

The Nielsen logo, consisting of the word "nielsen" in a lowercase, serif font, with a horizontal line of seven dots underneath it. The background of the entire slide is a vibrant blue with a 3D, wavy, undulating texture that resembles water or a liquid surface.

nielsen

# DATA SCIENCE

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MARCH 2018

This artwork was created using Nielsen data.  
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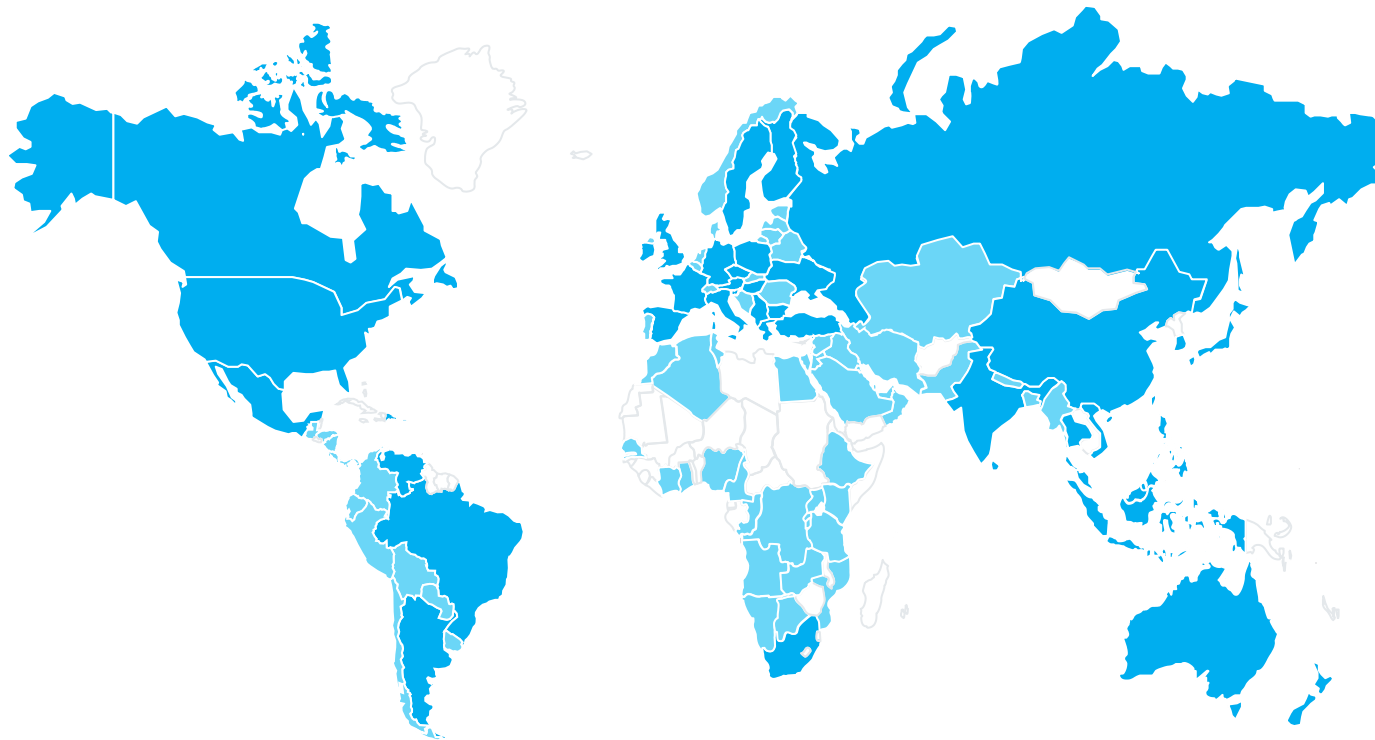
## OUR PURPOSE



We are a global, independent measurement company that's focused on your future. With data backed by real science to drive your business forward, you'll always know what's next—and get there first.



 **13,000 ACTIVE DIGITAL  
AD RATINGS CAMPAIGNS  
IN 34 COUNTRIES.**

# MORE PLACES, MORE COVERAGE



-  Buy Coverage Only
-  Watch and Buy Coverage

# RECOGNIZED IN MORE WAYS THAN ONE



## INNOVATION

Forbes ranked Nielsen No. 30 on World's Most Innovative Companies.



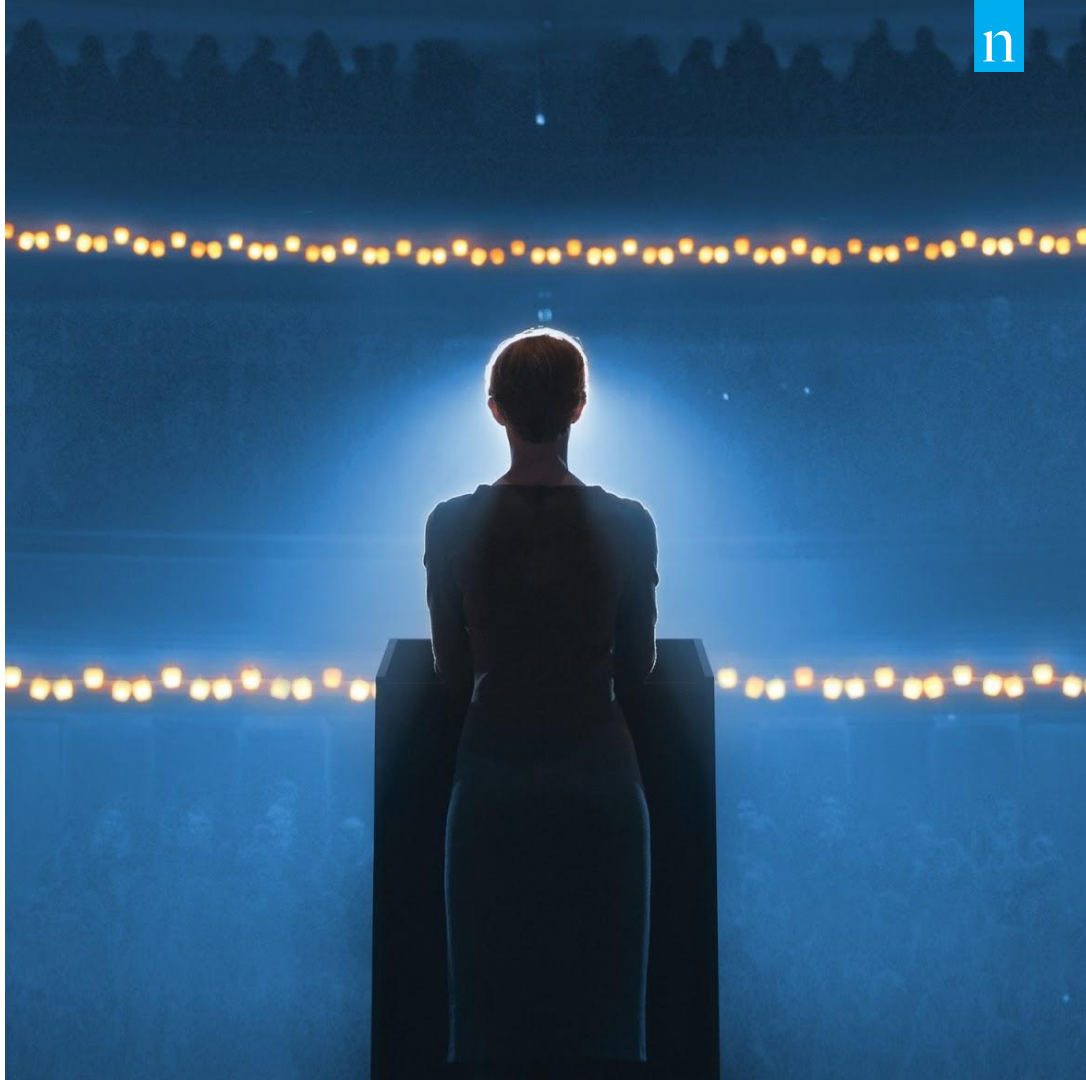
## GREAT PLACE TO WORK

Fortune ranked Nielsen No. 10 on 30 Best Companies for Consulting and Professional Services.

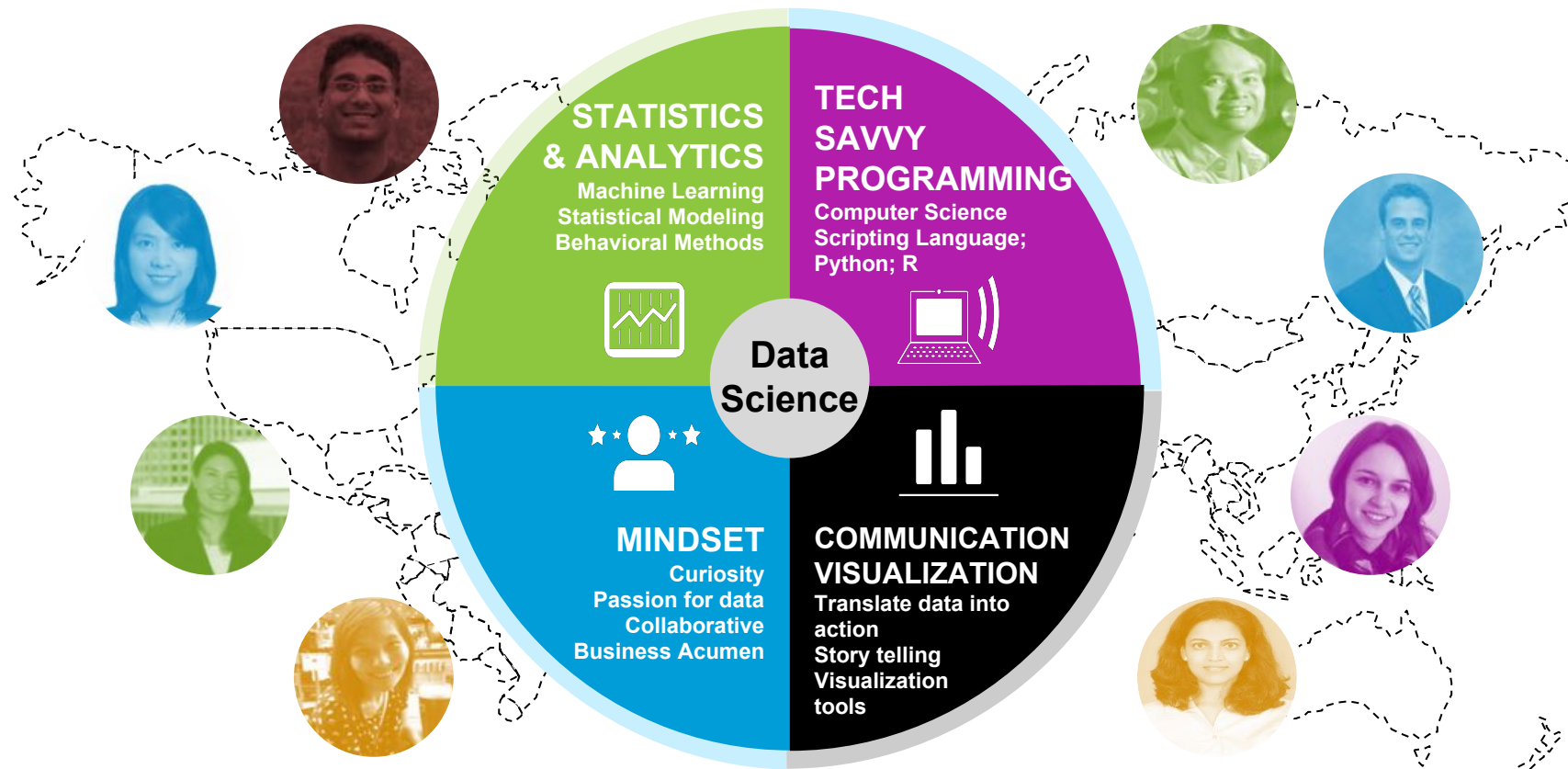


## DIVERSITY & INCLUSION

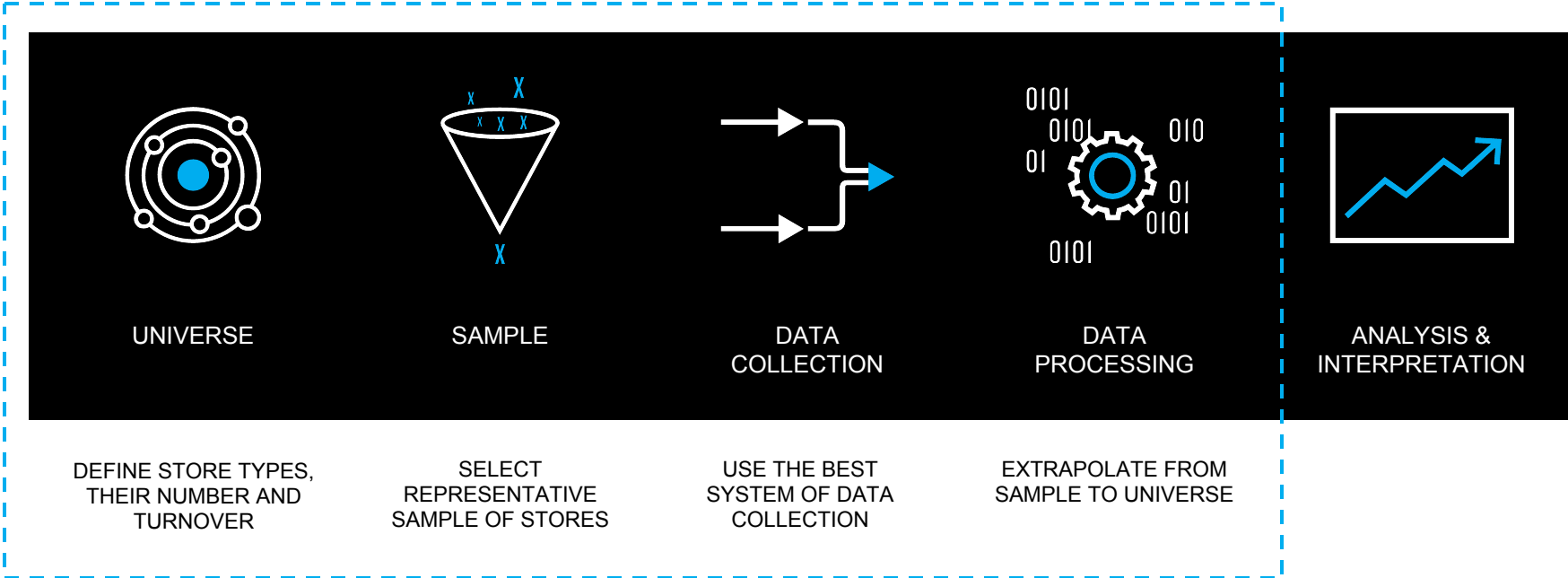
Diversity Inc. ranked Nielsen No. 32 on the top 50 companies for Corporate Diversity and Inclusion.



# WHO ARE NIELSEN DATA SCIENTISTS?

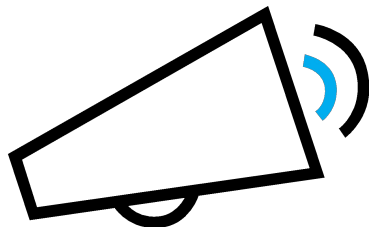


# BUY

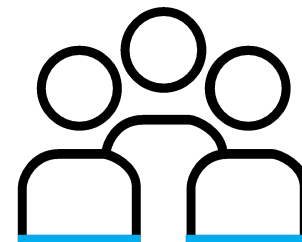
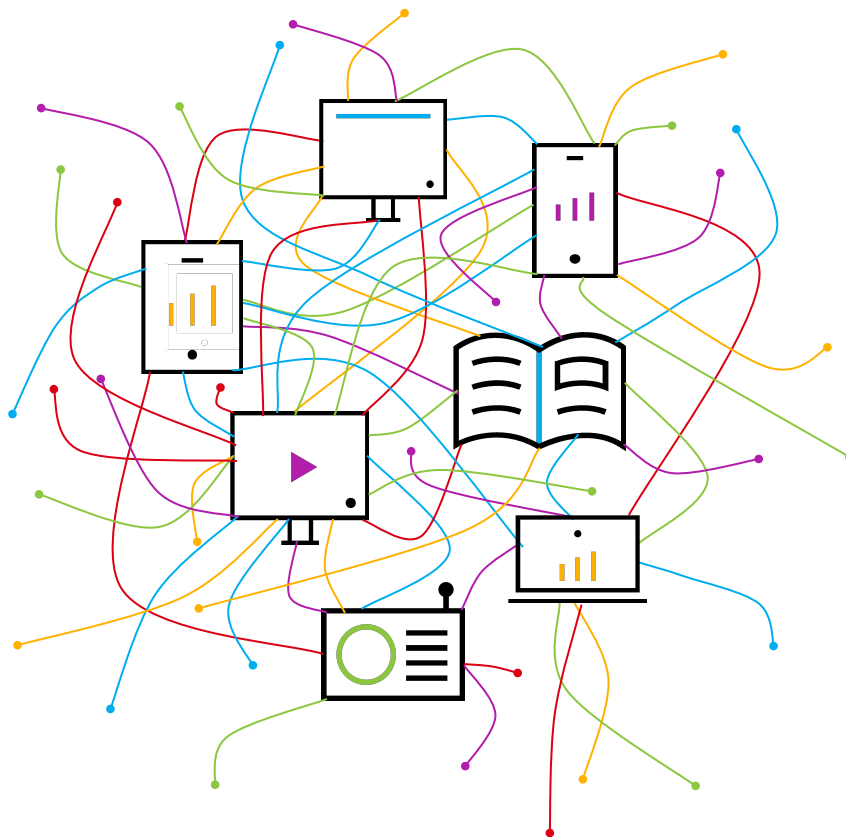




# WATCH

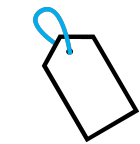


BRAND MESSAGE



AUDIENCE

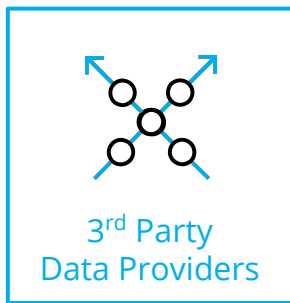
# THE BEST DATA FROM THE MOST TRUSTED SOURCES



Nielsen Tag



Nielsen Server



3<sup>rd</sup> Party  
Data Providers



Nielsen Panel /  
Mobile Survey



Nielsen Mediaview  
/ Reporting API



**Viewability by Demographic**  
*powered by your preferred  
viewability provider\**

**Age &  
Gender**

\*If you do not have your own preferred viewability provider, Nielsen offers viewability measurement through Integral Ad Science



# JUMP-START YOUR CAREER WITH NIELSEN!

NIELSEN CAREERS: <https://careers.nielsen.com/en-us/>

CANDIDATURES: [recrutamento@nielsen.com](mailto:recrutamento@nielsen.com)

Q&A

nielsen  
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THE SCIENCE BEHIND WHAT'S NEXT™