

EGYPT - NielsenNEW RETAIL SPENDING REALITIES Modern Trade Retail Has Been Hardest Hit In Recent Months With Spend (-0.6%) And Volume (-32%) Declining Ahead Of Grocers In March 2017. Grocers Are Preferred By 63% Of Consumers For Fulfilling 'immediate Or Top-up Needs' Which Suits The More Strained Wallet, And They Have The Added Advantage Of Proximity Jan 6th, 2024.

NAVIGATING THE NEW NORMAL IN NIGERIA - NielsenNigeria's Retail Market Was Estimated At US\$123 Billion In 2013, With The Second Fastest Annualised Growth Of 13.3% In The Region. Over The Past Few Years The Momentum Has Been Reversed, However, 2017 Holds Promise For Restoring The Pace Of Growth To Positive Strides Once Again. Consumer Packaged Goods (CPG) Including Apr 7th, 2024AFRICA'S PROSPECTS - NielsenAfrica Prospects Report C 2015 T N C Ompany 1 Africa's Prospects Macro Environment, Business, Consumer And Retail Outlook Indicators Edition 1 Jan 2th, 2024AUSTRALIAN MULTI-SCREEN REPORT - NielsenQuarter Viewing Video Online On A PC Or Laptop (e.g., Streamed Video Such As Internet-delivered Catch Up TV As Well As Other Content)1. Across The Australian Population Aged 16 And Over, People Claim To Spend 1:56 Per Month Watching Any Online Video On A Mobile Phone And 1:47 On Tablets.2 1 Nielsen Online Ratings - Hybrid Streaming Jan 15th, 2024.

AUDIENCE INSIGHTS NIELSEN LOCAL WATCH REPORTChicago And Philadelphia Combined. As Of May 2019, During A Typical Day That An Adult Streams, They Spend Over Two Hours Doing It. That Equates To Nearly The Same Amount Of Time Spent Watching A Full Length Movie At The Cinema. HOW MANY HOW OFTEN HOW LONG Source: Nielsen NPOWER. May 2019 Local Survey (April 25 - May 22, 2019). Mar 15th, 2024

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