FOR IMMEDIATE RELEASE

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**TUBI IS EXPANDING RELATIONSHIP WITH NIELSEN,**

**ALLOWING ENHANCED MEASUREMENT ACROSS 25+ DEVICES,**

**DELIVERING MORE TRANSPARENCY TO ADVERTISERS**

*Entire Tubi Footprint to Enable Nielsen Digital Ad Ratings Guarantees,
Advancing Advertiser Need for Third-Party Measurement*

SAN FRANCISCO – Tubi ([www.tubi.tv](http://www.tubi.tv)), a division of FOX Entertainment, today announced that they’re working on an expansion of its current integration with Nielsen that will allow for enhanced and comprehensive measurement through Nielsen’s [Digital Ad Ratings (DAR)](https://global.nielsen.com/solutions/audience-measurement/digital-ad-ratings/) product. As part of this integration, measurement of Tubi will expand coverage of streaming devices, including computer, mobile and connected TV (CTV) inventory served on specific CTV devices. This will give advertisers a more comprehensive view of ad performance on Tubi, inclusive of co-viewing, and is a step towards increased industry coverage provided via [Nielsen ONE, the single source, cross-media measurement solution.](https://global.nielsen.com/solutions/audience-measurement/nielsen-one/)

Tubi’s integration with Nielsen DAR will advance advertiser need for third-party measurement in the fast-growing ad-supported OTT space, with measurement and transaction in line with traditional TV audiences. Tubi’s expanded relationship with Nielsen will include co-viewing measurement and allow for buying target audiences across its library of over 40,000 movies and television series.

“As a movie and television streaming service with 80% of our viewers watching on TV screens, we’re excited about the proposed integration of Nielsen Digital Ad Ratings measurement across our device partners,” said Mark Rotblat, Chief Revenue Officer at Tubi. “This upcoming device coverage replaces slim proxies with comprehensive and stable currency-grade measurement, allowing our advertisers to transact on audiences in a way that is apples-to-apples with traditional TV.”

"We are excited to expand our relationship with Tubi through this integration, which enables enhanced and comprehensive measurement through Nielsen Digital Ad Ratings,” said Ameneh Atai, GM, Digital Audience Measurement, Nielsen. “In this increasingly fragmented media landscape, the need for independent measurement is more critical than ever, as is providing more transparency to advertisers. Nielsen Digital Ad Ratings delivers audience measurement metrics across computers, smartphones, tablets and connected TV, providing campaign insights across digital media platforms and a deeper understanding of the unique reach of Tubi's target audiences.”

With the proposed Nielsen DAR integration on Tubi, brands can now leverage deeper contextual insights and align brand objectives with the thousands of movies and television titles audiences consume. Additionally, advertisers will be able to better understand the demographic and interest-based attributes of an audience.

Tubi has more than 40,000 movies and television series from over 250 content partners, including every major studio, in addition to the largest offering of free live local and national news channels in streaming. The platform gives fans of entertainment, news and sports an easy way to discover new content that is available completely free.

Tubi is available on Android and iOS mobile devices, Amazon Echo Show, Google Nest Hub, and on OTT devices such as Amazon Fire TV, Roku, Apple TV, Chromecast, Android TV, Vizio TVs, Sony TVs, Samsung TVs, Hisense TVs, Comcast X1, Cox Contour, PlayStation 5 and Xbox Series X | S. Consumers can also watch Tubi content on the web at <http://www.tubi.tv/>

**About Tubi**

Tubi, a division of FOX Entertainment, is an ad-supported video-on-demand service with over 40,000 movies and TV shows, including a growing library of Tubi originals, 100+ local and live news and sports channels, and 400+ entertainment partners, featuring content from every major Hollywood studio. Tubi gives fans of film, television, news and sports an easy way to discover new content that is completely free.

**About Nielsen**

Nielsen shapes the world's media and content as 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 audiences—now and into the future.

An S&P 500 company, Nielsen (NYSE: NLSN) operates around the world in more than 55 countries. Learn more at[www.nielsen.com](https://c212.net/c/link/?t=0&l=en&o=3456275-1&h=3175799438&u=https%3A%2F%2Fc212.net%2Fc%2Flink%2F%3Ft%3D0%26l%3Den%26o%3D3254300-1%26h%3D2830258736%26u%3Dhttps%253A%252F%252Fwww.nielsen.com%252F%26a%3Dwww.nielsen.com&a=www.nielsen.com) or [www.nielsen.com/investors](http://www.nielsen.com/investors) and connect with us on social media.

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