



> Market Intelligence for benchmarking performance

Nielsen//NetRatings' Marketing Intelligence provides insights into the competitive online landscape through unique independent, near real time performance ranking and audience demographic profiling of audited websites.

Market Intelligence uses business effectiveness metrics including daily and weekly unique browsers, monthly unique audience, page impressions, frequency and session duration to build comprehensive, census based pictures of actual domestic and total traffic to audited websites.

The service helps answer questions like:

- > How are my competitors' sites performing?
- > Does my website measure up?
- > Which site is attracting the most traffic in a specific industry sector today, this week or this month?
- > Which other websites are my visitors interested in?

Together with NetRatings' website measurement service SiteCensus, and the online advertising tracking service AdIntelligence, Market Intelligence forms the Nielsen//NetRatings Web Analytics product suite which offers a fully incorporated and holistic view of the online market.

Market Intelligence Benefits

> Use Most Accurate and Timely Data Available

Nielsen//NetRatings Market Intelligence uses a unique, MFA approved, formula of cookie generation and audience duplication corrections to provide the most statistically correct monthly unique audience data, in addition to near real time daily and weekly unique browser, impression and duration metrics.

> Convince Advertisers

Market Intelligence's accurate and rich benchmarking data provides potential advertisers, media buyers and investors with a clear-cut insight into your site's performance.

> Support Strategic Decisions

Knowledge is power. Increase your affinity with the market space, find the market's peaks and lows, learn from its successes and failures in order to prepare for strategic moves like the development of a new advertising campaign, the media placement of a promotion or even the acquisition of, or partnership with, other industry parties.

> Accelerate Internet Investments

Market Intelligence has contributed in many countries to accelerated internet development and growth. Increased transparency and independent auditing have proven to instil trust among industry players and therefore increase investment levels.

Rank	Name	Publisher	UB	Change %	PA	MB Sessions	MA Sessions	MB Freq	APD	ASD
1	Market Aggregate		220,477	+3.22	4,326,858	303,367		1.32	00:35	09:31
2	veek.com.au	SEB	152,263	+3.51	2,562,858	197,328		1.30	00:39	08:11

Ranking report by site or publisher



Market Intelligence Features

- > Key metrics include daily and weekly unique browsers, monthly unique audience, page impressions, average frequency, page duration, session duration
- > Ranking reports and trend data can be viewed and downloaded by publisher, brand, industry category and site
- > Duplication reports give insight into the reach and frequency between publishers, brands, industry categories and sites
- > Market Intelligence reports can be easily exported to be included in customer presentations or sales kits for sales and marketing efforts through the flexible data export feature

“The Australian internet advertising market needs to embrace an increased level of accountability and data accuracy.

The MFA endorses Nielsen//NetRatings’ measurement methodology which results in a statistically more accurate unique audience metric.

In addition, accessing daily data is a significant advance that proves valuable for advertisers, whether planning daily buyouts or trying to understand the impact that day of the week and ‘sensational events’ have on advertising programs.”

Media Federation of Australia

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SiteCensus | Market Intelligence Market Domain: Australia - Domestic Traffic

Ranking | Trend | Duplication | Demographics | Adv. demographics

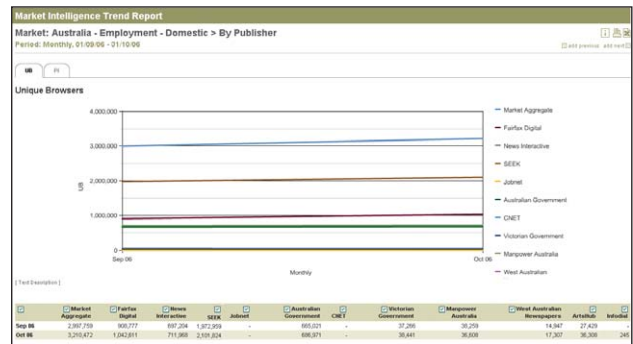
Generate Report Select Item(s) below and click 'Generate Report' to view just those Item(s)

Market Intelligence Ranking Report

Market: Australia - Domestic Traffic > By Category
Period: Weekly, 31.07.06 - 06.08.06

Rank	Name	UB	UB Change %	PI	UB Sessions	UB Freq
-	Market Aggregate	11,520,567	1.03	520,877,040	57,220,923	4.97
1	Aggregate Category	11,520,567	1.03	520,877,040	57,220,923	4.97
2	Directories	3,119,916	0.50	34,798,684	6,469,666	2.07
3	Directories Ad Networks	3,104,148	-0.01	34,881,488	6,441,991	2.06
4	News & Weather Sites	3,049,569	1.26	71,229,136	10,249,923	3.28
5	News & Weather Ad Networks	2,927,036	1.69	69,374,968	9,079,010	3.14
6	Business & Finance Sites	2,709,711	1.24	21,890,784	8,868,268	2.87
7	Telecommunications	2,150,205	1.15	34,143,939	9,193,003	3.09
8	Sports Sites	1,887,158	-2.72	39,892,883	4,302,894	2.66
9	Sports Ad Networks	1,537,172	-2.06	34,361,193	3,905,955	2.59
10	Real Estate	1,250,788	1.96	98,962,141	2,726,755	2.36
11	Audience Sites	1,090,172	-2.81	44,540,202	1,885,261	1.72
12	Employment	1,024,027	1.00	36,364,295	2,089,324	2.04
13	Travel Sites	906,113	-1.95	12,036,475	1,429,264	1.42
14	Automotive Ad Networks	874,898	-1.47	43,218,881	1,889,479	1.74
15	Automotive Syndicated	905,601	-2.05	42,192,030	1,672,110	1.72

Ranking Report by categories



Trending report

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SiteCensus | Market Intelligence Market Domain: Australia - Employment - Domestic

Ranking | Trend | Duplication | Demographics | Adv. demographics

Generate Report Select Item(s) below and click 'Generate Report' to view just those Item(s)

Market Intelligence Duplication Report

Brand Report
Period: Frequency: Monthly, 01.06.12:00 AM - 9:00:06 11:59 PM

Rank	Name	Publisher	UB	UB Freq	UB Dup	UB Dup %	UB Net	PI	APD	ASD
-	Market Aggregate		2,987,719	2.94	-	-	182,833,237	89.33	89.33	
1	seek.com.au	SEEK	1,972,261	2.09	1,972,261	100.00	1,972,261	74,506,740	89.29	89.42
2	newspaper.com.au	Fairfax Digital	909,789	2.06	911,372	21.93	2,367,896	94,415,333	89.39	89.41
3	government.com.au	News Interactive	692,264	1.94	693,026	1.14	2,203,819	89,364,939	89.43	89.46
4	jobsearch.com.au	Australian Government	573,041	2.79	229,194	9.89	2,316,529	114,455,851	89.33	89.18
5	defencelife.gov.au	Australian Government	106,320	1.40	34,470	1.99	2,044,231	75,750,931	89.40	89.26

Duplication report