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The Nielsen Company www.nielsen.com News Release

The Final Episode Of M*A*S*H, Dallas, And Roots Part VIII. Of The Top-40 Sports Telecasts Since January 1961, All But Four Telecasts Were Super Bowls. The Highest Local Market Rating In 2008 - At Nearly 56% - - Was In Boston, Home Of The New England Patriots. The Second-largest Local Market, 2024

HEALTH & WELLNESS IN AMERICA - Nielsen

Shopping.ii Americans Also Demonstrate An Understanding Of How To Manage Their Diet For Optimal Health. More Than 70 Percent Of U.S. Adults Stress The Importance Of Protein (83%), Healthy Fat And Whole Grains (81% Each) And Calories (80%) When Contemplating How To Manage Their Diet And Weight.iii CONSUMERS SEEK OUT INFORMATION ABOUT HEALTH AND WELLNESS. 4th, 2024

Who Is A Wellness Coach? Wellness Mapping 360°© Wellness ...

Wellness Mapping 360°© "Wellness & Health Coaching" Model A Health And Wellness Coaching Model Developed By Dr. Michaela 3th, 2024

GLOBAL TRUST IN ADVERTISING - Nielsen Global Media

Proliferation And Technology Advances Create New Ways Of Connecting With Consumers. We Watch Videos On Phones, Stream Music On Laptops And Read Newspapers On Tablets—sometimes All At Once. Needing To Reach, Resonate With, And Get A Reaction From The Right Audience In A World Of Ch 3th, 2024

A Nielsen Report Global Online Consumers And Multi-Screen ...

PSP) Through A DVR Or Digital Video Recorder Such As TiVo 44 7 6 8 72 43 8 7 13 66 34 9 7 10 67 34 7 6 8 72 33 8 6 11 69 Tablet Device (e.g., Apple iPad) Public Computer (e.g. Library, Internet Café, Gym) Through An In-home Video Game System (e.g. Playstation 3 Or Xbox 360) E-book Reader (e.g. Amazon Kindle) TV Or DVD Player In A Car 1th, 2024

GLOBAL LITE REPORT QUARTER BY NUMBERS - Nielsen ...

Channel. Another Sign That Consumers May Be Changing Their FMCG Shopping Habits Is The Growth Of Private Label And Smaller Brands. It Suggests That Categories Where Innovation Is Not Taking Off Are Becoming Commoditised, And Emerging Disruptors May Be Fueling Those Trends. To 1th, 2024

Nielsen Global Retail Loyalty Sentiment Report

Want To Bring Into The Store Or Onto The Website More, And Design A Loyalty Program For Them." The Nielsen Global Retail Loyalty-Sentiment Survey Polled More Than 30,000 Online Respondents In 63 Countries To Understand What Drives Consumers 3th, 2024

2013 Global Workplace Health And Wellness Report

Health And Wellness Report 4 Increase Workplace Safety 24% Improve Employee Health 69% Strengthen Corporate Social Responsibility (csr) 14% Reduce Absenteeism 36% Increase Productivity 27% Reduce Health Care Costs 16% Employee Retention/attraction 22% Increase Employee Engagement And Morale 68% Improving Overall 3th, 2024

COMMERCIAL TRENDS IN MOTORSPORT - Nielsen Global Media

6 COMMERCIAL TRENDS IN MOTORSPORT ~ 2017 The Size And Attractiveness Of The Global ESports Fan Base Has Been Much-discussed And In The Long-term, Established Sports May Come To See ESports Teams And Tournaments As Competitors, For Fans And Sponsor Acquisition. With ESports Still Maturing As A Commercial 2th, 2024

NIELSEN SPORTS TOP 5 GLOBAL SPORTS INDUSTRY TRENDS

Media, Often Driven By Young People Producing Content In A Tone Of Voice Familiar To Their Peers - The Likes Of Dude Perfect In The U.S. And JOE Media In The U.K. Sports, Brands And Traditional Media Are Increasingly Partnering With These New Players To Create Compelling New Content Form 1th, 2024

2018 DESCUBRIMIENTO DIGITAL - Nielsen Global Media

Technology Adopters And Adapters. U.S. Hispanics And Their Multicultural Counterparts Are At The Forefront Of Technology Adoption, Entrenched In The Center Of The Media Universe With Social Media/apps/mobile Video Usage, Digital Music Consumption, Radio Listening, TV Viewing, Gam 1th, 2024

Customer And Channel Management Report - Nielsen

2012 Customer And Channel Management Survey CONTENTS 1 Winning Where It Matters: A Focused Approach To Capturing Growth Introduction 2 Survey Overview And Methodology 4 The Value Of Winning 5 Detailed Findings By Performance Area 6 Sales Strategy 6 Pricing And Trade Investment 7 Pricing 7 Trade Invest 4th, 2024

Healthways Monitors And Secures Global Health And Wellness ...

Healthways Wanted To Replace RSA EnVision And Cisco MARS, Which Had Reached Its End Of Life, With A Solution That Could Provide Extensive Native Device Support, Including Support For Palo Alto Networks Firewalls. Healthways Wanted To Be Able To Understand The ... 2th, 2024

Your Dog's Brain Wellness, Gut Wellness And Training All ...

Brain Health Too (Clarke Et Al., 2014) The Same Is True For Your Pooch. Do A 'body Condition Score' On Your Dog To Find Out How They're Measuring Up, By Calculating Their Brain-gut Score Using Our Simple Tool. You Are Aiming For A 3 For Optimal Brain And Gut Health! Each Po 3th, 2024

THE LUXURY RETAIL LANDSCAPE REPORT - Nielsen

Cosmetics/perfume, Men's And Women's Clothing Value Quality, Buy Luxury Age 45+, Wealthy Suburban Homeowners Willing To Pay More For High Quality Products Prefer Subtle Status Cues And Timeless Classics Over Trends Shop At Brooks Brothers, Pottery Barn, Neiman Marcus Spent \$500+ In Last Year On Fine Jewelry, Men's And 1th, 2024

NIELSEN SPORTS WORLD FOOTBALL REPORT

Punching The Biggest Celebrities From Music, Film And Other Sports. Brands Are Spending Ever-increasing Amounts To Associate With . Football's Blue-chip Properties. And As Figures In This Report Show, Football Fans, Often Characterized As Hostile To Commercialization Of Their Sport, Are Actually More Understanding And Accepting Of 3th, 2024

AUSTRALIAN MULTI-SCREEN REPORT - Nielsen

Quarter Viewing Video Online On A PC Or Laptop (e.g., Streamed Video Such As Internet-delivered Catch Up TV As Well As Other Content)1. Across The Australian Population Aged 16 And Over, People Claim To Spend 1:56 Per Month Watching Any Online Video On A Mobile Phone And 1:47 On Tablets.2 1 Nielsen Online Ratings - Hybrid Streaming 3th, 2024

AUDIENCE INSIGHTS NIELSEN LOCAL WATCH REPORT

Chicago And Philadelphia Combined. As Of May 2019, During A Typical Day That An Adult Streams, They Spend Over Two Hours Doing It. That Equates To Nearly The Same Amount Of Time Spent Watching A Full Length Movie At The Cinema. HOW MANY HOW OFTEN HOW LONG Source: Nielsen NPOWER. May 2019 Local Survey (April 25 - May 22, 2019). 4th, 2024

WESTERN EUROPEAN FMCG REPORT - Nielsen

Fmcg Report Q2 2017 *excludes Discounters . 2 Executive Summary • In Western Europe, The 11 Countries Total Fmcg ... Total Fmcg Coverage At Country Level Drug Discounters Hypermarkets >2500m2 Large Supermarkets 1000-2500 3th, 2024

WESTERN EUROPEAN FMCG REPORT Q4 2017 - Nielsen

WESTERN EUROPEAN FMCG REPORT - 11 COUNTRIES TOTAL FMCG COVERAGE AT COUNTRY LEVEL: Drug Discounters Hypermarkets >2500m2 Large Supermarkets 1000-2500m2 Small Supermarkets 400-1000m2 Trad./ Superettes