



Global AdView Pulse

Your connection to global advertising trends

When it comes to global advertising trends, have you got your finger on the Pulse? Nielsen's Global AdView Pulse is the definitive measure of global advertising trends, across 26 markets. Global AdView Pulse gives a rich, actionable update of what is happening in the world of advertising.

At a global level, the report provides harmonized information on general global market trends, broken down by media and categories. An analysis of advertising trends in each country is also provided, including a ranking of top 20 advertisers. To complement the figures, the report is enriched with insights from market experts, and balanced with basic macro-economic indicators and long-term advertising trends.

All major media types are covered: Television, Print, Radio, Outdoor, Cinema and Internet.

Key Benefits:

- **Rich:** Only Nielsen looks beyond the numbers to provide a rich, comprehensive analysis by category and advertiser and a new perspective on how trends are shaping the market.
- **Insightful:** Nielsen has partnered with global and local advertising industry experts, to take the industry's pulse.
- **Effective:** An easy-to-follow look and feel make it easy to find the insights you need, when you need them.



Methodology

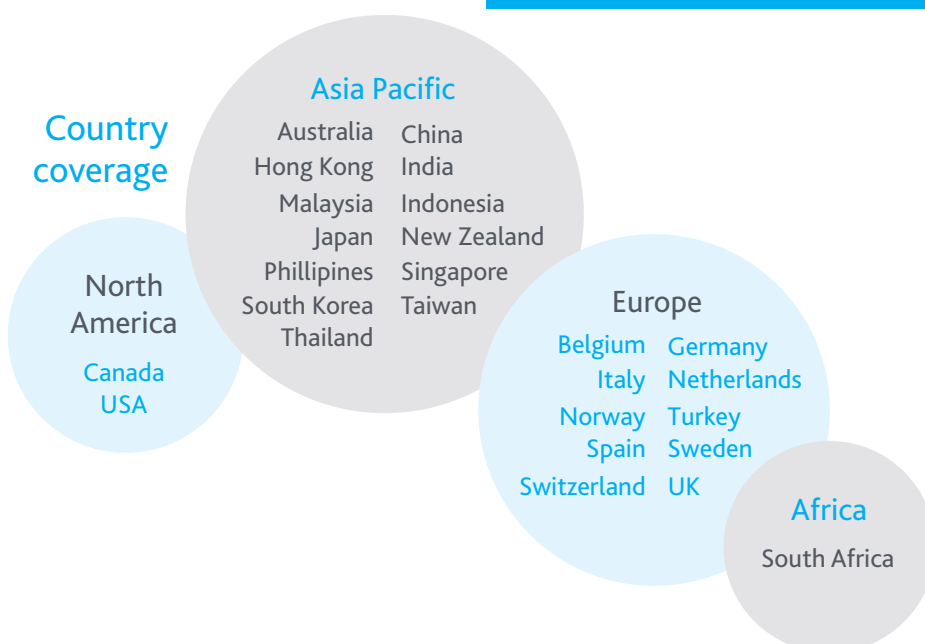
Global AdView Pulse reports on 26 countries in 4 regions across the globe, providing insights across North America, Asia Pacific, Europe and Africa. Trends are kept consistent across categories, currencies and time through a harmonization process:

- Local information is harmonized into one common currency (USD) using a fixed exchange rate
- Trends are reported on a year-to-date vs previous year-to-date, and quarter vs same quarter previous year basis

FREQUENCY

Quarterly:

June	containing the data from January to March
September	containing the data from January to June
December	containing the data from January to September
March	containing the data from January to December



To find out more, contact us at globaladview@nielsen.com or visit our website www.nielsenglobaladview.com