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News Release

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For Immediate Release

WORD-OF-MOUTH THE MOST POWERFUL SELLING TOOL: NIELSEN GLOBAL SURVEY

Sydney, 15 October 2007: Despite hot new and emerging advertising platforms, a recent global survey by Nielsen reports that consumers still place their highest levels of trust in other consumers.

Conducted twice-a-year among 26,486 internet users in 47 markets¹, including 500 Australian consumers, Nielsen most recently surveyed consumers on their attitudes toward thirteen types of advertising – from conventional newspaper and television ads to brand websites and consumer-generated content.

The Nielsen survey found that while new platforms like the Internet are beginning to catch up with older media in terms of ad revenues, traditional advertising channels continue to retain the public's trust. Outside of word-of-mouth, Australian consumers ranked ads in newspapers as their most trusted source of advertising, at 61 percent overall, while television, magazines and radio each ranked above 50 percent. (See chart 1).

“Advertisers are able to reach consumers across an increasingly diverse range of media platforms,” said Johnny Panagiotidis, Director, Customised Client Service, Nielsen. “Even so, the recommendation of someone else remains the most trusted source of information when consumers decide which products and services to buy. And even though new media technologies are playing a role in ‘globalising’ society, Australians remain skeptical of most forms of online advertising.”

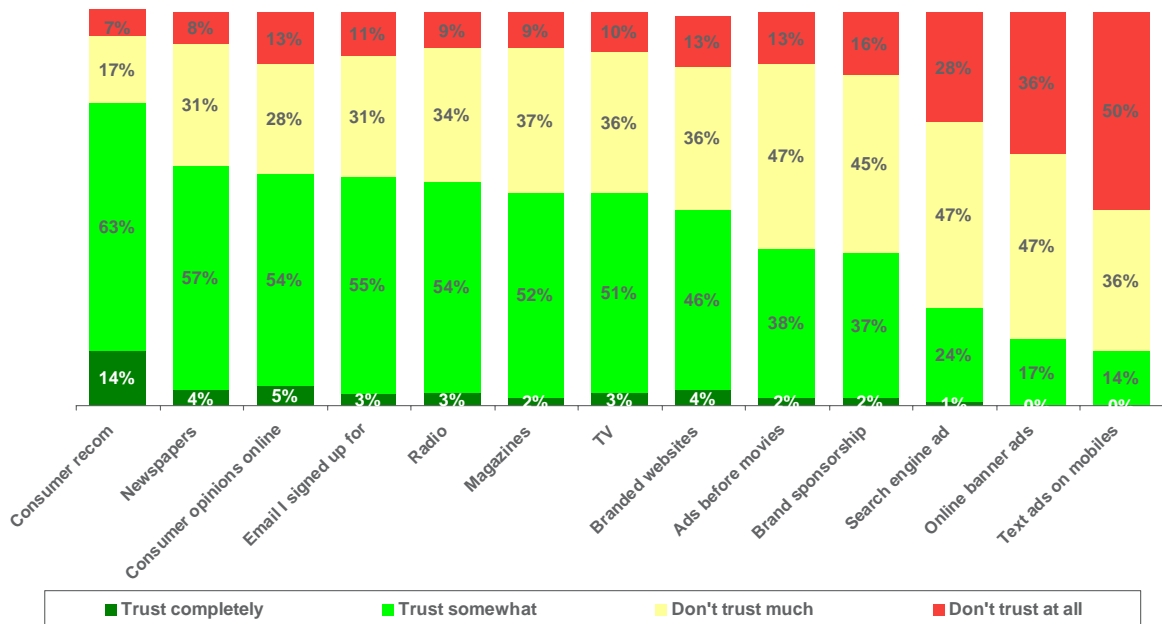
¹ **47 Markets Covered:** Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Japan, Latvia, Lithuania, Malaysia, Mexico, Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Russia, Thailand, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, UAE, United Kingdom, US and Vietnam.

In the world of online advertising, only consumer-generated media and subscription based emails were trusted by more than half of all consumers. Brand websites, search engine and banner advertising, along with text ads on mobile phones, each scored at the bottom of the list, trusted by just 50 percent or fewer total respondents.

“While there may be an ever-increasing array of advertising channels for brands to tap into, these channels still have some way to go in building consumers’ trust,” notes Panagiotidis. “Consumer-generated content such as blogs have obviously made some head-way in this space, but I expect it will still be some time before Aussies start to let their guard down with other online ad formats.”

Chart 1: Australian consumers’ trust in advertising

To what extent do you trust in the following forms of advertising?



About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions and recognised brands in marketing information (ACNielsen), media information (Nielsen Media Research), trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.