

Investing in
Asian American
audiences and media

Breakthrough ROI



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Introduction

In recent years, K-pop hits have topped U.S. music charts and K-beauty products have gained shelf space. At the same time, streaming platforms have made popular Asian media like anime and Bollywood more accessible.¹ Add on the excitement surrounding Asian (and Asian American) sports stars like Shohei Ohtani and Chloe Kim, and it's clear that these cultural forces are driving a surge of Asian influence among U.S. audiences.

This cultural wave in the U.S. presents a significant opportunity for brands to connect with consumers and drive real business growth. But navigating these trends successfully will require understanding and connecting with the Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities.

Asian Americans, many of whom have family and friends abroad, maintain strong ties to home countries and cultures while leading key trends across industries in the U.S. They're also the fastest-growing population in the U.S. and boast \$1.4 trillion in buying power.²

¹Forbes, 2024; The Current, 2023

² Selig Center for Economic Growth, 2022



In this year's report, we looked at three ways AANHPI audiences are creating cross-cultural connections and driving trends.



Tech trendsetters

AANHPI audiences are enthusiastic about technology, despite spending less time overall with media.



Retail influencers

AANHPI consumers are digital-first shoppers who are helping to drive beauty trends around skincare.



Growing fans

AANHPI sports fans are connecting with sports at home and around the world that feature Asian athletes.

For brands, earning and maintaining Asian Americans' trust isn't a nice-to-have—it's a must-have. That trust starts with demonstrating genuine understanding and care for the things that matter to this community. In fact, 59% of AANHPI consumers expect brands to support causes they care about, compared to 51% of the total U.S.²

By understanding the cultural nuances that resonate with AANHPI consumers, brands can gain insights into emerging trends that often become mainstream, allowing them to create leading-edge marketing that appeals to the broader U.S. market.

² Nielsen Attitudes on Representation Survey, 2025



AANHPI Americans:
Influencing trends
in the U.S.

Globally connected

54%

born outside the U.S.

77%

have origins in India, China, Japan, the Philippines, South Korea and Vietnam

(American Community Survey, 2022)



Culturally rooted

66%

say that activities and events that create family memories are important

(Scarborough USA+ R2 2024)

53%

have a higher appreciation for brands that advertise in media that reflects their culture/ethnicity

(Nielsen Attitudes on Representation Survey, 2025)

Young & multigenerational

34

median age

29%

live in a home with 2+ generations vs. 20% for the total population

(American Community Survey, 2022)



Economically influential

\$1.4T

buying power

(Selig Center for Economic Growth 2022)

16%

increase in middle income from 2009-2022

(Pew Research, 2024)





Tech trendsetters

Section 1

AANHPI audiences are tech enthusiasts

AANHPI adults are digitally connected, spending **9 hours and 6 minutes** a week logged on to their computers, almost an hour more than all U.S. adults at 8 hours and 14 minutes.³

Not surprisingly, these consumers are also more likely than the total U.S. to identify as Tech Enthusiasts, who are always looking for and are the first to purchase the latest technology. For advertisers, this tech-focused audience can be powerful advocates for brands.

But understanding nuances in this audience is critical. In Los Angeles and New York, Asian Americans are **more likely** than the total population in each city to be Tech Enthusiasts. Meanwhile, in San Francisco and Seattle, they overindex the total population of each city but at lower rates—likely reflecting the higher overall rates of Tech Enthusiasts in these tech-focused cities.

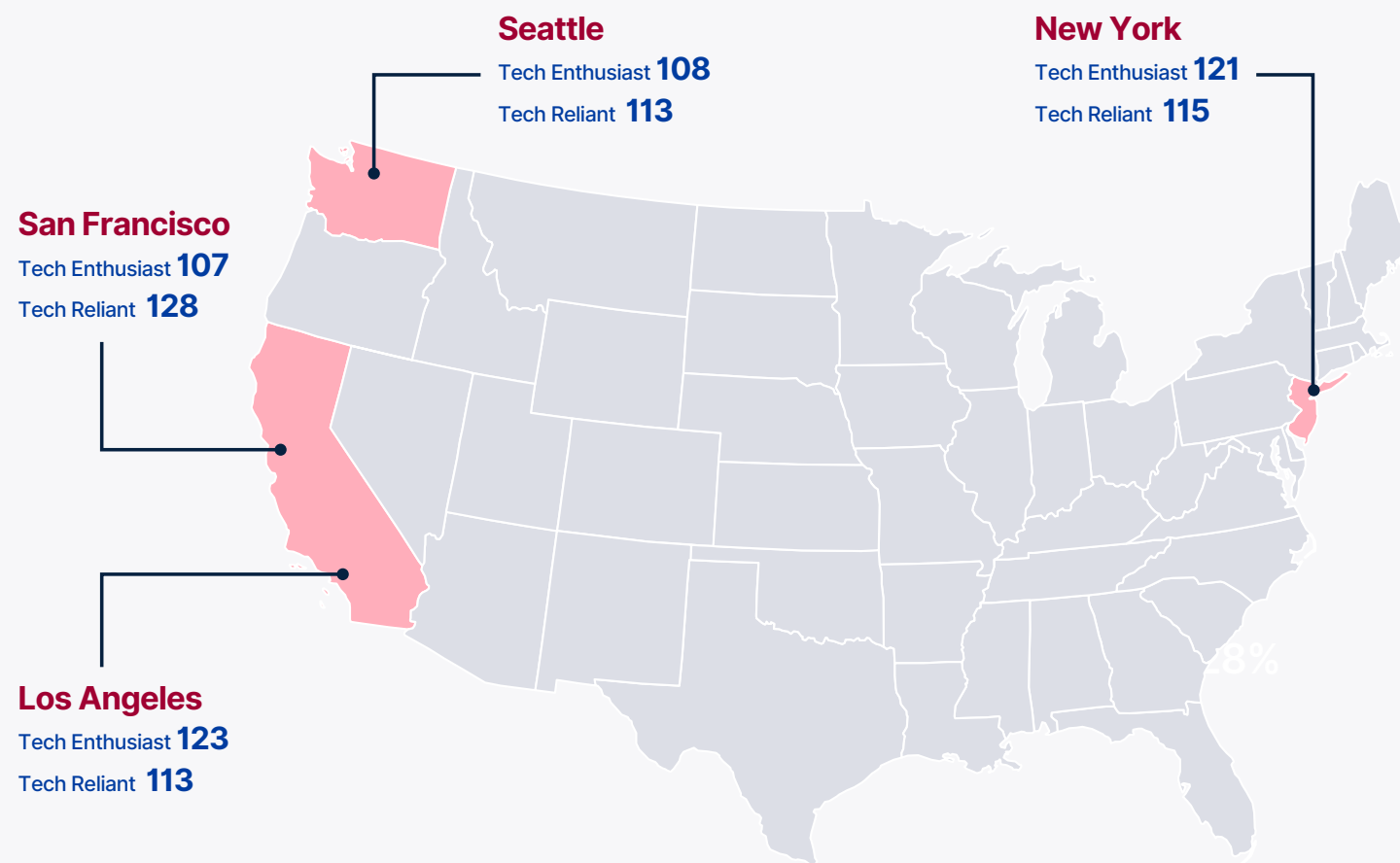
However, Asian Americans in San Francisco and Seattle are also more likely to identify as Tech Reliant, preferring to use social media to stay in touch with their family and friends and having their phones on them at all times.

³ Nielsen Audience Measurement data, P18+, Q3 2024

Figure 1.1

AANHPI technology preferences vary across the U.S.

Index to the total population for the city



Source: Nielsen Scarborough Local Data, Adults 18+, 2024

Asian Gen X: The digital “OGs”

Across all age groups, AANHPI audiences spend more time connected through their computers than their peers. But Asians 50-64 years old, in particular, spend significantly more time than all U.S. adults 50-64 with digital devices—and with social media.

This age group, which is largely made up of Gen X, witnessed the transition from analog to digital, giving them unique media consumption (and consumer) habits. Given the AANHPI community’s enthusiasm for technology, it’s not surprising that Asian Americans aged 50-64 are **8% more likely** than the total U.S. to rely heavily on the internet to evaluate products before buying. They’re also **11% more likely** to seek out international sources of entertainment or news.⁴

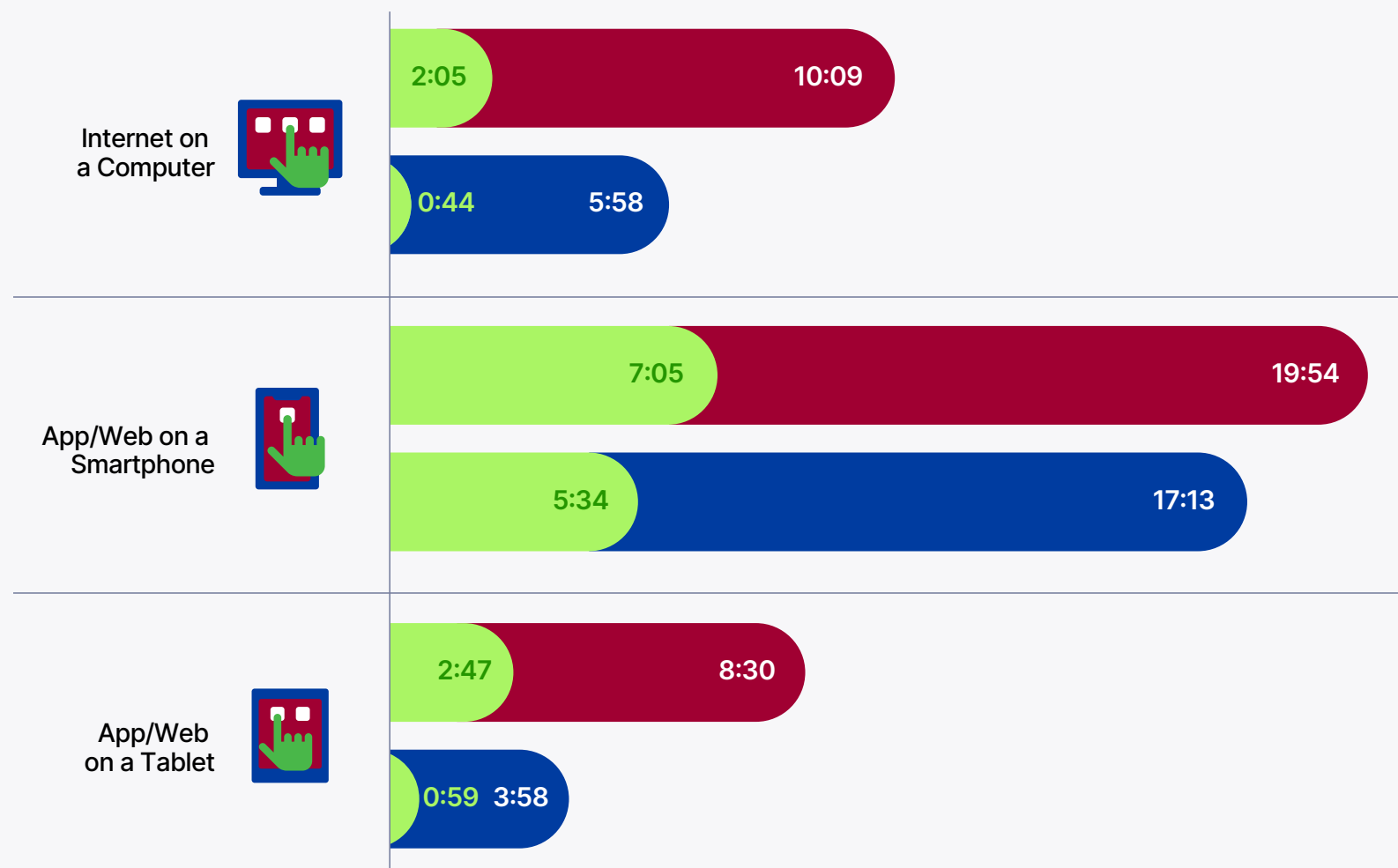
⁴ Nielsen Scarborough USA+ 2024 R1

Figure 1.2

Weekly time spent with digital devices

Shared in Hours: Minutes

- Asian Americans (50-64 yrs old)
- Total U.S. (50-64 yrs old)
- Social media time



Source: Nielsen Audience Measurement Data, Q3 2024

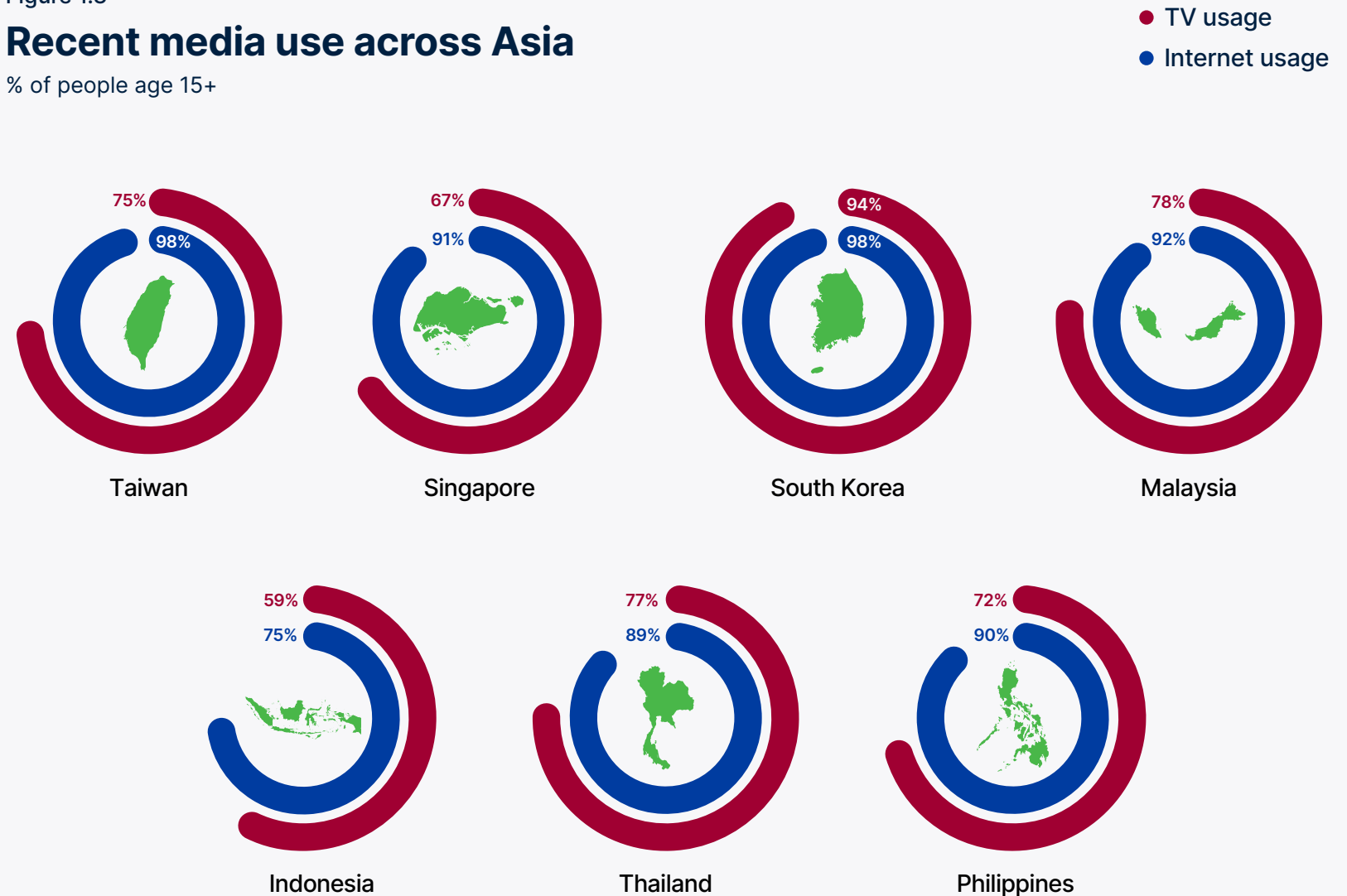
For AANHPI adults, especially Gen X (ages 50-64), digital devices and social media can be powerful tools to stay connected to loved ones in home countries. About 60% of the global population is based in Asia,⁵ and audiences across the region are connecting online. Social media platforms, in particular, offer users the opportunity to connect to people, media and brands around the world.

Marketers are recognizing the effectiveness of these platforms in reaching consumers. In our **annual marketing study**, 79% of global marketers last year saw social media as extremely/very effective, and that percentage was 89% among marketers in Asia. In fact 83% of marketers planned to shift their spending to digital channels in 2024.

Figure 1.3

Recent media use across Asia

% of people age 15+



Note: TH, PH, ID, SG and TW: TV and internet usage yesterday (2024); MY: TV usage in the past 1 month (2024) and internet usage in the past 12 months (2024)

Data Source: Nielsen Consumer Media & View, National Age 15+, Nielsen Korea Digital Data, 2024

⁵ United Nations Asia Pacific Population & Development Report, 2023

AANHPI audiences are super streamers

While AANHPI audiences spend more time on computers than the total population, they spend less time with media overall, including TV. In fact, Asian American adults' total TV time each week was 13 hours less than all U.S. adults in third-quarter 2024.

With this time spent watching TV, AANHPI viewers are increasingly devoting a larger share to streaming. Streaming has been on the rise across all U.S. audiences, but Asian Americans have been spending an outsized share. As of January 2025, streaming dominated more than half of Asian Americans' total TV time (53%), up from 45% last year. And about 20% of that viewing is on YouTube—almost **twice that of the total U.S.** population.

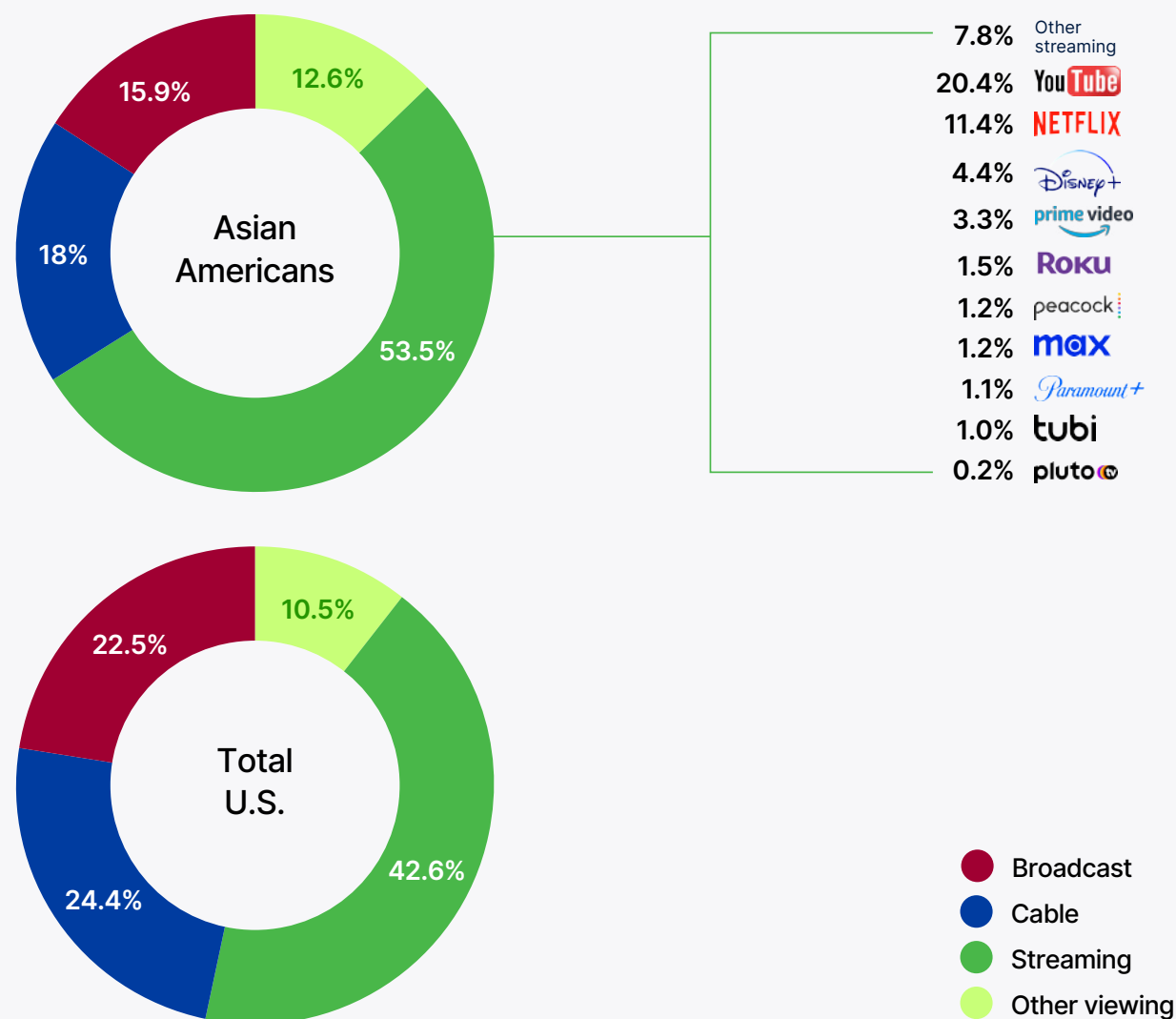
Representation will be crucial for advertisers and media owners looking to navigate CTV and reach this streaming-first audience. Asian Americans are more likely to live in multigenerational households, creating a strong connection to family, language and culture and a desire for more representation in media and advertising.

AANHPI audiences overindex the total U.S. for share of time spent with Netflix (128) and Amazon (198)⁶, which also have the highest percentage of programs with a **Gracenote** Inclusion Opportunity Index (IOI) above 100 for Asian talent at 39.4% and 35.5%, respectively. This metric means that representation on screen is on par (IOI = 100) or above the U.S. population estimate for AANHPI people.

⁶ Nielsen NPOWER, 2024.

Figure 1.4

Share of total TV time



Note: "Other" includes all other TV usage that does not fall into the broadcast, cable or streaming categories. Streaming of linear content has been removed from streaming (but does count toward broadcast and cable). Disney Streaming includes viewing on Disney+, ESPN+ and Hulu SVOD.

Source: Nielsen National TV Panel Data augmented by Streaming Platform Ratings, January 2025

Opportunities to connect

Representation and cultural relevance are critical pathways to breaking through with an audience that has strong cultural connections—both with home countries and home families here in the U.S.

Tap into direct-to-consumer strategies with digital ads

Asian audiences are embracing digital platforms and social media at higher rates than the total U.S. population. In fact, 44% said they have clicked on a link from a social media ad (compared to 38% of total)⁷ creating a trackable, actionable path to purchase. Lean into these potential advocates for your brand with strategies tailored to their unique digital preferences.

Connect with AANHPI Gen X audiences

This sandwich generation is at the heart of the multigenerational AANHPI household and are more likely to voice their opinions and connect online than other generations—53.6% will comment on someone else's post.⁸ Brands and media owners that are able to reach this audience will find a valuable source for connecting with the entire household and community.

Lean into representation to navigate CTV

In a recent Nielsen survey, 57% of AANHPI audiences say they pay more attention to ads in media that reflect their culture/ethnicity, compared to 46% of the total U.S.⁹ Enhance your ad investments in CTV with this streaming-first audience by taking a deeper look at what's being represented in the ads themselves and where the ads are appearing.

⁷ Nielsen Attitudes Towards Representation Survey, 2025

⁸ Nielsen Scarborough, USA Release 1, 2024

⁹ Nielsen Attitudes Towards Representation Survey, 2025

Section 2



**Retail
influencers**

AANHPI shoppers are buying in to retail media

Retail media is on the rise around the world. In fact, new [Nielsen Ad Intel](#) tracking of Amazon retail media ad spending in Japan shows its steady growth in the second half of 2024.

As U.S. brands and retailers navigate these platforms, AANHPI shoppers could prove to be valuable early adopters. The digitally savvy Asian American consumer is more likely to stay within the digital space on the path to purchase, seamlessly moving between media consumption and advertising.

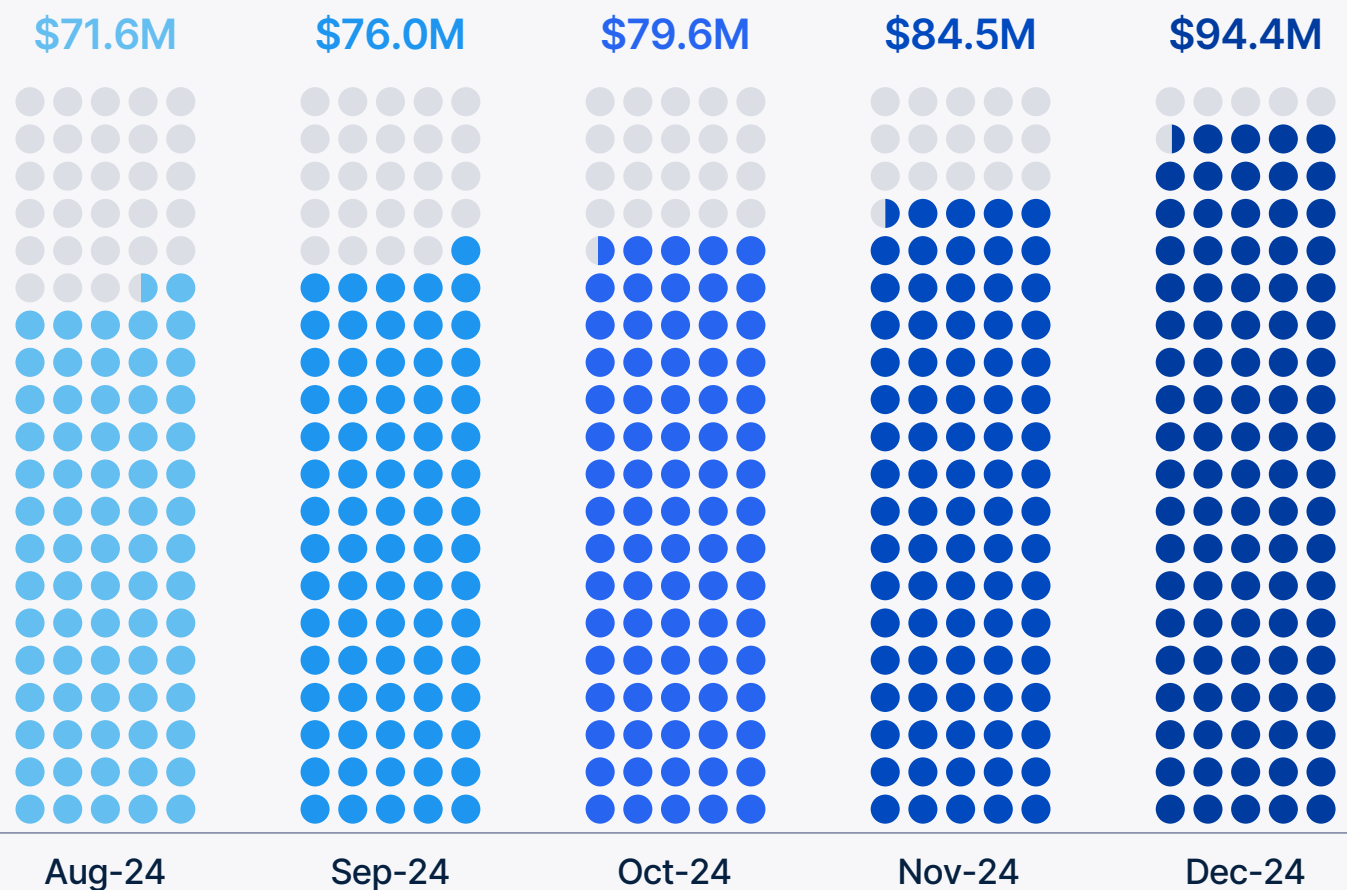
AANHPI shoppers in the U.S. show a slightly greater tendency to perceive ads on retailer websites or apps as helpful for new product discovery, with 20% agreeing compared to 18% of the total population.

Asian Americans are also much more likely to have interacted with shoppable ads—43% have clicked on a link from a social media ad and 21% have engaged with an ad on a streaming service, compared with 36% and 17% of the total U.S., respectively.¹⁰

¹⁰ Nielsen Attitudes Towards Representation Survey, 2025

Figure 2.1

Amazon retail media ad spend on the rise in Japan



Note: Ad spending is in U.S. dollars.

Source: Nielsen Ad Intel Retail - Japan, August - December 2024

Understanding AANHPI millennial shoppers

Gen X aren't the only AANHPI generation driving trends. AANHPI Millennials have high income and education levels and growing cultural clout.



54%

more likely to visit a website
after hearing a podcast ad



56%

more likely to buy based
on a social media ad



70%

will stop purchasing from a brand
that devalues their community

Source: Nielsen Scarborough USA+ 2024 R1; Nielsen Attitudes Towards Representation Survey, 2025

Asian American women are powering beauty trends

Korean beauty (K-beauty) and South Asian natural haircare trends have been growing in popularity in the U.S. Last year's [top streaming original show](#), *Bridgerton*, included a scene with sisters Kate and Edwina bonding over hair massage, a traditional form of Ayurvedic hair care. And Beyoncé's newly launched haircare line, Cécred, features fermented rice water—a key ingredient in Asian beauty cultures.

Asian American women, in particular, are spending big on beauty. [Nielsen Scarborough](#) data found that AANHPI women are **83% more likely** to report spending more than \$500 on skincare in the last 12 months and 53% more likely to have spent that on cosmetics/perfumes. They're also more likely to have downloaded apps for beauty-focused retailers. AANHPI consumers are 14% more likely than the total U.S. to have the Ulta app and 13% more likely to have the Sephora app.¹¹

These trends are driving growth for the industry overall. Toiletries and cosmetics saw ad spend increase by about 8% year-over-year, making it the 10th biggest industry for ad spend in the U.S.¹² Growth largely came from facial cleansers and make-up removers (28%), skin care creams, lotions and oils (16%) and sunscreens and tanning products (7%)—products that are growing in popularity across Asia. In Thailand, for example, use of sunscreen skincare products in 2024 were up 31% since 2020.¹³

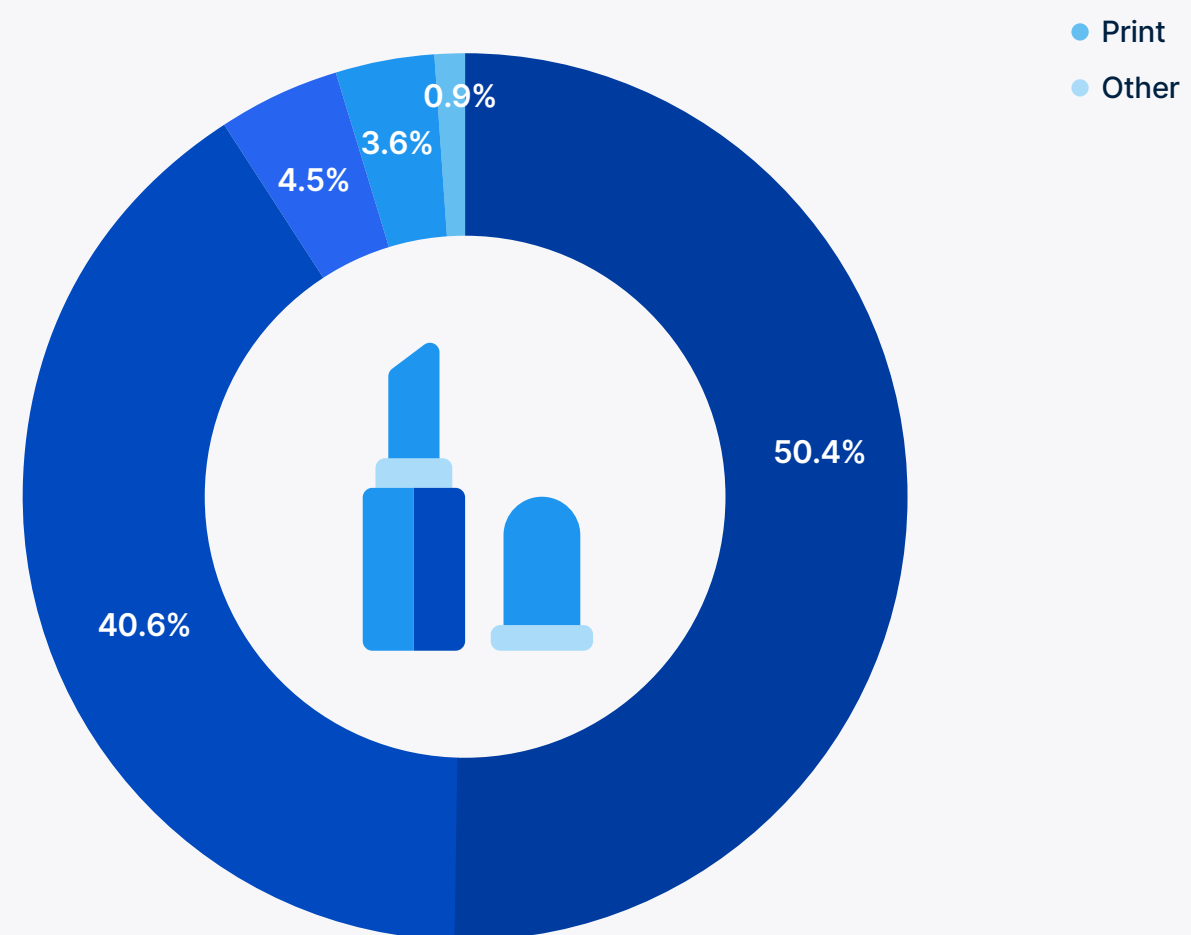
¹¹ Nielsen Media Impact, 2024 Top Apps Ranker

¹² Nielsen Ad Intel, 12-months ending September 2023 and September 2024

¹³ Nielsen Beauty & Wellness Insights Report, 2024

Figure 2.2

U.S. toiletries and cosmetics ad spend by channel



Source: Nielsen Ad Intel - U.S., Sept. 2023-Sept. 2024

Opportunities to connect

In a retail environment that's undergoing significant change, AANHPI consumers can become powerful brand ambassadors—provided your approach has the right cultural nuance and competitive data.

Create digital advocates for your brand

The highly digital AANHPI audience is easy to reach, and when the connection is made, this community responds. In fact, 96% of AANHPI millennials are more likely to recommend a product from a social media ad. But it's important to reinvest in this audience, as 59% expect retailers to support the causes they care about.¹⁵

Get a holistic view of your ad performance

Different platforms may use varying definitions for metrics like impressions, clicks, or conversions. Third-party measurement provides standardized metrics across all channels and platforms to help you make apples-to-apples comparisons both between different retail media networks and against other advertising channels.

Collaborate with Asian beauty influencers

Tapping into personal cultural experiences is helping influencers engage U.S. consumers. In a recent social media campaign, K-pop star Rosé from Blackpink shared how Sulwhasoo, a Korean holistic skin care brand, was part of a childhood ritual of doing facials with her mom. For AANHPI consumers that are highly engaged on social media, these types of campaigns can create connections that drive purchases.

¹⁴ Nielsen Scarborough USA+ 2024 R1

¹⁵ Nielsen Attitudes Towards Representation Survey, 2025

Section 3



Growing fans

AANHPI audiences are tuning in to sports

While AANHPI audiences spend less time with linear TV than the overall population, one genre is drawing larger audiences—live sports. Asians are spending a larger share of time with broadcast and cable watching live sports events than any other group in the U.S.

TV isn't the only media where AANHPI audiences are getting their sports fix. Between 2022 and 2024, AANHPI monthly listeners for the sports podcast genre **increased 28%**. And the sports podcast genre rose in popularity from 10th to seventh place for this group.¹⁶

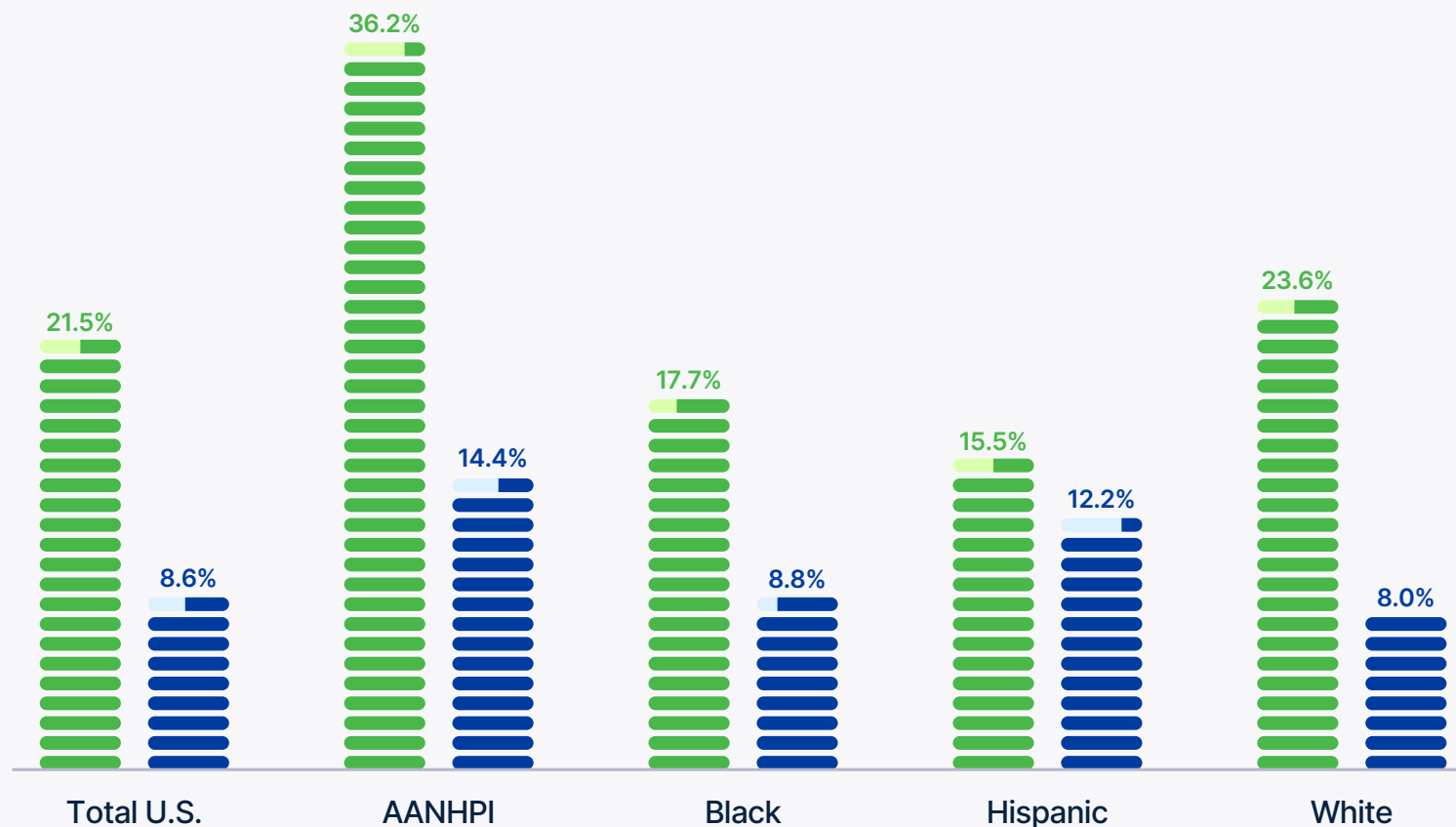
¹⁶ Nielsen Scarborough Podcast Buying Power, Nov 2024

Figure 3.1

Sports dominate AANHPI audiences' linear TV viewing

% share of viewing

- Sports events - broadcast
- Sports events - cable



Read as: 36.2% of AANHPI audiences' broadcast viewing is spent with sports events.

Source: Nielsen Nielsen National TV Ratings, Persons 2+, 2024

Given AANHPI audiences' digital preferences, it's not surprising that they're more likely than the total U.S. to have downloaded popular sports and sports betting apps on smartphones. And Asian Americans are **33% more likely** to pay for sports-specific content through digital subscriptions than the total U.S.¹⁷

For advertisers, sports can be a key connection point with this elusive audience across media. But brands will need to make sure their ads meet the mark. In a recent Nielsen survey, 37% of AANHPI audiences reported wanting to see/hear more relevant ads when watching sports.¹⁸

Figure 3.2

AANHPI use of sports/sports betting apps on smartphones



Read as: MLB.com at bat is 107% more likely to reach AANHPI users than the total population
Source: Nielsen Media Impact, 2024 Top Apps Ranker

¹⁷Nielsen Attitudes on Ads, 2024

¹⁸Nielsen Attitudes on Representation Survey, 2025

It's "Sho-time" for representation

Baseball is a sport that has bridged fans in the U.S. and Asia from the time Masanori Murakami of the Giants became the first Asian player for the MLB in 1964. More recently, Los Angeles Dodgers star and National League MVP Shohei Ohtani, nicknamed "Sho-time," is attracting global audiences.

The 2024 World Series, featuring Ohtani and the Dodgers vs. the New York Yankees, saw an average of 15.2 million viewers, the highest since 2017 according to Nielsen measurement. And Asian American viewership of the series rose **146% year-over-year**. Asian viewership also increased for the 2025 MLB Tokyo Series, which again featured Ohtani and the Dodgers, up 113% compared to the 2024 MLB Seoul Series.¹⁹

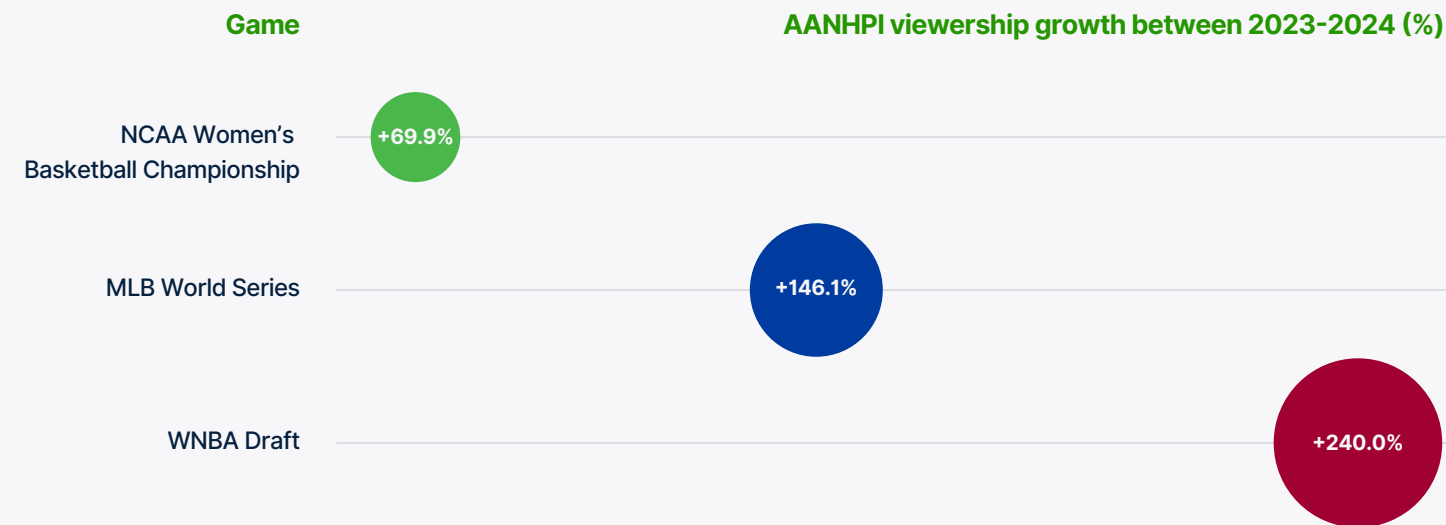
AANHPI viewership also grew last year for women's basketball. There's been growing fan momentum around **women's sports** across the U.S. for a few years now, and basketball has been at the center of it, setting a number of **records in 2024**.

While sports trends among AANHPI audiences reflect those of the larger population, it's important to note that these sports also prominently feature Asian and Asian American players that fans are gravitating towards. Collaborations with AANHPI athletes could prove a valuable way to reach audiences.

¹⁹ Nielsen National TV Ratings, Big Data + Panel, Persons 2+

Figure 3.3

Growth of AANHPI viewership for 2023-2024 sports



Source: Nielsen Nielsen National TV Ratings, Big Data + Panel, Persons 2+



Women's basketball features rising Asian talent

Natalie Nakase will start as head coach of the Golden State Valkyries for the 2025 season and is the first Asian American head coach in the WNBA.

Te-Hina Paopao, who is of Polynesian heritage, led the nation in three-point shooting while helping the South Carolina Gamecocks win the 2024 NCAA Women's basketball and went 18th overall in the 2025 draft.

Cross-cultural fandom

Similar to beauty trends, sports with strong traction among Asian audiences are seeing increased interest among U.S. audiences. In particular, soccer (known as football across most of the world) is the most popular sport across several Asian countries. In the U.S., soccer has been growing in popularity, as 27% of adults identify as fans.²⁰ Interestingly, the same percentage of U.S. adults are fans of volleyball, another popular sport in Asia.

In the U.S., the fastest growing Asian population between 2010 and 2020 was from India (up 49.8% to 4.9 million).²¹ So it's not surprising to see that interest in the country's most popular sport, cricket, is on the rise in the U.S., with 13% of U.S. adults identifying as fans. Last year's International Cricket Council (ICC) Men's T20 World Cup was co-hosted by the U.S., and the games drew record crowds. South Asian Monank Patel is captain of the U.S. team, and cricket is set to be a featured sport at the 2028 Olympics in Los Angeles.

For advertisers and media owners, these emerging sports can be a good investment. In the U.S., 66% of cricket fans actively inform themselves about brand sponsors, compared to 28% for the total U.S. With passionate fans and a less saturated market, these sports may offer opportunities to efficiently get in on the ground floor and earn fan loyalty.

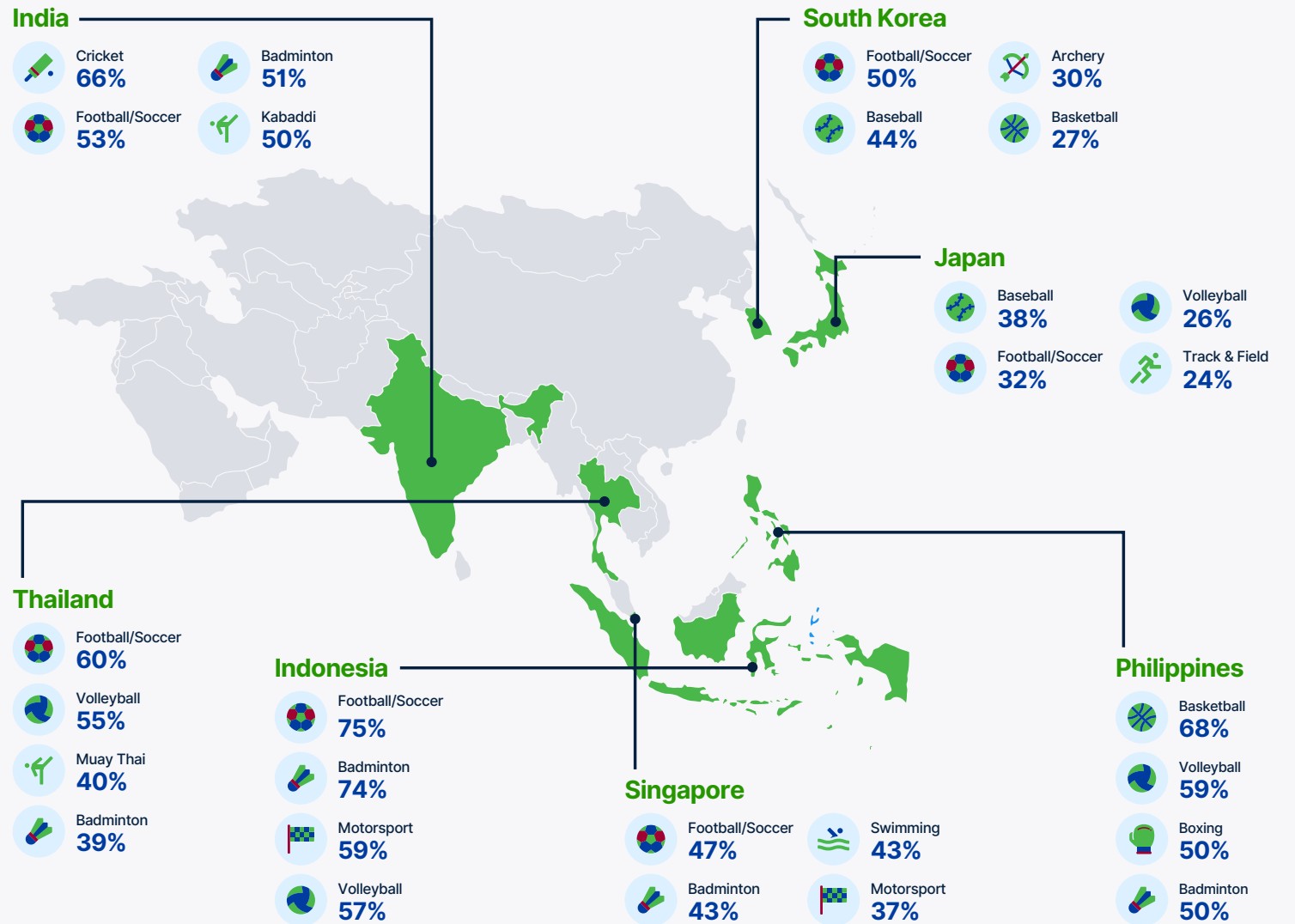
²⁰ Nielsen Fan Insights, August 2024

²¹ U.S. Census 2020

Figure 3.4

Most popular sports in Asia by fandom

% of adults who identify as fans for each sport



Source: Nielsen Fan Insights; Indonesia, Philippines, Singapore, Thailand - May 2024; Japan, South Korea - January 2025

Opportunities to connect

AANHPI fans' engagement with sports across media and their connections to home countries are creating opportunities for branding and sports rights that will change the game in the U.S.

Invest in ads in live sports & play into podcasts

As sports attract even more AANHPI audiences, the sports genre can be a winning play for advertisers across media. AANHPI people who are interested in three or more sports spend 24% more time on TV and are 81% more likely to stream sports than the total population.²² On podcasts, unaided brand recall for CPG advertisers is 80% for AANHPI listeners, compared to 59% overall.²³

Explore culturally relevant co-branding

Ahead of the recent 2025 MLB Tokyo Series, a collaboration between Japanese artist Takashi Murakami and the MLB—highlighting the Dodgers and Chicago Cubs—sold out within moments of going live. Delivering over \$40 million in sales, the Tokyo Series drop is just one example of fans hungry for Asian culture and willing to spend on relevant co-branded products and experiences.

Take a global approach to sports investments

Streaming services are changing access to sports around the world. Fans are increasingly able to view games on their own time. With platforms fighting for sports rights, popular Asian sports with fandoms on the rise in the U.S. are an opportunity to create connections with audiences passionate about their teams and their culture. This includes AANHPI fans who can have strong ties to home countries and the home-grown sports talent.

²² Nielsen Scarborough USA+ R2 2023

²³ Nielsen Podcast Brand Impact Norms Database, Q2 2024

How Nielsen can help

With representative data you can trust, Nielsen offers a range of tools and services to help you understand how consumers spend time with media, so you can make the right marketing decisions that will resonate and drive measurable results.



Unlock key audience insights

Go beyond age and gender and reach audiences that matter most to you. Seamlessly integrate first- and third-party audiences into your media plans and measurement strategies with Nielsen Advanced Audiences.

Understand your consumers—what they think, how they spend their time, shopping patterns and more—with Nielsen Scarborough in the U.S. and Consumer & Media View across Asia and the Pacific.

Drive fan growth and connection globally by understanding fan interests, media habits, and brand attitudes with Nielsen Fan Insights.

Feel confident in your cross-media decisions

Confidently identify target audiences, plan and measure across channels, and connect to business outcomes—all in one place—with Nielsen ONE, the industry's most reliable cross-media solution.

Gain deep insights into the competitive media advertising landscape and discover how to differentiate your brand from competitors with Nielsen Ad Intel.

Understand your business impact

Measure the impact of ad exposure on brand health metrics. Maximize your upper funnel campaign performance by measuring, understanding and shaping audience perceptions with Nielsen Brand Lift.

Understand the behaviors of podcast listeners so you can reach the right consumers and drive ROI with Nielsen's Podcast Solutions.



Conclusion

With a young, high-income and growing middle class, the Asian American community is a powerhouse segment that can drive business growth. Data-driven strategies are essential for brands and programmers to authentically connect with Asian Americans and earn their business long-term.

Key takeaways



Embrace the rising influence of Asian culture in the U.S. Earning the trust of the AANHPI community will be critical for brands looking to navigate the rising popularity of Asian culture within the broader U.S. market. Overwhelmingly, AANHPI audiences express a desire for more understanding and accuracy in how they're represented in campaigns and content. You need enough flexibility in your creative and budget process to resonate with audiences.



Ensure you have the right data partner and inclusive cross-media data. Asian Americans can be powerful brand advocates but also elusive in their media use. Having the right experts to navigate the data while meeting business outcomes is more important than ever. Ensure your approach to audiences and campaign creative puts people at the center.

Methodology

Nielsen TV Measurement

[Television data](#) is derived from Nielsen's National TV Panel that is based on a sample of more than 42,000 homes and over 100,000 real people that are selected based on area probability sampling. Nielsen Big Data + Panel in National methodology brings together our panel methodology with 45 million big data households and 75 million devices from Comcast, Dish, DIRECTV, Roku and Vizio, combined with and validated by our gold-standard National TV Panel.

Nielsen Ad Intel

[Nielsen Ad Intel](#) provides the most complete source of cross-platform advertising intelligence available today. With intuitive software, review-and-compare ad activity across media, company, category or brand, plus historical data. Nielsen monitors gross advertising expenditure in major media at published rate card values.

Nielsen Scarborough

[Nielsen Scarborough](#) measures the unique shopping patterns, product usage, demographics, lifestyles and cross-media behaviors of the American consumer at a local, regional or national level, giving the ability to profile over 2,000 measured categories and brands.

Nielsen Brand Lift

[Nielsen Brand Lift](#) shows how campaigns influence consumer mindsets. Brand Impact captures digital, traditional and hybrid touchpoints for comprehensive coverage.

Nielsen Fan Insights

[Nielsen Fan Insights](#) provides a comprehensive view into sports fans' interests, media behavior, brand attitudes and purchasing habits—all in a single platform.

Nielsen Media Impact

For national planning, [Nielsen Media Impact](#) uses respondent level data from Nielsen's Total Media Fusion, which includes TV, VOD, SVOD, digital,

digital-place based, print, radio and cinema. The digital video data in NMI is sourced from Nielsen's Digital Content Ratings (DCR) data set. This analysis includes video content on web/app through a computer via the Digital (DCR) panel and measures video reach on a mobile device on content with a syndicated DCR/tag.

Nielsen Consumer & Media View

[Nielsen Consumer & Media View](#) is an essential tool for understanding the constantly evolving consumer landscape in key markets around the world. With rich demographic and lifestyle data, and information on purchasing behaviours and intentions alongside extensive media habit reporting, Consumer & Media View helps you shape successful brand, advertising and marketing strategies.

Nielsen Attitudes on Ads Study 2024

The [Nielsen Attitudes on Ads Study](#) from 2024 is a survey of over 2,000 computer and mobile users fielded by Nielsen Participant Panel weighted for age, gender, race, ethnicity and income.

Nielsen Attitudes on Representation Study 2025

The [Nielsen Attitudes on Representation Study](#) from 2025 is a survey of over 7,000 computer and mobile users fielded by Nielsen Participant Panel weighted for age, gender, race, ethnicity and income.

Gracenote Inclusion Analytics

Designed to accelerate diversity and equity in media, [Gracenote Inclusion Analytics](#) illuminates representation of on-screen talent compared with audience diversity. The solution empowers content owners, distributors and brands to make better informed decisions around inclusive content investments.

Acknowledgments

Sandra Sims-Williams
Katharine Olsen
Brian Campbell
Charlene Polite Corley

Patricia Ratulangi
Stacie de Armas
Pedro Rodriguez
Jon Miller

Sarah Weaver
Eric Ferguson
Mei-Ling Lu
Drew English

Alana Leverette
Mike Lakusta -
Ethnifacts

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.

Nielsen operates around the world in more than 55 countries. Learn more at www.nielsen.com and connect with us on social media ([X](#), [LinkedIn](#), [YouTube](#), [Facebook](#) and [Instagram](#)).

Audience Is Everything®