



CASE STUDY: NIELSEN

Nielsen Boosts Accuracy With ActiveDisclosureSM



Real-time updating is in; cutting and pasting is out.

What is on? What is in? From TV to Twitter, Nielsen rates performance. As a global information company and leader in consumer intelligence, Nielsen measures the popularity of a broad spectrum of entertainment categories — books, movies, social media, wireless and more — giving clients around the world the ability to assess the impact of their media campaigns.

“My team did have questions. But one call to our dedicated DFIN service team — available 24/7/365 — and we were back on track. They have deep XBRL and EDGAR reporting experience.”

SCOTT ANDERSON,
VP AND ASSISTANT GLOBAL
CONTROLLER, NIELSEN



A leader in consumer intelligence brings trademark efficiency to XBRL reporting.

Once and done

Nielsen recognized that its way of cutting, pasting and formatting tables ranked low on the efficiency scale. So the Nielsen team selected ActiveDisclosure as its financial reporting compliance solution. Immediately upon using ActiveDisclosure to prepare its 10-Q, the team realized the benefits of its ActiveLink feature. “Now we no longer have to spend time keying and re-keying numbers manually,” said Scott Anderson, VP and assistant global controller at Nielsen. “ActiveLinkSM allows us to change a number once and it flows seamlessly throughout our entire document. This saves us valuable time.”

Reduced potential for error

“ActiveLink also significantly reduces the risk inherent in having to key-punch numbers,” said Ken Miller, manager of SEC reporting at Nielsen. “Plus, we work the same way we always have, using Microsoft[®] Word and Excel. My team says formatting tables is now a breeze.” That ease of use, whether it’s tracking changes or comparing blackline versions, is central to ActiveDisclosure’s powerful software and lets Nielsen and others concentrate on getting the details right.

Review, test, file

“ActiveLink is not the only benefit our team is experiencing,” explained Anderson. “With review tools in ActiveDisclosure, we can now produce and validate the highest quality XBRL documents. And the Online Reviewers Guide (ORG) allows us to view the details of every tag that has been applied. From there, we simply review, test and live file directly to the SEC. It’s as easy as that.”

“As a global company, collaboration is always a challenge. But with ActiveDisclosure, it’s easy to bring people together to edit and comment on our documents.”

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Why choose ActiveDisclosure?

COLLABORATE EASILY

Delegate work to multiple members of your reporting team while monitoring accuracy through ActiveDisclosure.

PAIN-FREE REVIEW

Use review tools to produce accurate XBRL documents every time.

PROVEN TOOLS

ActiveLink improves efficiency, letting you instantly update your Word document with edits made in Excel.

Learn about DFIN's end-to-end risk and compliance solutions.

Visit DFINsolutions.com | Call us [+1 800 823 5304](tel:+18008235304)