Market Breaks

Segments based on Nielsen Market Breaks that can be blended together to create highly precise audiences.

#### MRI

Segments based on Nielsen's National People Meter panel, MRI's Survey of the American Consumer, and on 6,000 product and service brands across 550 categories.

#### Nielsen TV Ad Reach

Households that have been exposed (or not exposed) to you or your competitors' TV ads.

#### Nielsen TV Viewership

Households that have viewed (or not viewed) specific programming.