



ACCURATE MEASUREMENT OF ONLINE STREAMING ACTIVITY

In today's rapidly evolving media landscape, we see fast growth in the provision and downloading activity of online streaming content. SiteCensus Streaming offers you independently audited insights into digital audio and video on your website, allowing you to provide streaming content which perfectly meets the interests and requirements of your audience and advertisers.

Nielsen//NetRatings SiteCensus Streaming is a browser-based audience measurement tool that uses rich media-specific metrics to build a comprehensive, census-based picture of actual website streaming activity of your site and other audited websites.

The service helps answer questions like:

- How many visitors have seen my site's streams today?
- Which video attracts most visitors?
- How long do users view a stream?
- What are the viewing trends of specific videos?
- From which geographic location does traffic to my audio content originate?
- How do my competitors' streams perform?

SiteCensus Streaming Features

- > Key metrics include stream views, unique viewers, completed stream views, average stream duration, frequency, launch URL, geo-location, operating system and browser
- > All metrics can be trended over time and are reported in near real time on a monthly, weekly and daily basis
- > Competitive ranking and benchmarking reports on stream and publisher level

SiteCensus Streaming Benefits

- > **Independent Third Party Measurement Data**
SiteCensus Streaming provides you with accurate, third party measurement data that will serve both as the building block for your online business strategies, as well as the key performance indicator which contribute to your wider business objectives.

> Realise Potential

Nielsen//NetRatings' streaming solution provides you the information needed to understand which streaming content is of interest to visitors and, therefore, of key importance to your site's overall performance and revenue potential.

> Support Strategic Decisions

Knowledge is power. Increase your affinity with the market space, find the market's peaks and lows, and learn from player's successes in order to prepare for strategic moves like the roll-out of streaming content or the development of a new campaign.

The screenshot shows the SiteCensus Streaming interface. At the top, there are navigation links: LOGOUT, PORTAL, CONTACT SUPPORT, HELP, ADMINISTRATION. Below that, the user is logged in as 'NetRatings-DAV'. The main menu includes WEBSITES and STREAMING. The 'Generate Report' section is active, showing options for report type (Executive Summary, Stream Views, Unique Viewers, Stream Duration, Completed Streams), channel selection (Aggregate), report interval (By day, By week, By month), and date range (From: 01/01/07, To: 28/02/07). Below this is a 'Breakdown By Stream' table.

Rank	Stream	Total Stream Views	% of Stream Views
1.	cafe video-2	32	10.92
2.	Nice Day-01	29	9.90
3.	Will & Grace - 01x02	24	8.19
4.	RADIO 105	22	7.51
5.	Italy - France - WC 2006 Final	20	6.83
6.	Zoolander-10	18	6.14
7.	RADIO DeeJay	14	4.78
8.	cafe video-5	13	4.44
9.	Will & Grace - 01x01	10	3.41
10.	cafe video-10	9	3.07
11.	Nice Day-10	7	2.39