

Map online behaviour with demographics and attitudes

ADVERTISERS NEED TO KNOW WHERE TO PLACE THEIR MESSAGES TO BEST REACH THEIR TARGET AUDIENCE ON YOUR WEBSITE. USING MARKET INTELLIGENCE YOU CAN NOW SURVEY YOUR AUDIENCE AND MAP THE RESULTS DIRECTLY WITH THE MEASURED BEHAVIOUR OF YOUR ONLINE AUDIENCE. YOU CAN IDENTIFY EXACTLY WHO IS VIEWING WHAT CONTENT TO OFFER YOUR ADVERTISERS TRUE ROI.

Why advertisers should work with you

Going deeper into your website content, your channels and individual pages attract a more focused group of users. Providing actual measured usage behaviour collected on your website with survey data about who your audience groups are gives you very powerful information for discussions with your advertisers.

- Which channels or pages attract your advertisers' target audience?
- What parts of your website attract which types of consumer?
- Where to gain the highest return on investment?
- Why they should consider advertising on a lower level page or channel?

Identify different user groups and examine their behaviour on your website

The survey capability also allows you to prepare for future campaigns. For example you could find out where those users are that are planning to buy a new car to then approach automotive advertisers directly with relevant ad space. Of course you will also be able to improve your in-house media planning and optimise your online inventory.

Nielsen//NetRatings Market Intelligence is an easy to use survey tool, which - in combination with measured traffic data - gives you detailed information about your visitors' demographic make up, their attitudes and lifestyles.

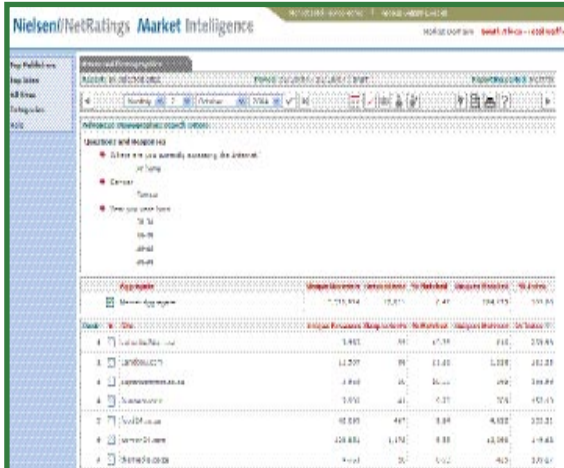
Clients including local councils' SOCITM, British Airways and Royal Bank of Scotland have placed our tagging on their websites and created custom surveys to query their online audience. The survey results are combined with the measured behavioural data. At no extra strain to clients' IT resources the results are collected and analysed on our systems to which clients have access 24/7.

Up and Running in 24 hours

Market Intelligence is extremely simple to implement and results are available 24 hours from completed installation. We provide you with an invisible and unique tag, which you can easily copy onto each of your web pages.

Your audience research is collected by us whenever someone accesses a tagged page – at no additional strain to your IT department. We then produce a questionnaire with you which link the questions asked directly with the behavioral data collected by the tags.

Once the system is set up you can immediately log into our online interface and see the detailed analysis of the attitudes and usage pattern of your online audience.

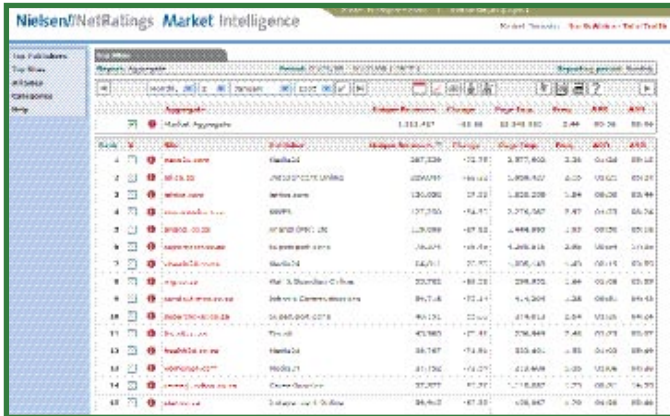


Site	Visits	Pages	Time on Site	Pages per Visit	Time on Site per Page
www.bbc.co.uk	1,401	101	47:59	7.16	279.99
www.bbc.com	11,207	89	11:40	5.18	112.81
www.bbcnews.com	1,848	16	16:00	114.38	169.89
www.bbc.com	1,000	41	0:37	7.04	143.13
www.bbc.com	10,000	407	8:58	4.18	122.31
www.bbc.com	128,831	1,172	8:58	4.18	122.31
www.bbc.com	1,000	37	0:02	4.02	120.67

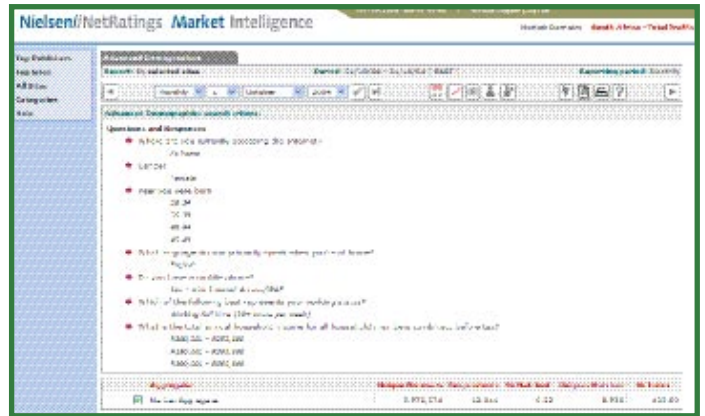


Nielsen//NetRatings Market Intelligence

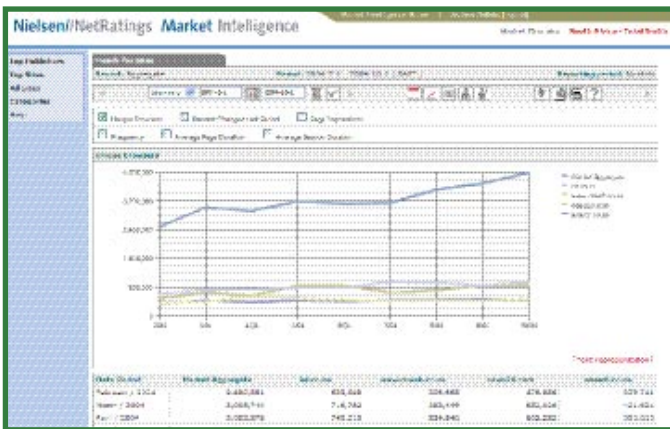
< Site Summary: allows comparisons of top sections of the site with advertisers key metrics.



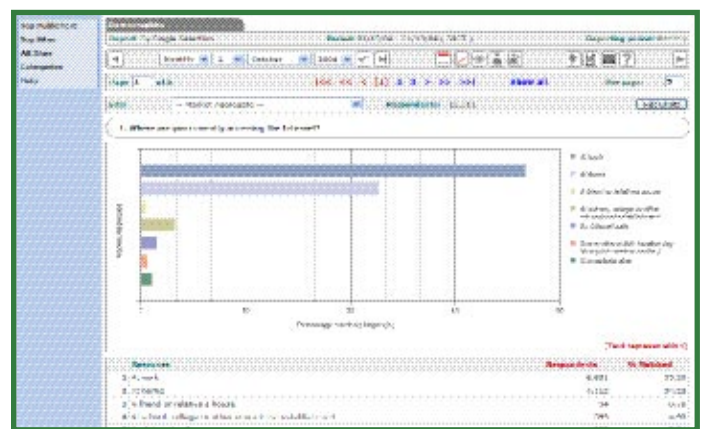
< Profiling query: Ability to search for advertisers key target audience on your site.



< Trending: Key metric trending over custom periods to help understand direction of particular sections of site.



< Media Planning: Identify the location of key audiences on your site.



About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on website usage, online advertising, consumer attitudes and competitive analysis.

For more information please contact our representative in your country. Contact details can be found by selecting your country on the homepage of the Nielsen//NetRatings website.

www.nielsen-netratings.com