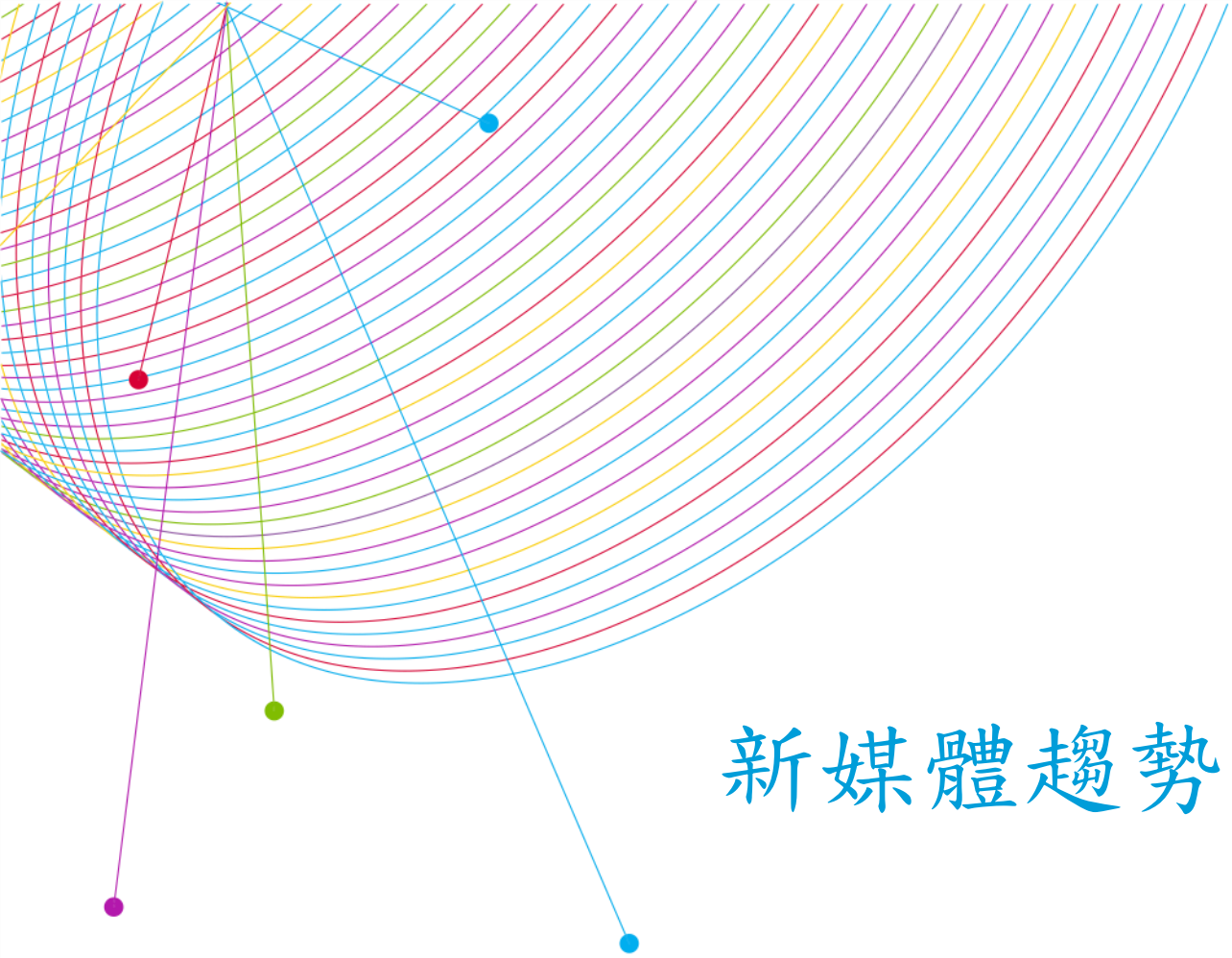

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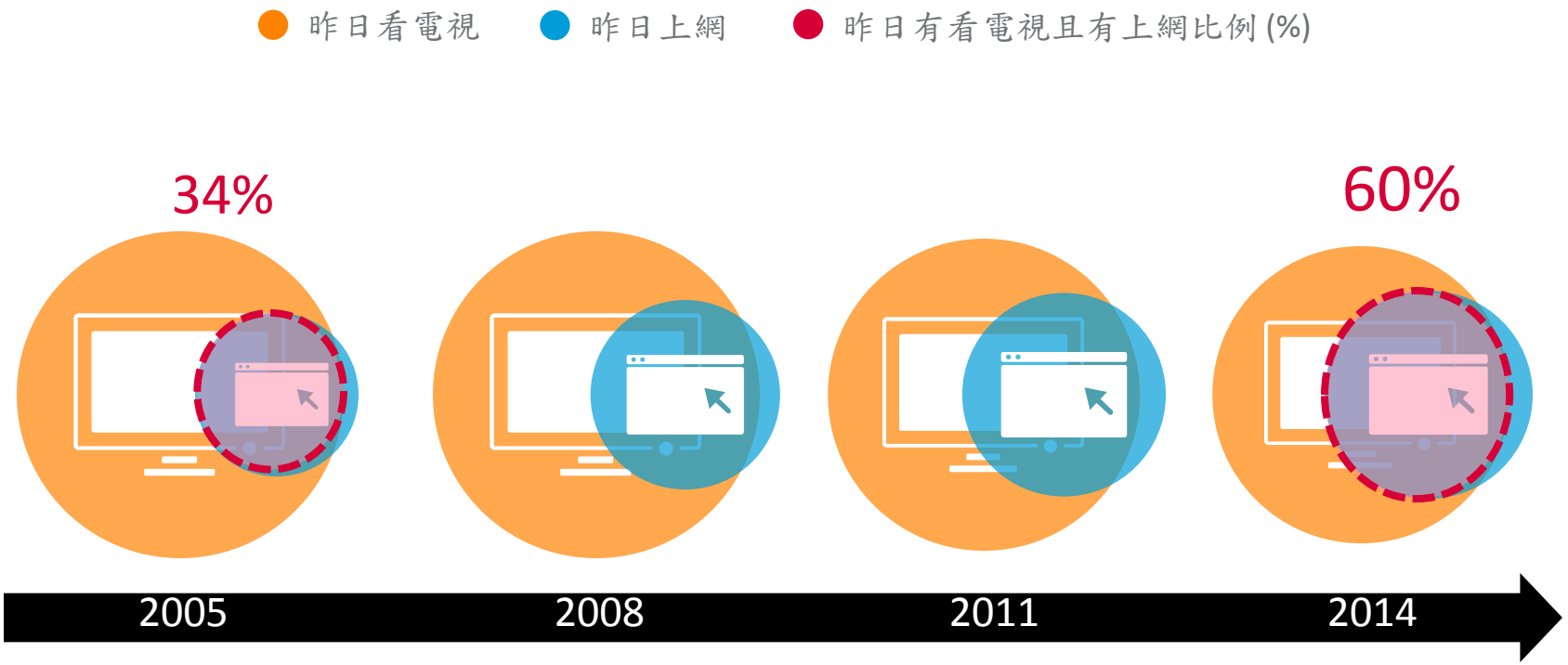
新媒體趨勢及廣告投放成果分析

台灣跨螢使用者約占60%



Source: Nielsen Media Index 2005-2014，每年調查樣本數10,000份

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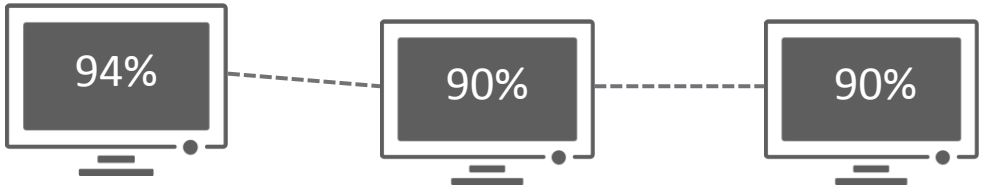
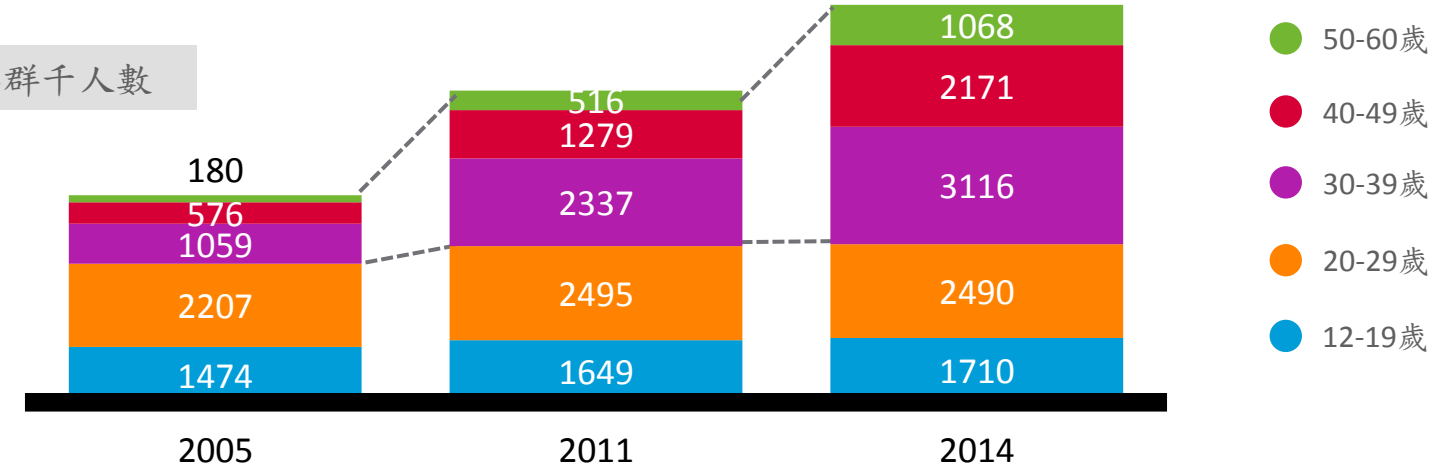
跨螢行為幾乎是全民運動，而電視並未被犧牲

跨螢族群每天都看電視比例(%)



跨螢族群千人數



Source: Nielsen Media Index 2005、2014。2005年訪問12-60歲 2006起訪問12-65歲

跨螢族群定義：昨日有看電視且有上網者

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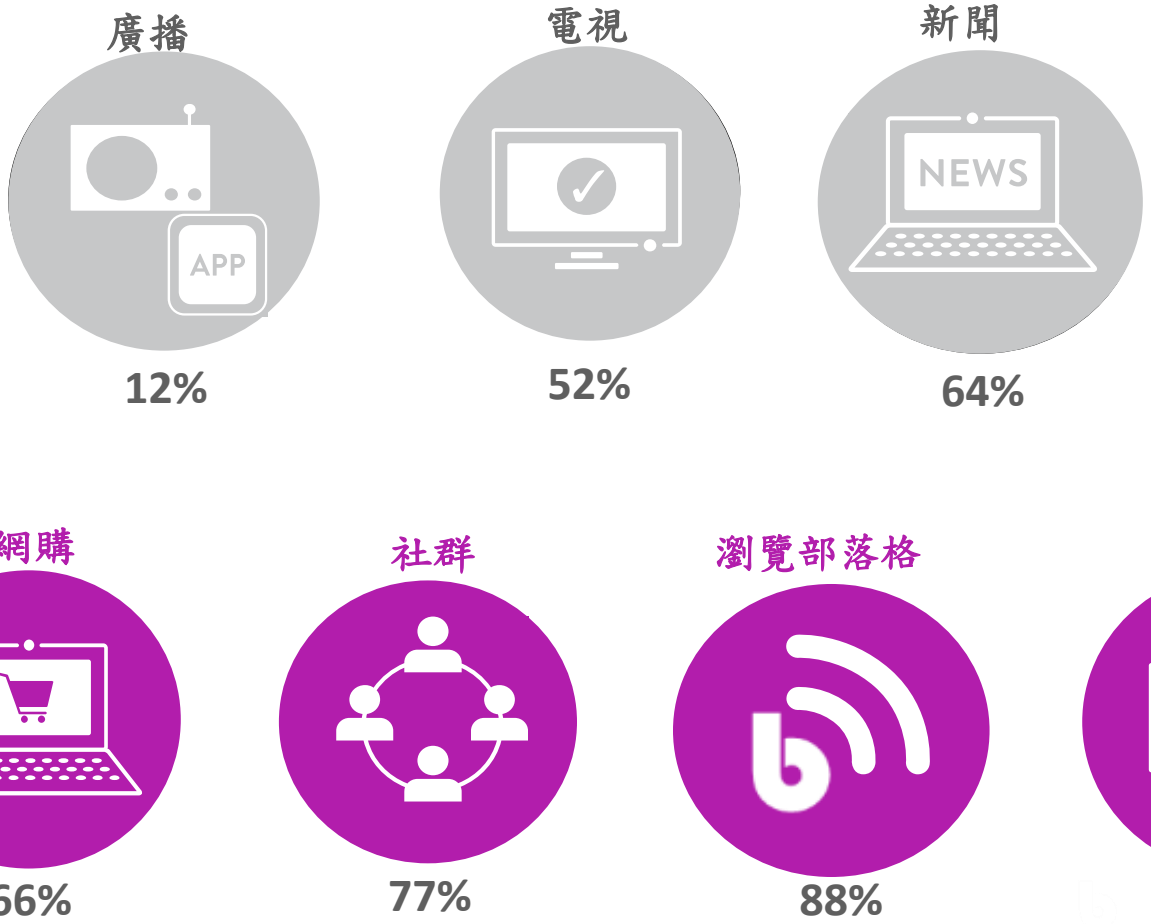
傳統媒體並非被網路取代，而是轉換接觸形式

15-44歲昨日上網民眾/使用網際網路用途



Source:尼爾森媒體大調查+生活型態+網際網路調查2014

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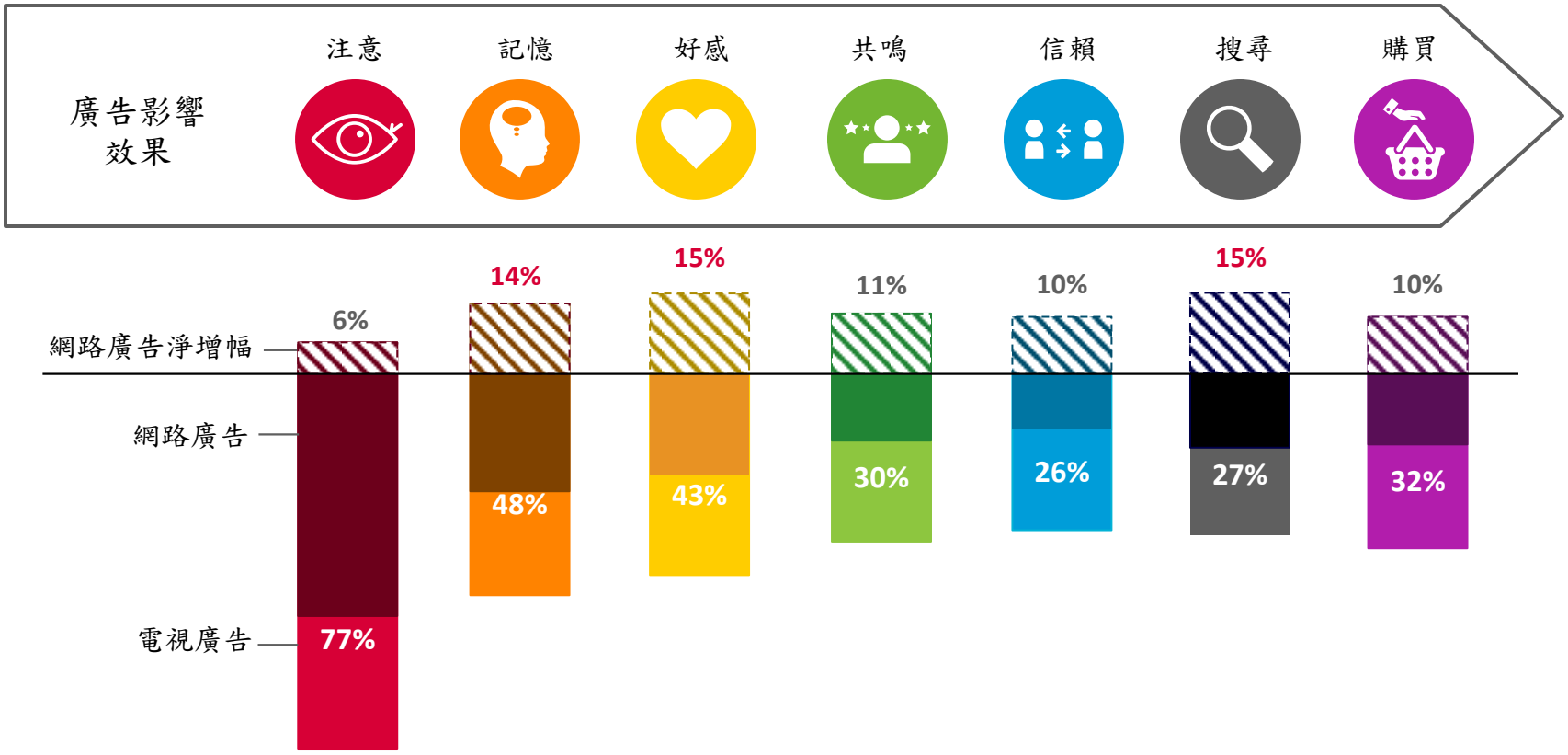
同時運用電視及網路媒體可以增加廣告效果



Source: Nielsen Life Index 2014
Base: 跨螢族群且有看過電視及網路廣告者
網路廣告效果增幅：指原本受訪者表示電視廣告不能達到該效果，但網路廣告可以達到的比例

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尼爾森電視與網路雙螢媒體組合策略工具 - TWINSCREENS

TWN — Incremental Unique Audience

25-44 M 汽車 | 十月 2013 | Any type | Add Remove All

	Impress...	Impressions %	Reach (000)	Common Audience (000)	Incremental Audience (000)	Combined Audience (000)	Universe Reach %	Common Audience	Incremental Audience	Combined Audience
25-44 M 汽車	n.a.	n.a.	2,210	n.a.	2,210	2,210	60.6%	n.a.	60.6%	60.6%
Yahoo! News Websites	47,518	50%	926	530	397	2,607	25.4%	14.5%	10.9%	71.5%
Facebook	186,033	30%	568	436	132	2,739	15.6%	12.0%	3.6%	75.1%

Source: Nielsen Twinscreens Service

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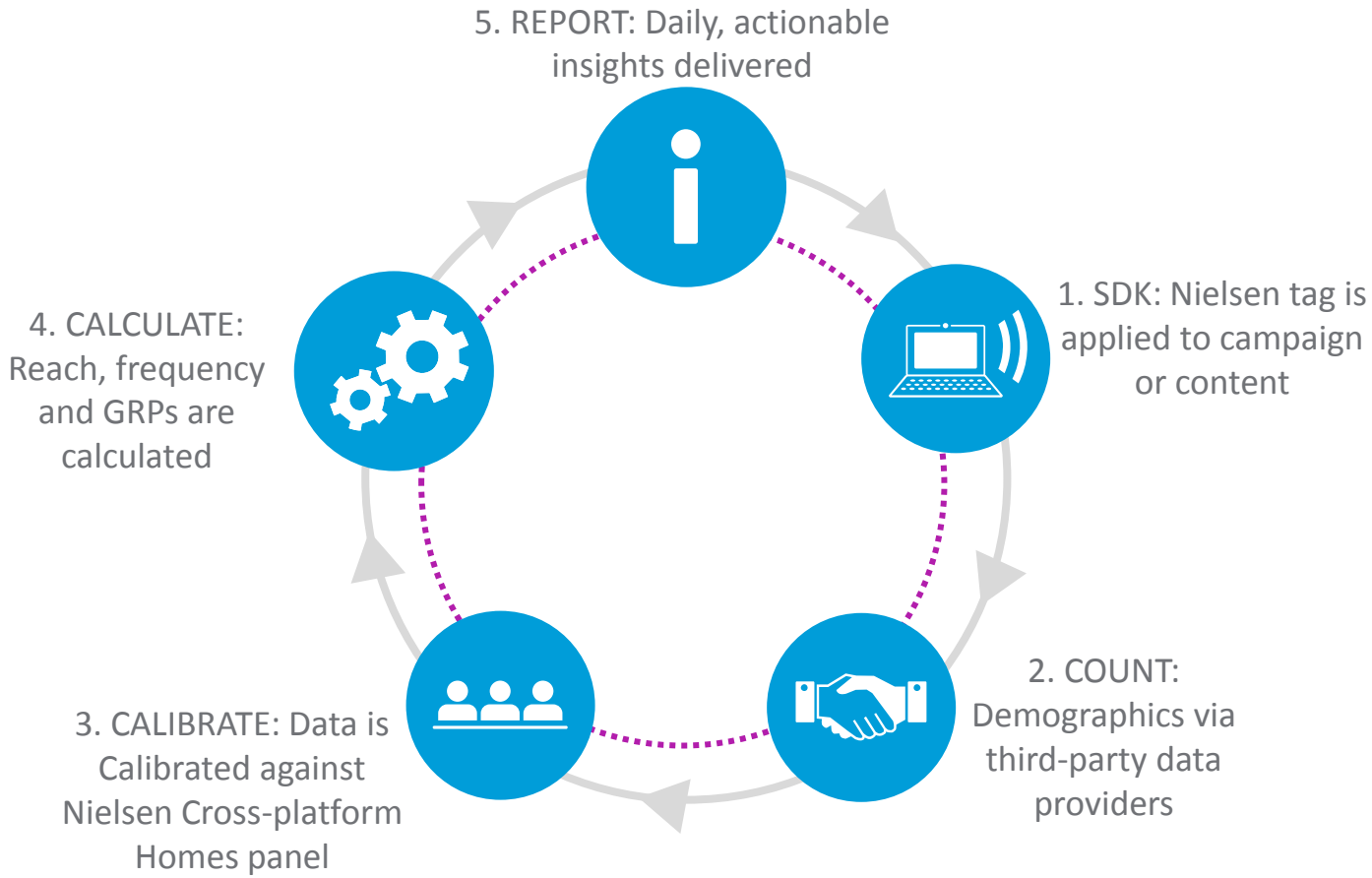
網路影音收視表現調查
DIGITAL PROGRAM/CONTENT RATING



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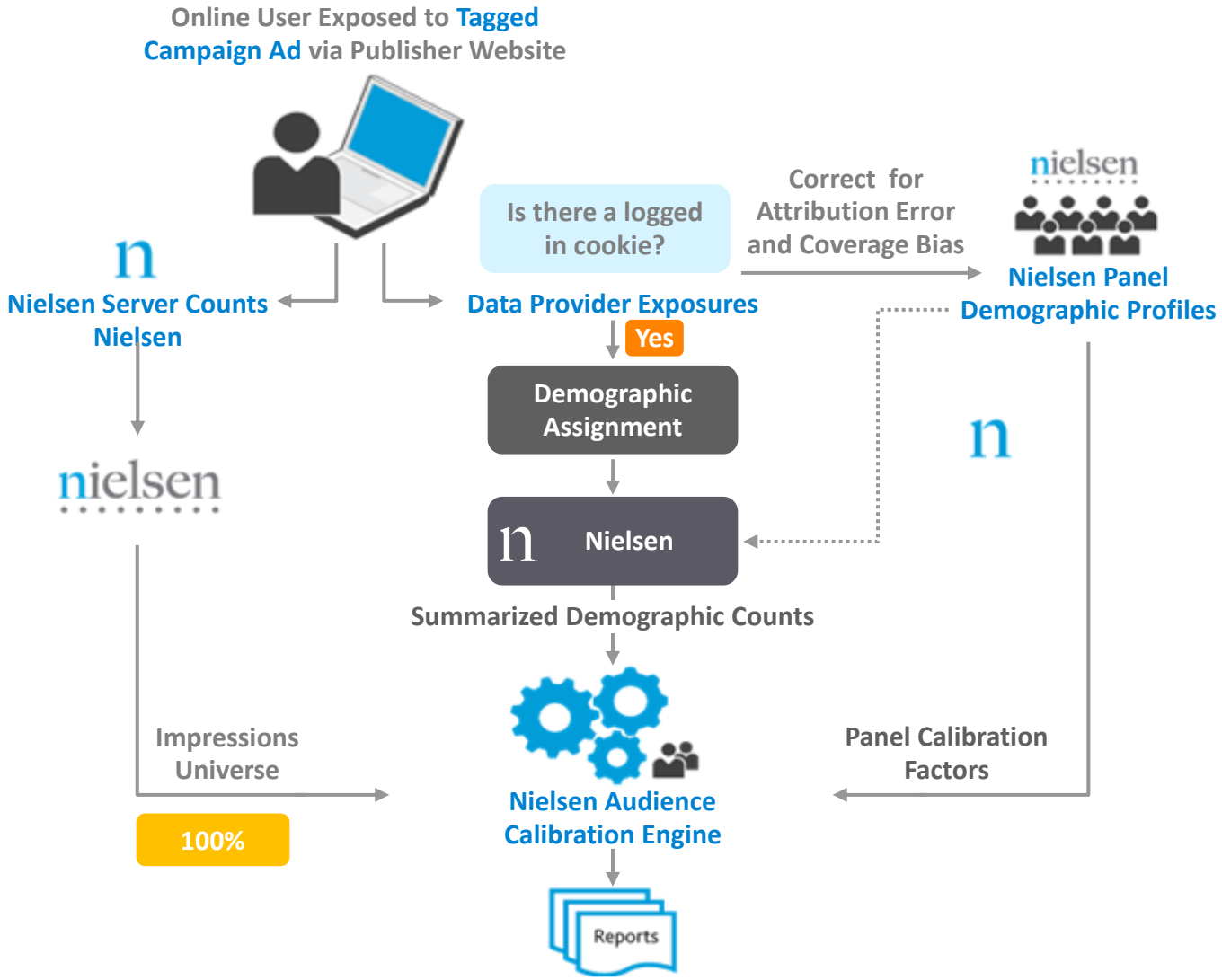
尼爾森網路/跨螢廣告事後評估量測



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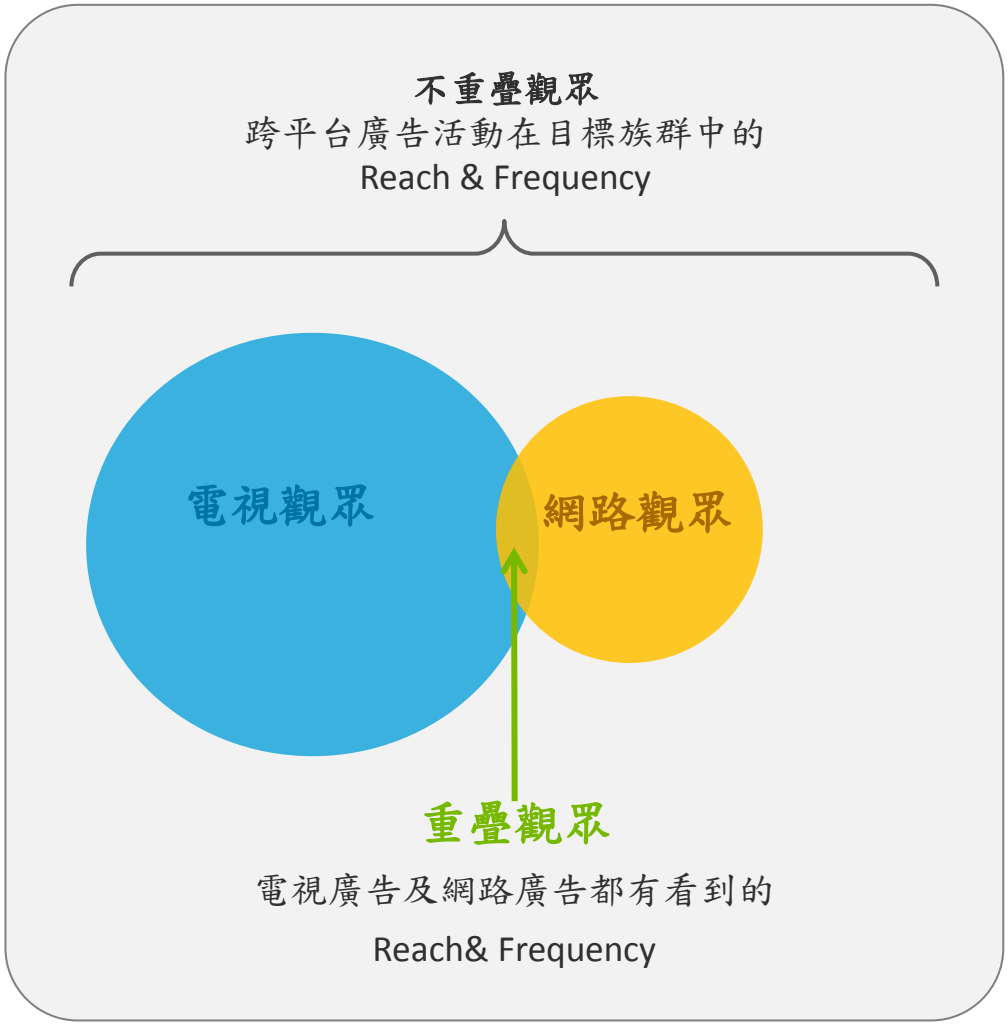
尼爾森跨媒體廣告測量提供的是，電視與網路平台可達到的不重疊接觸觀眾

僅接觸到電視廣告的
Reach & Frequency



僅接觸到網路廣告的
Reach & Frequency

Source: Nielsen Twinscreens Service

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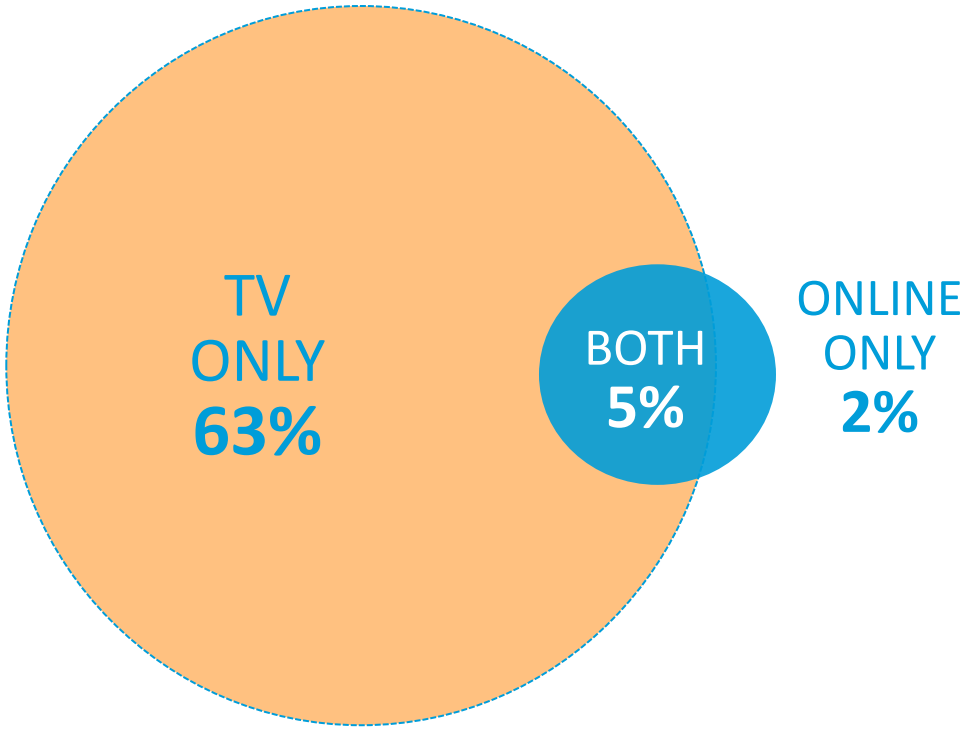
在美國，跨螢廣告效果的成效



透過良好媒體的規劃能夠大幅提升網路廣告的不重複接觸率

Source: Nielsen Cross-platform Campaign Ratings

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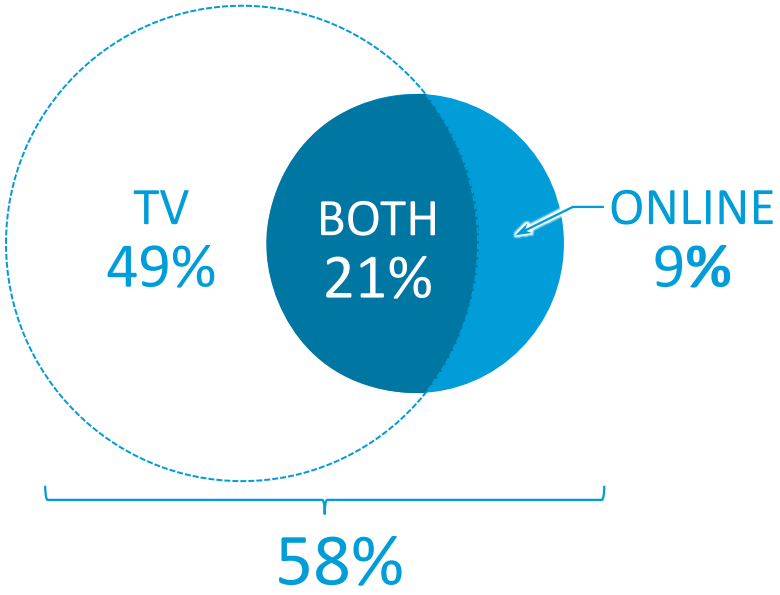
運用跨螢廣告觸達新觀眾

9% OF ONLINE INCREMENTAL REACH



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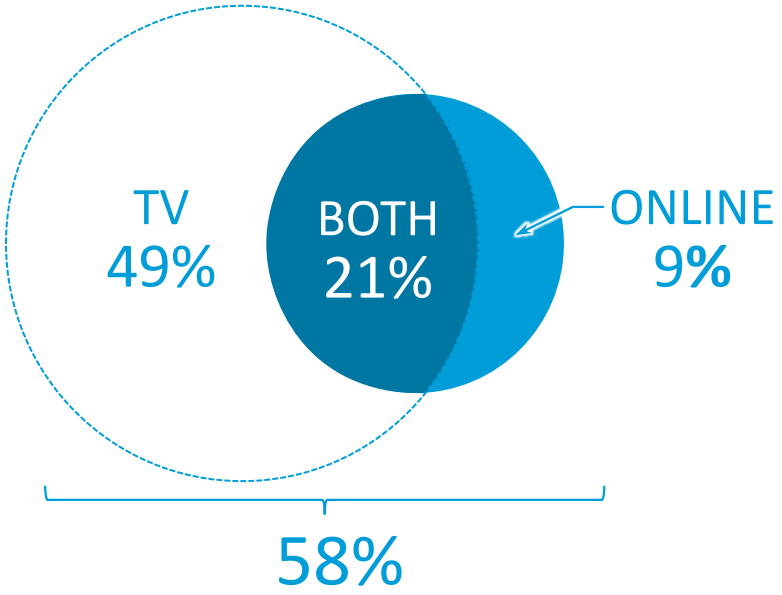
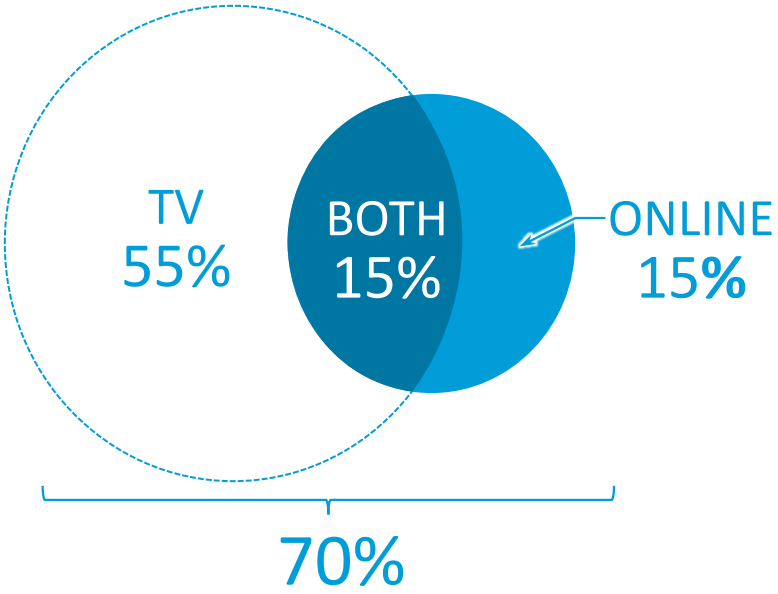
運用跨螢廣告觸達新觀眾

9% OF ONLINE INCREMENTAL REACH



15% OF ONLINE INCREMENTAL REACH



增加不重覆的接觸率

在相同的預算之下

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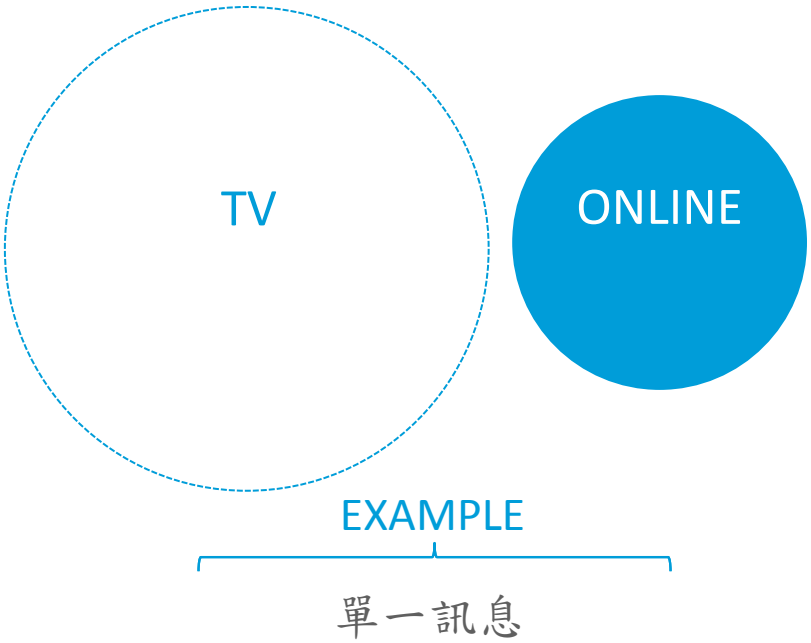
如何運用跨螢廣告？

擴大接觸率



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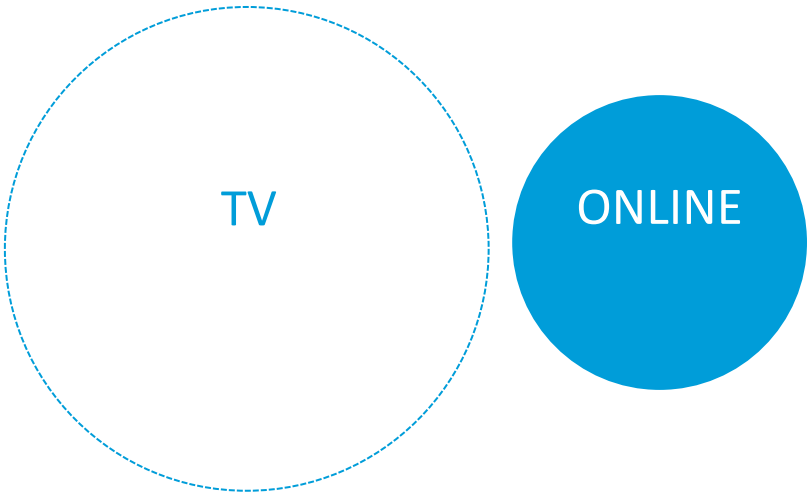
如何運用跨螢廣告？

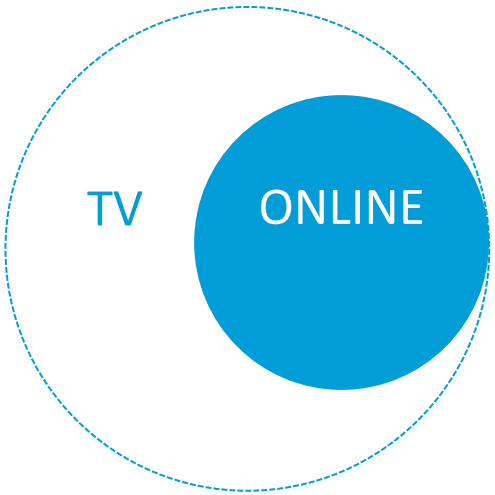
擴大接觸率



EXAMPLE

單一訊息

增加看到廣告的頻次



EXAMPLE

兩則訊息
品牌+促銷

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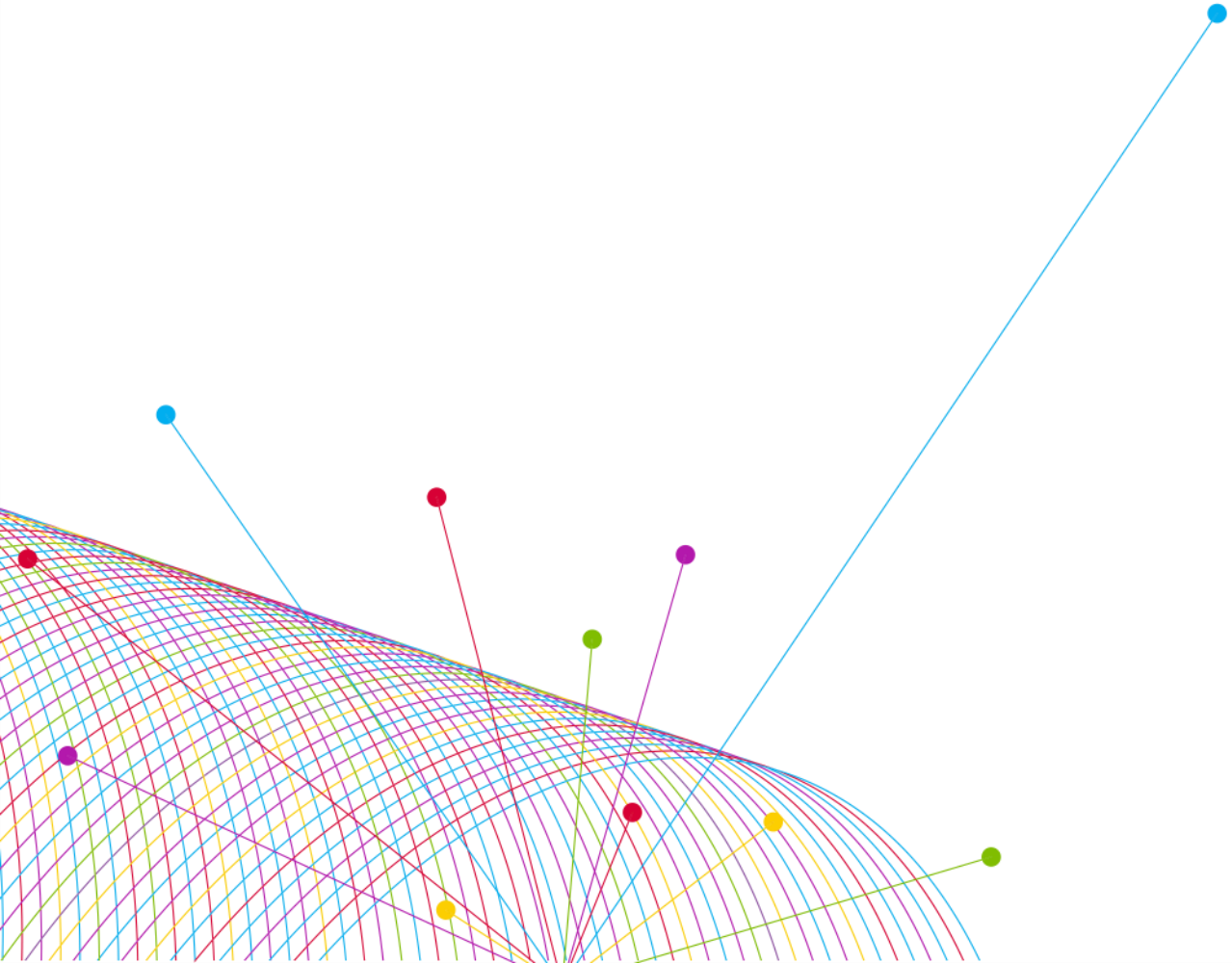
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