

Measure and track TV audiences against marketing targets identified through MRI

The Nielsen TV MRI Fusion offers clarity in activating relevant targets. Through this integrated measurement platform, targets identified through Mediamark Research & Intelligence (MRI) can be profiled using television currency data.

This powerful new fusion joins data from Nielsen, the world leader in television audience measurement, and MRI, the country's leading provider of magazine audience and multimedia research data. Data from Nielsen's National People Meter Sample and MRI's *Survey of the American Consumer*™ are combined to produce a unified database, giving users an added level of insight into their audiences.

About the Data

The Nielsen MRI Fusion includes:

- Television data from Nielsen's National People Meter panel of approximately 26,000 persons 18+ reporting daily
- Questions in MRI's *Survey of the American Consumer*™ which conducts 26,000 yearly in-home interviews with persons 18+, providing consumer insights such as media choices, demographics, lifestyle and attitudes, and on 6,000 product and service brands across 550 categories

Data Deliverable

- Product Data, Lifestyle Data and Magazine Currency fusion
- Updated Quarterly

Product Delivery

Nielsen MRI Fusion data can be delivered via these products:

- Nielsen NPOWER
- MRI's MEMRI
- IMS Clear Decisions, Campaign RF, Optimax and Web RF
- Nielsen Audience Watch
- Data can also be delivered directly to a Software Solutions Provider

For more information, please contact your Nielsen or MRI client service representative.



Benefits

The Nielsen TV MRI Fusion is based on data from two of the most widely respected names in media and product research.

- Allows the user to quickly understand the dynamics between TV viewing and magazine readership and discover opportunities for cross promotion
- Provides insight into TV viewers' product usage at the brand level
- Includes data on lifestyle targets