

# PRC to release PAMS Brands with 2019 Nielsen Digital Survey

After fusing consumer panel data with PAMS (Publisher Audience Measure Survey) data, the Publisher Research Council (PRC) will now add a digital study into the mix.



Image credit: M. B. M. on Unsplash.

## ‘Day in the life’ data

The PRC will release PAMS Brands (PAMS fused with over 3,000 Nielsen Consumer Panel brands) with the Nielsen 2019 Digital Survey, known as PPP (People, Products and Platforms), via all media bureaux to the industry.

The fusion of the three studies was funded by the PRC to provide marketers, media agencies and publishers with real brand consumption behaviour, together with longitudinal digital behaviour.



PRC brings Nielsen fused brand and PAMS data to enrich understanding of consumption

Nielsen 12 Jun 2018



Nielsen Media MD Terry Murphy says of PAMS Brands: “Actual scanned data is collected in households all year round at least once a month, resulting in a total of 48,000 household visits a year, and the measurement of 200,000 shopping occasions – which provides by far the largest and most robust sample of FMCG brand penetration, profile and volumes in the SA marketplace.”

PRC CEO Josephine Buys adds: “The Nielsen digital study gives insight into consumer media habits and preferences, including media usage throughout the day on different devices and usage of different media at the same time. This ‘day in the life’ data at a brand level will provide unsurpassed planning insights to planners and advertisers, enabling them to maximise both media and device synergy to increase advertising ROI.”



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Josephine Buys 29 Aug 2019



The official launch function to showcase the power of the PAMS Brands PPP longitudinal brand data will be held in mid-November.

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