DATA AND ANALYTICS AS
A SOURCE OF TRUTH AND
A FORCE FOR GOOD

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DATA, ANALYTICS, INSIGHTS: A COMMON THREAD

DIFFERENT ROLES

Data-driven direct and digital marketing
Business and competitive analysis
Crisis management — readiness and action
White space innovation
General management
Brand and customer segmentation/relationship management

ALWAYS ABOUT

ASKING THE RIGHT QUESTIONS
LETTING THE DATA SPEAK
FOCUSING ON THE “SO WHAT”
TRUTH
IN THE WORLD TODAY-DATA IS BOTH THE CORE AND UNDER FIRE

What is the truth—our role in illumination
Nielsen: Who are we?

OUR PURPOSE
Powering a better media future for all people

OUR VALUES
Inclusion, Courage and Growth

WHAT WE DO
Provide measurement, planning and outcome and content data and insights to the media industry

- Operate in nearly 60 countries
- Employs 2,000 technology and data scientists
- Serve Agencies, Advertisers, Broadcasters, Content Creators, Distributors
At Nielsen we ask ourselves

how can the use of data & analytics affect systemic change?
It’s not just about the data,

IT’S HOW THE DATA REFLECTS AND INFLUENCES WHAT WE WATCH
METADATA IS ABOUT NUMBERS

SOURCES OF DATA AT NIELSEN—EXHAUSTIVE AND COMPREHENSIVE

We report out media use (over 7 terabytes of data daily) from every device across television, digital, audio and other aspects of the media space. That’s a LOT of consumption!

Adult consumers spend a total of over 1 trillion minutes a week on media across TV, including streaming, radio and digital.
PANELS ARE ABOUT PEOPLE

We calibrate big data with our panels to bring another level of truth to who we are as humans and what we care about.
PANELS REPRESENT OUR POPULATION
Panels based on Census

COUNTING EVERYONE IS GOOD FOR EVERYONE
EXAMPLE OF THE POWER OF DATA AND INSIGHTS

GRACENOTE ANALYTICS
Content Metadata including who stars, performs, directs, genre

INCLUSION ANALYTICS

NIELSEN MEASUREMENT DATA
Consumption of Media: Where When By whom
INSIGHTS—
A COMPREHENSIVE VIEW:
WHO IS ON SCREEN,
AND IN THE AUDIENCE
AND HOW THAT COMPARES TO SOCIETY AT LARGE
CASE STUDY: INCLUSION ANALYTICS AS A CATALYST FOR POSITIVE CHANGE
1) WOMEN MAKE UP 52% OF U.S. POPULATION, YET ONLY HAVE A 38% SHARE OF SCREEN

Source: Nielsen's Diverse Intelligence Series: Being Seen on Screen: Diverse Representation & Inclusion on TV Report
2) NEWS HAS THE LOWEST AMOUNT OF REPRESENTATION AMONG WOMEN AND PEOPLE OF COLOR

- Action & Adventure
- Comedy
- Drama
- Horror
- Music
- News & Weather
- Reality
- Science Fiction

Source: Nielsen's Diverse Intelligence Series: Being Seen on Screen: Diverse Representation & Inclusion on TV Report
WHITE WOMEN VIEW THEMSELVES ON SCREEN AND ARE REPRESENTED IN THEMES LIKE FAMILY HOMES AND FRIENDSHIPS, VS. THEMES OF DYSFUNCTION AND RIVALRY FOR WOMEN OF COLOR

Source: Nielsen’s Diverse Intelligence Series: Being Seen on Screen: Diverse Representation & Inclusion on TV Report
THE IMPERATIVE OF THE HUMANIZED EXPERIENCE REFLECTED ON SCREEN TO SHATTER STEREOTYPES
INCLUSION ANALYTICS CASE STUDY

• Asked the right question
• Let the data speak
• Focused on the "so what"
• Told the truth
• Ensured we use data and analytics as a force for good—
  for Nielsen, the media industry and consumers