



## Media Advisory

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### **NIELSEN TO REPORT SECOND QUARTER 2011 RESULTS ON JULY 28, 2011**

**NEW YORK – July 7, 2011** – Nielsen Holdings N.V. (NYSE: NLSN), a leading global provider of information and analytics around what consumers buy and watch, today announced that it will report its financial results for the second quarter 2011 on Thursday, July 28, 2011.

The Company will host a conference call to discuss its results at 8:00 a.m. Eastern Time on that date. A copy of the earnings release will be available on the Company's website prior to the call.

Interested parties are invited to listen to the webcast on Nielsen's Investor Relations website at <http://ir.nielsen.com>. Additionally, individuals within the United States and Canada can access the call by dialing 1-800-599-9816. Other callers should dial +1-617-847-8705. The pass code for the call is "Nielsen."

A replay of the event will be available on Nielsen's Investor Relations website from 11:00 a.m. Eastern Time, July 28, 2011 until Midnight Eastern Time, August 28, 2011. The replay can be accessed from within the United States and Canada by dialing 1-888-286-8010. Other callers can access the replay at +1-617-801-6888. The replay pass code is 54224567.

#### **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 assets. 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](http://www.nielsen.com).

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