



Nielsen Holdings N.V. (NL)

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“As a global leader in measurement and information, we believe providing our clients a precise understanding of the consumer is the key to making the right decisions -- decisions that can lead to profitable growth. At Nielsen, we’re always innovating to keep pace with emerging market trends and the increasingly diverse, demanding and connected consumer.

“After nearly a century, we’re more focused and skilled than ever at providing the complete view of what consumers watch and buy through powerful insights that clarify the relationship between content and commerce.”