



CESP PUBLISHES THE AUDIT OF NIELSEN DIGITAL AD RATINGS (DAR) SOLUTION

CESP has submitted its audit report on Digital Ad Ratings (DAR) solution to Nielsen and Médiamétrie. This audit was conducted at the request of CESP internet, television, and print committees. It covers the period from March 2024 to March 2025 and only covers the Open Web environment.

CESP considers that the Nielsen DAR product provides an industrialized solution grounded in relevant methodological principles for the industry. However, it requires further developments to take advantage of the integration of local data providers and to strengthen the robustness and accuracy of the results.

Several technical principles underlying the DAR solution were considered satisfactory:

- The use of an ID Graph, which links multiple digital identifiers belonging to the same user, enabling cross-device deduplicated measurement of advertising exposure.
- The ongoing integration of data from French publishers, contributes to improving the demographic assignment model.
- The system's industrial scalability, allowing for the injection and processing of large volumes of data.

However, the audit identified three main limitations:

- The adjustment factors used in the demographic modeling were trained on 2020 advertising campaign data, during the Covid-19 pandemic, and may no longer be appropriate.
- The structure of the ID Graph includes a large number of isolated individuals, which may introduce a bias in counting metrics (reach and frequency).
- Data regarding people under 18 are not provided by third-party providers; since this population is not included in the modeling, the results are not usable for targets that include minors.

Additionally, to improve the representativeness and the accuracy of results produced by the DAR solution, CESP recommends that Nielsen:

- Update the demographic adjustment modeling approach by removing the 2020 campaign data and using more recent datasets, in order to improve the accuracy of the results and fully leverage the integration of data from French publishers.
- Integrate new French third-party providers with high-quality data capable of linking identifiers to demographic profiles.
- Use reference panels, such as those provided by Médiamétrie, to enhance local representativeness, support ID Graph validation, and improve calibration of demographic assignments.
- Audit the third-party data providers (Narrative and Zeotap) to assess the quality of their data.
- Audit the panels used for profile attribution.

As a reminder, the Nielsen DAR solution aims to assess the performance of digital advertising campaigns by estimating the audience exposed to a campaign, by gender and age. It is based on a modeling system that combines several data sources: advertising impressions, datasets containing digital identifiers (cookies, MAID, emails) transmitted by third-party partners, and data from internet user panels. In practice, DAR aims to provide advertisers, agencies, and publishers with a deduplicated measurement of campaign audiences across desktop, mobile, and/or tablet platforms, in order to optimise targeting and effective reach.

Dany Péria, CESP Project Director:

"CESP carried out an in-depth evaluation of DAR and produced comprehensive documentation of its methodology. We note with satisfaction the gradual integration of some of our recommendations into the evolution of the solution, in particular the use of Médiamétrie panels to improve the calibration of demographic assignments. CESP stands ready to assess the impact of these developments on the quality and robustness of the results."

Alexis Langrené, Nielsen France leader:

"This inaugural CESP audit of our DAR Open Web and Nielsen Identity methodologies marks a critical step in our goal for transparency with the French Digital Advertising marketplace. As the digital landscape evolves, Nielsen remains dedicated to delivering a clear, deduplicated view of unique audiences and their demographics and we look forward to continued partnership with CESP."

Eglantine Dever, Director of Advertising Solutions, Médiamétrie//NetRatings:

"For more than over 10 years, DAR is used to measure and optimize the performance of thousands of advertising campaigns in France. This new CESP audit provides the necessary transparency on the evolution of the methodology in a constantly evolving technological environment."

Médiamétrie and its partner Nielsen are committed to taking into account the recommendations made by the CESP, notably by integrating new media partners into the Nielsen ID graph and by relying on Médiamétrie//NetRatings Internet panel measurement to refine the calibration factors."

CONTACT :

Jahida Bendikha jbendikha@cesp.org

**RENDEZ-VOUS SUR NOS RÉSEAUX ET SUR
WWW.CESP.ORG**



About CESP

CESP (Centre d'Étude des Supports de Publicité) is the non-profit industry body for the advertising and media industry players with an interest in measuring audiences and the effectiveness of media campaigns. CESP audits all currency measurement systems on behalf of its members across every type of media: the internet, TV, print, out-of-home, radio and cinema. It also offers certification, consultancy and training services in France and abroad.

A genuine laboratory of ideas, CESP is a neutral and independent forum for discussing innovations as well as the conventions that the various industry players are called upon to define collectively.

A widely trusted third-party organization, serving the communication industry, the CESP mission is to guarantee the fairness of measurements and to objectivate the value of investments.

About Nielsen

Nielsen is a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their global audiences – now and into the future.

In France, we are partnering with Médiamétrie about reselling DAR through our common structure Mediamétrie NetRatings. We are also delivering our Ad Intel as well as Planning & Media Analytics solutions to provide a full understanding of media consumption & impact.

Learn more at www.nielsen.com and connect with us on social media (X, LinkedIn, YouTube, Facebook and Instagram).

About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, right, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes. Médiamétrie employs over 700 people and achieved a turnover of €103.5 million in 2024.