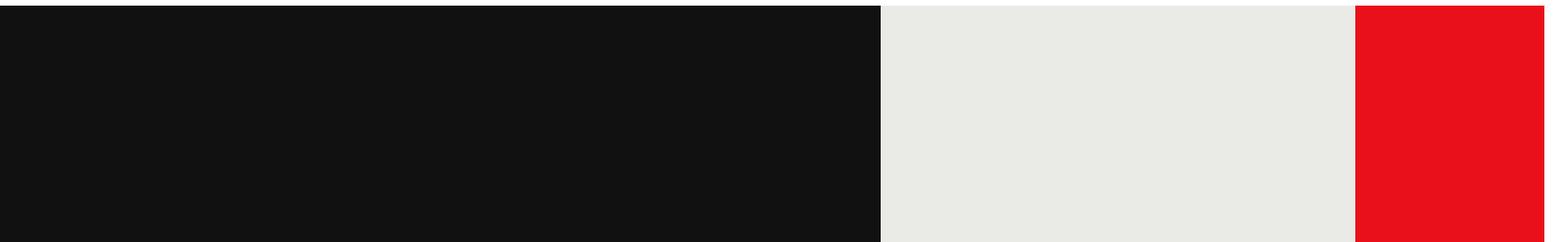


Despite interest in non-legacy currencies, Nielsen remains the top choice for upfronts

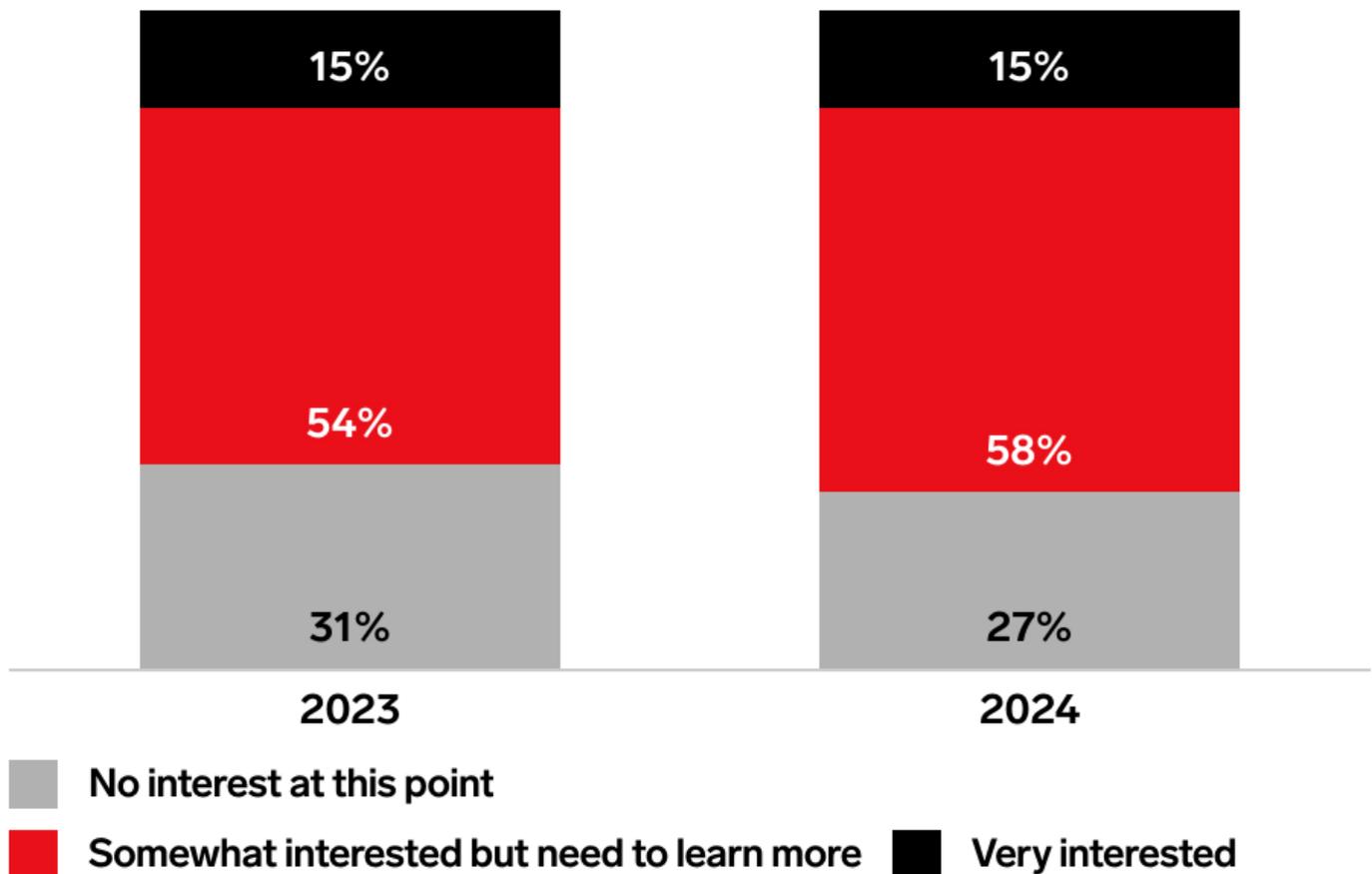
Article



Most US Advertisers Still Need to Learn More About Non-Legacy Currencies Ahead of the 2024 Upfront

% of US advertisers, 2023 & 2024

Q: What is your interest level in transacting on non-Nielsen currencies upfront this year?



Source: iSpot.tv, "2024 Upfronts Survey Results," April 9, 2024

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Key stat: Interest in non-legacy currencies is up slightly, but 58% of US advertisers say they still need to learn more about them before putting them into action, according to an April 2024 survey from iSpot.tv.

Beyond the chart:

- Nielsen's position as the incumbent gives it an advantage, considering many advertisers lack the resources to pay for more than one currency provider, according to our [Ad Measurement Trends H1 2024](#) report.
- However, other currencies are making strides. Last month, Comscore became the first alternative currency accredited by the Media Rating Council for national and local TV measurement.
- As consumer viewing habits evolve, Nielsen is making a push for cross-media [measurement](#), pivoting from measuring average commercial minutes to more precise individual commercial metrics, which will make it easier to measure the reach of a campaign across TV, [connected TV](#), and digital video, per the report.

Use the chart:

- Gauge industry interest in non-legacy currencies.
- Illustrate Nielsen's currency dominance.