



CRAIG JAFFE RESEARCH 360° Leadership in Research & Analytics

Craig Jaffe, Founder & Consultant
New York, New York | Mobile: 917-587-3649
Email: CraigJaffe@Optonline.net | Website: www.CraigJaffeResearch.com
Social Media: www.linkedin.com/in/CraigJaffeResearch | www.twitter.com/CraigJaffeR360

Research Paper Resonates with Industry Craig Jaffe Becomes Social Media's Top Influencer for: Nielsen TV Ratings

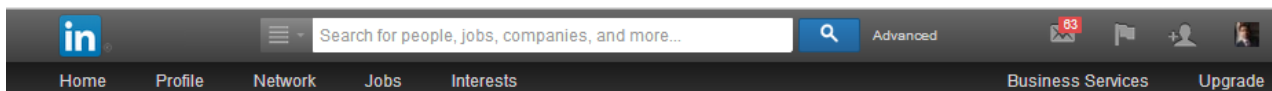
- An industry research paper written by Craig Jaffe

A Public Call for Nielsen & Twitter to Share Data

- Posted on industry's top professional social media network*

Mr. Jaffe ranks as " Top Influencer " in Nielsen TV Ratings (#1 out of 1,000+ members)
Paper ranks as " Most Popular Discussion "

* LinkedIn



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nielsen Nielsen TV Ratings

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Choose Your View

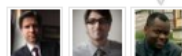
Most Popular Discussions



A Public Call for Nielsen & Twitter to Share Data (White Paper)
Nielsen recently released top-line findings from a special study claiming Twitter can increase TV ratings.

It was the firm's first ...
posted 2 days ago

Paul Ntabuye Butera 1 hour ago - Paul Ntabuye likes this



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A Public Call for Nielsen & Twitter to Share Data (White Paper)

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Viacom - Greater New York City Area
posted 4 months ago

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About Craig Jaffe Research 360°:

Craig Jaffe Research 360° is a research and analytics consultancy that advises how consumer trends, behavioral shifts and attitudinal dynamics can be leveraged and monetized. The consultancy is hired to perform Ad Sales Research, Program Research, Analytics, and Consumer Insights. It utilizes a variety of resources -- such as Nielsen, MRI, comScore, Rentrak, and others -- and employs primary research techniques while working with media and marketing companies operating in the television, digital, and social marketplaces. Craig Jaffe Research 360° helps television networks increase ad sales and audiences, and helps advertising and media agencies activate consumer purchase behavior.



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Research Paper Resonates with Industry Craig Jaffe Becomes Social Media's Top Influencer for: Council for Research Excellence (CRE)

- An industry research paper written by Craig Jaffe

A Public Call for Nielsen & Twitter to Share Data

- Posted on industry's top professional social media network*

Mr. Jaffe ranks as " Top Influencer " in CRE (#1 out of 435 members)
Paper ranks as a popular discussion

* LinkedIn

The screenshot shows the LinkedIn interface for the group "The Council for Research Excellence". The post highlighted in the red circle is by Craig Jaffe, titled "A Public Call for Nielsen and Twitter..." and posted 2 hours ago. The post content reads: "Nielsen recently released top-line findings from a special study...". The interface includes navigation tabs (Home, Profile, Network, Jobs, Interests), a search bar, and various group features like "Start Discussion", "Manager's Choice", "Latest Updates", and "Most Popular Discussions".



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The screenshot shows a LinkedIn profile for Craig Jaffe. The page layout includes a search bar at the top, navigation icons, and a main content area with posts and discussions. A red circle highlights the 'Top Influencers This Week' section, which lists Craig Jaffe as the top influencer.

Most Popular Discussions

- In case you missed the TV Untethered presentation July 24, this link takes you to the video...**
 - Timelife TV Untethered July 24, 2013 youtube.com
 - Uploaded by CREmediafiles on 2013-08-15.
 - posted 13 days ago
 - Doug Schorr 11 days ago • Doug likes this.
- If you missed the CRE Mobile video event today, check out <http://www.researchexcellence.com/committees.php?request=10> . Excellent job...**
 - Media Consumption and Engagement researchexcellence.com
 - The mission of this committee is to improve and evolve audience measurement through comprehensive and ongoing study of media consumption. Specifically, the committee seeks to dimension the current consumption of media and how it is changing (and...
 - posted 1 month ago
 - Laura Cowan 1 month ago • Laura likes this.

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Top Influencers This Week

- Craig Jaffe
- Yaakov Kimelfeld, Ph.D.

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