

Public Use of Nielsen Online Data U.S. Client Guidelines

August 2008

The Nielsen Company encourages clients to use Nielsen Online data in internal and external communications, including press releases, client presentations, advertisements and other marketing programs. The guidelines below explain:

1. The Nielsen Company's proprietary rights
2. General use guidelines
3. Proper public use of Nielsen Online data
4. Examples of data citations and usage
5. Use with third parties
6. When and how to obtain Nielsen's approval for public use of Nielsen Online data

1. Nielsen Proprietary Rights

The Nielsen Company is the owner of all material contained within the Nielsen Online Web site, including the services, reports, analyst services and any other data provided by The Nielsen Company ("data"). This data is protected by U.S. and foreign copyright, trademark and other applicable laws, and any unauthorized use of this data may violate these laws and/or other intellectual property rights of The Nielsen Company. Any text, document, press release, statement, advertisement, publication or other material containing Nielsen Online data or derived from Nielsen Online data is subject to the guidelines below.

2. General Guidelines

Nielsen Online clients may use the data pursuant to the terms of their agreement with The Nielsen Company (including Nielsen Online, NetRatings and BuzzMetrics). Unless expressly stated otherwise, advertisements that source Nielsen Online data must be reviewed and approved by the Nielsen Online Public Relations department in advance of publication (contact information below). The Nielsen Online PR department is also available to review client press releases that include Nielsen Online data, however with effect from August 2008, unless expressly stated otherwise, it is not a requirement. Our review is to assist clients with communicating the data accurately and in the appropriate context, and does not indicate or imply Nielsen's endorsement of the editorial content of marketing materials.

Clients may only source licensed data/information in marketing materials and should include the most current Nielsen Online data set available. Use of unlicensed or non-public information is subject to a licensing fee.

3. Proper Public Use of Nielsen Online data

Syndicated Data

Wherever possible, clients should source syndicated data as presented in the service. This allows for easy verification should reporters or other clients contact Nielsen to verify the data.

Typically, the sourcing should be: Source: Nielsen Online, Date.

In the text of a press release, it may follow the data in parenthesis, for example: Traffic to Web site XYZ grew 15 percent from January 2008 to June 2008 (Source: Nielsen Online, June 2008).

Or, it may be worked into the text: According to June 2008 data from Nielsen Online, traffic to Web site XYZ grew 15 percent from January 2008 to June 2008.

Segments of data included in the syndicated service may not meet minimum sample requirements and are provided to clients for directional purposes. Data that does not meet minimum sample requirements is marked in blue and red.

- Blue data included in public documents should be noted: **These Web sites have insufficient sample sizes for reliable projection of audience size. As a result, projected and average measures for these sites may exhibit large changes month-to-month.*
- Red data should not be used in external communications, and internal use should be footnoted: **These Web sites have insufficient sample sizes for reliable projection of audience size.*

Custom Data

Use of syndicated data in a format that differs from what appears in the service should be noted as custom and non-standard. This might include a custom roll-up or non-standard aggregation. Use of data in this format should be footnoted: **This is a custom, non-standard aggregation. As a result, relative rankings within a category of sites may be affected by the custom nature of this aggregation.*

Public use of Custom data, research or analysis produced by Nielsen Online must include the footnote and any disclaimer that originally accompanied the data.

Public use of Nielsen Online's BuzzMetrics data, which is typically custom, should be sourced: Nielsen Online, BuzzMetrics, Date

4. Sourcing Nielsen Online Data: Examples

Typically, the sourcing should be: Source: Nielsen Online, Date. For use within copy, examples include:

- *To validate a ranking:*
According to Nielsen Online, Company X attracted the third-largest search audience on the Web in May 2008.
- *To highlight a research finding:*
Nielsen Online reported that broadband use reached the critical 50 percent benchmark in January.
- *To highlight BuzzMetrics data:*
Between October and December 2007, sales for product X increased at a rate similar to growth in online buzz as reported by Nielsen Online's BuzzMetrics service.
- *To support corporate/brand positioning in a boilerplate:*
Web site X was the No. 1 U.S. automotive site in May 2008, from home and work, according to Nielsen Online.
- *Citing a Nielsen Online analyst in a quote:*
"When you're on the Internet, you basically can market to the whole world at once," said Jon Gibs, vice president of media analytics for Nielsen Online.

- *To highlight a Web site's growth over time:*
Traffic to company X's site jumped 56 percent from March 2008 to April 2008, according to Nielsen Online.
- *To highlight a Web site's reach on the Internet:*
According to Nielsen Online, Company X had more than 50 million unique visitors in March, reaching 70 percent of the active Internet population.
- *To highlight a Web site's reach within a specific target audience:*
Web site X has been successful in attracting younger Internet surfers, as 45 percent of its visitors are between the ages of 12-17, according to Nielsen Online January 2008 data.
- *Use of Custom data:*
According to a Nielsen Online custom study, Web site X jumped 85 percent in traffic year-over-year in May.
- Use of Nielsen Online data within a client's internal research:
Source: Company XYZ's analysis using data from Nielsen Online and other details...

5. Use with Third-Parties

Financial Clients (Equity Research)

Financial clients (Equity Research Analysts) may provide their customers with occasional reports, confined to top-level data. From time-to-time, the client may provide specific, drill-down reports, which provide site-specific information to the customer.

Advertising Agencies

Ad agencies may use the data to assist their clients with purchasing online advertising and forming ad campaign strategies. Company-specific or site-specific Nielsen Online data may be provided occasionally. Ad agencies should use category level, aggregated, and other summary-type information and avoid providing company-specific or site-specific data to their clients on an ongoing basis.

Public Relations Firms

Public Relations agencies may only republish the data in press releases/announcements on behalf of a client if the client is also a Nielsen Online subscriber, with license to the sourced data.

6. When and How to Contact The Nielsen Company

The Nielsen Company is happy to assist clients in interpreting and complying with these guidelines. Clients are required to submit ads for review and approval and should allow for a 24-hour turnaround period. Ads should be submitted in advance to pr.us@nielsen.com and include the proposed ad along with supporting data.

Reporters or other third parties often contact Nielsen to verify public use of Nielsen Online data. Nielsen reserves the right to respond to these inquiries specific to the data and/or refer the inquiry to the client. We will not comment on editorial content in client press releases.

Contact us by e-mail: pr.us@nielsen.com