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Glance Guide Nielsen

The Nielsen Co. has acquired GlanceGuide, an analytics firm that strives to measure attentiveness levels for Web video content. The Palo Alto, Calif.-based GlanceGuide has been a Nielsen partner ...

Nielsen Buys GlanceGuide

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Where To Download Glance Guide Analytics industry, Nielsen is beefing up its online video analytics services with the purchase of GlanceGuide. The company says that GlanceGuide's technology — which measures how "attentive" a video watcher is, based on factors like how long someone watches a clip and the volume that they listen at — will be

Glance Guide Analytics

New York, NY and Palo Alto, CA, MAY 4, 2010 - The Nielsen Company today announced the acquisition of GlanceGuide, a leading video analytics and technology company in Palo Alto, CA. GlanceGuide's advanced analytics capabilities have been immediately integrated into Nielsen's online video...

Nielsen Company Acquires Video Technology Leader ...

Analytics and audience measurement giant Nielsen has acquired video analytics company GlanceGuide. Terms of the deal were not disclosed. GlanceGuide's analytics and measurements provide insights...

Nielsen Acquires Online Video Analytics Company ...

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We rely on real people to share what they watch and listen to—that's how we get the Nielsen ratings. Nielsen Panels Groups of people like you provide us with critical insight into consumer behavior.

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Former Bannock County Sheriff Lorin Nielsen is among the candidates eyeing the seat. Nielsen started working as a deputy at the BCSO in 1978, and spent 26 years as Sheriff.

KIFI/KIDK Voter Guide: Lorin Nielsen - Local News 8

Nielsen acquires GlanceGuide on 2010-05-04 for an undisclosed amount. GlanceGuide GlanceGuide offers a hosted service for web video analytics that captures and analyzes every video event once viewers hit Play.

Nielsen acquires GlanceGuide - 2010-05-04 - Crunchbase ...

Hoping to benefit from the continued growth of the online video industry, Nielsen is beefing up its online video analytics services with the purchase of GlanceGuide. The company says that GlanceGuide's technology — which measures how "attentive" a video watcher is, based on factors like how long someone watches a clip and the volume that they listen at — will be "immediately" integrated into Nielsen's own offerings.

Nielsen Buys Video Analytics Firm GlanceGuide - Gigaom

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