



MEDIA RELEASE

Nielsen online audience measurement data release endorsed by IAB Australia

Available to market 19th October 2011.

Data projects an 11 percent increase in active online population

11th October 2011: After an exhaustive process of review, IAB Australia announced today that Nielsen's new hybrid methodology known as Nielsen Online Ratings has met the conditions of its Deed of Endorsement and as a result Nielsen is now entitled to use the term 'Preferred Supplier' for its online audience measurement data. Nielsen Online Ratings data of record will be available to the market from 19th October 2011. This first release will pertain to the new hybrid data covering the month of September 2011.

According to Paul Fisher, CEO of IAB Australia, today's announcement is a keystone in the development of the infrastructure required to build online advertising into a five billion dollar industry, and marks a significant step in an iterative and continuous improvement process to deliver a world leading online audience measurement methodology and service.

"We recognise the commitment Nielsen has made to date to address the often complex issues accompanying the release of new measurement technology and we congratulate them on attaining the high standards required by the industry.

"The IAB Measurement Council will continue to work closely with the MFA and with Nielsen to ensure that the terms of the Deed of Endorsement continue to be met. This includes the implementation of incremental development and the evolution of Nielsen Online Ratings so that it meets the dynamic needs of the Australian interactive advertising industry," said Mr Fisher.

IAB had announced in May this year that Nielsen had been appointed the exclusive preferred supplier for the provision of online audience measurement services in Australia for an initial two year term. However, according to the terms of the Deed and to achieve the final and complete endorsement of IAB Australia, Nielsen had to reach the IAB accreditation standard for its audience measurement panel and gain approval by the IAB Measurement Council, including a representative of the MFA, for the verification of the new Nielsen Online Ratings (hybrid) data.

Beta hybrid data from Nielsen Online Ratings has been reviewed monthly by the IAB Measurement Council over the past five months and the panel was audited by an independent auditor, Professor Peter Danaher. Whilst Professor Danaher has made a number of recommendations for continued panel improvement, he has certified the Nielsen panel meets the required standards set by the IAB issued to all tenderers during the IAB's audience measurement tender process.

Nielsen Online Ratings beta data for August is already recording an increase of the Active Online population of 11 percent, increasing from 15.3 million to 16.9 million individuals when compared to the existing panel data.

Commenting on the IAB Board's endorsement of the release to market of the Nielsen Online Ratings data this month, Peter Cornelius, Managing Director of Media, Nielsen said: "Since our appointment as IAB Australia's exclusive preferred supplier we have worked extremely closely with the IAB Board, Measurement Council and IAB members to ensure that Nielsen Online Ratings provides publishers, marketers, media planners and buyers with an online audience measurement system comparable to other media and to reflect all our contractual commitments as per our IAB appointment.

"Our hybrid system provides people-based, not browser-based measurement comparisons and a platform for true cross media measurement with other channels and devices including mobile devices. As part of this expanded service Nielsen will also be releasing a new user interface for subscribers with audience metrics and reach and frequency tools to provide like with like comparisons with other media. We are delighted to be launching our innovative world leading and much anticipated Nielsen Online Ratings; and look forward to conducting client training and jointly hosting with the IAB a series of information seminars around Australia during November."

As already announced, an extensive education and product demonstration roadshow will kick off in November covering Sydney, Melbourne, Brisbane, Adelaide and Perth. Further details will be announced shortly.

/Ends.

About the Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia. As one of over 32 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to increase the share of advertising and marketing dollars that interactive media captures in the marketplace.

Incorporated in July 2010 by nine founding members - Fairfax Digital, Fox Interactive Media, News Digital Media, ninemsn, REA Group, Ten, Yahoo!7, and Sensis Media Smart - together with the Australian Interactive Media Industry Association (AIMIA), the IAB has four objectives:

- To develop, coordinate and promote industry standards and guidelines that make interactive advertising a simpler and more attractive medium for agencies, advertisers and marketers
- To prove and promote the effectiveness of interactive advertising to advertisers, agencies, marketers, and the press
- To be the primary advocate for the interactive marketing and advertising industry
- To expand the breadth and depth of IAB membership while increasing direct value to members

For further information about IAB Australia please visit: www.iabaustralia.com.au

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.

For more information please contact:

Pru Quinlan or Corinne Cowlshaw

Einsteinz Communications

T: (02) 8905 0995

E: pru@einsteinz.com.au

E: corinne@einsteinz.com.au