

Nielsen TV Fusion

Harness the full power of your TV audiences

Effectively identifying and targeting key TV audiences can be a challenge; it's one that Nielsen, most successfully, has met. Another big challenge in our digital age is understanding key audiences in all their multi-dimensionality. That's where MRI-Simmons comes in.

Nielsen is the leading source for TV audience measurement in the US. MRI-Simmons USA is the largest and most authoritative source of consumer marketing metrics in the US. Together, they produce a powerful data fusion that delivers rich and actionable insights into American television audiences - at a deeper level than ever before.



Benefits



Gain insight into TV viewers' usage of over 6,500 products in 550 categories



Round out TV viewer profiles with views of their demographics, consumer actions, lifestyles, and attitudes - even usage of other media



Chart the dynamics between TV viewing and magazine readership and other media usage to develop opportunities for cross-media promotion



Apply your proprietary segmentation to identify new marketing and sales opportunities

Features



Essential marketing intelligence from two of the most respected names in audience research, the Nielsen TV/MRI-Simmons Fusion creates a unique and unified dataset that is updated monthly. Data from Nielsen's National People Meter Sample and the MRI-Simmons USA Study are combined to produce a unified database, giving users an added level of insight into their audiences.



Nielsen's National
People Meter Panel



MRI-Simmons
USA Study



MRI-Simmons
Teen Study

Advanced data delivery options

- Nielsen NPOWER
- MEMRI
- IMS ClearDecisions™, Campaign RF, Optimax, and WebRF
- Nielsen Audience Watch
- Direct delivery to client's software solutions provider



To learn more, contact us at +1 866 256 4468 or info.ms@mrismmons.com.com