Understanding Consumers’ Online Behavior: Implications for Advertisers
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Who is Nielsen’s sample for this research?

What media trends is Nielsen observing?

What trends are they observing relative to consumers’ online behavior?

What are the drivers for consumers’ changing online behavior?

What metrics are being used to measure consumers’ engagement/involvement on line? What’s the difference between “engagement” and “eyeballs”?
Metrics:

What sites are engaging consumers?

What’s Hot (from Nielsen’s perspective)?

What does all this mean for advertisers and advertising online?

Does online activity affect offline purchases?