

Now available in
New Zealand



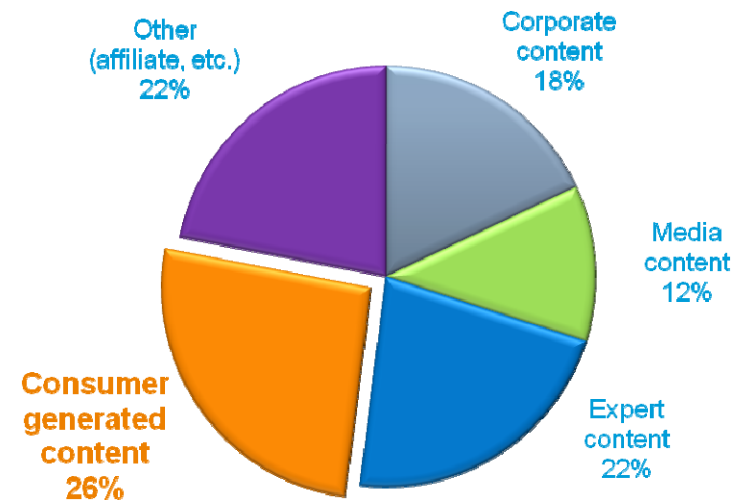
BUZZMETRICS

My BuzzMetrics Dashboards



Consumer-Generated Media Is Becoming the Content of the Web

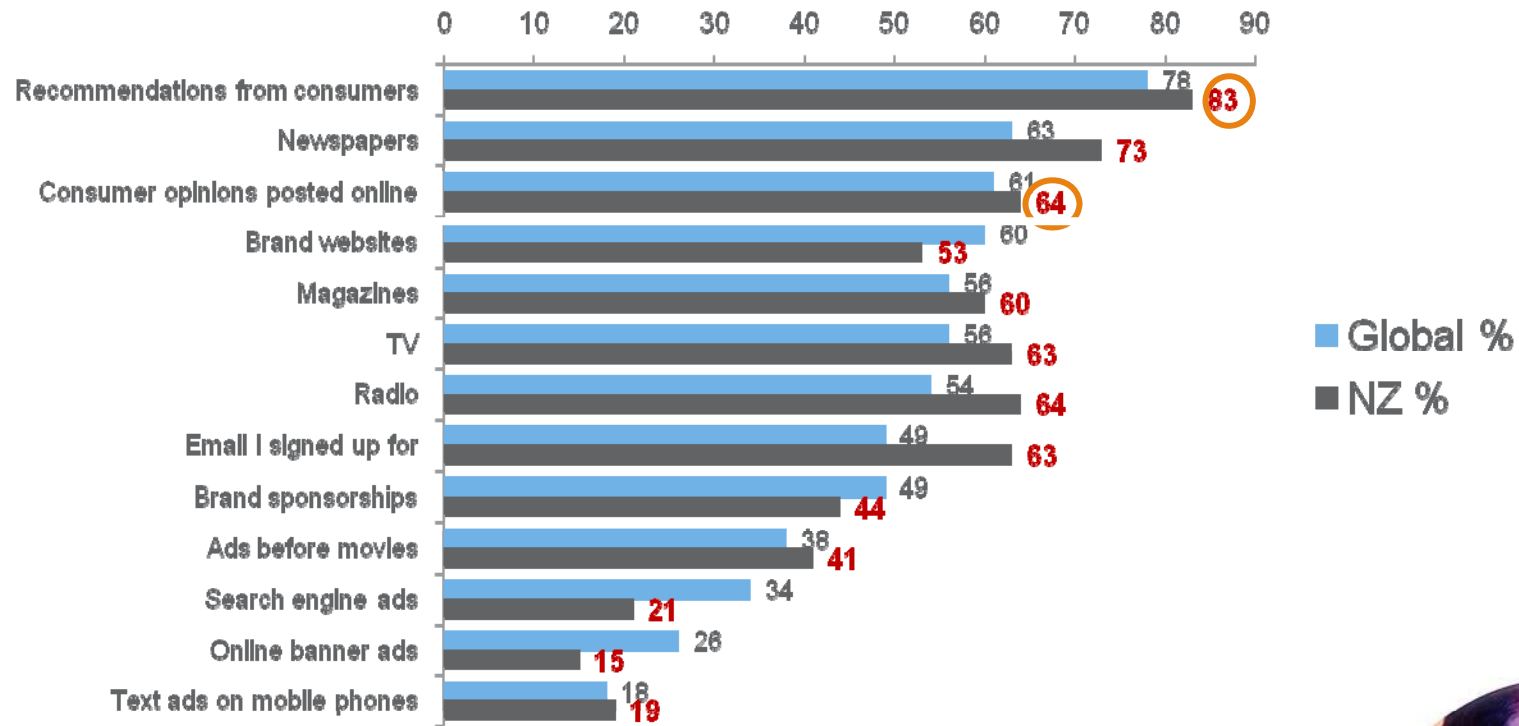
Rank	Sector	Global Active Reach Dec 08	Global Active Reach Feb 09	2 Month % Point Change
1	Search	85.9%	86.4%	0.5%
2	General Interest Portals & Communities	85.2%	86.2%	1.0%
3	Software Manufacturers	73.4%	72.8%	-0.6%
4	Member Communities	66.8%	68.4%	1.6%
5	E-mail	65.1%	64.8%	-0.3%



26% of top search results for world's twenty largest brands is consumer-generated.

- Jupiter Research

Consumers believe it



New Zealanders are more likely to believe recommendations from consumers and opinions posted online

People are globally becoming more skeptical about advertising



Source: Nielsen Global Online Report on Trust in Advertising (47 Markets) October 2007

Not a niche activity in New Zealand...

- 91% of New Zealand Internet users use the web to research products and services
- Of these, 64% read other people's reviews / discussions / comments about products and services online e.g. on boards, blogs and websites
- 31% actually submitted product reviews online
- 55% rated something or someone online
- 19% of blog readers do so about products or services
- 62% have interacted with others via a social networking site

Source:
Nielsen Online Consumer Generated Media Report, 2008

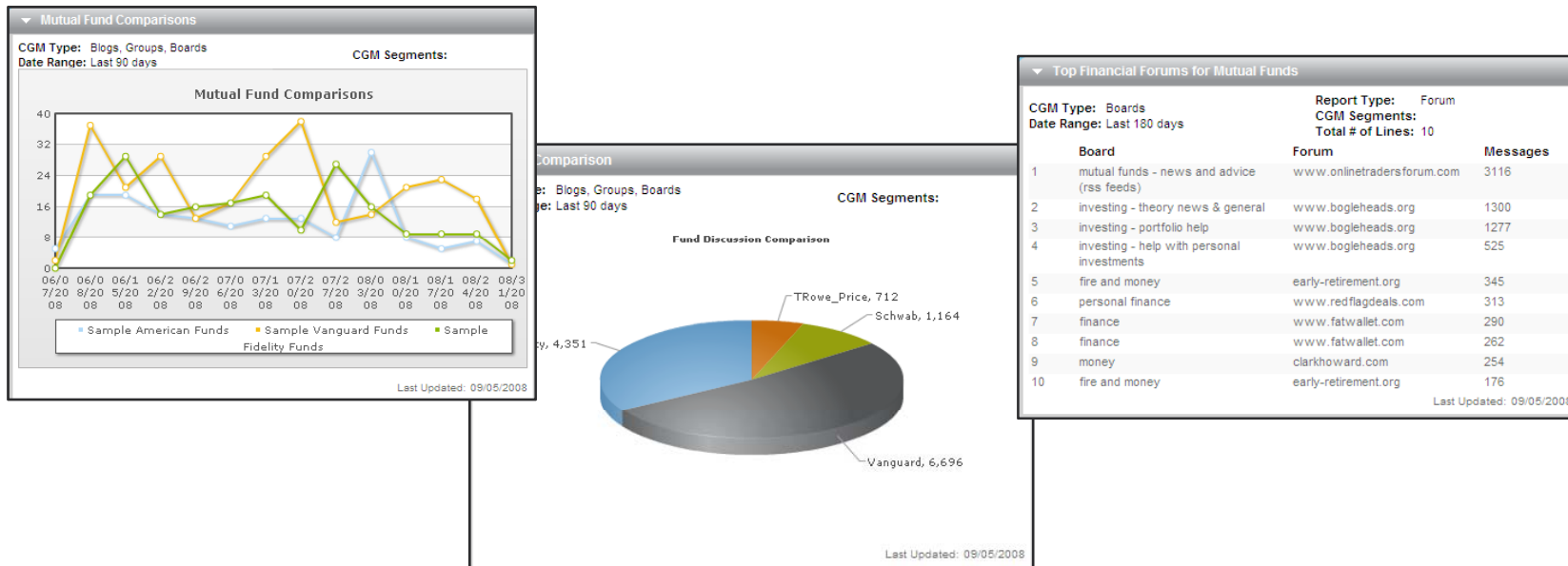
***CGM is infiltrating everything
that we are doing online!***



Number one provider according to Forrester...

“Nielsen BuzzMetrics delivers a market leading listening platform that includes sophisticated sentiment analysis capabilities, strong international coverage and multilingual support...the re-write of the reporting and user interface — My BuzzMetrics — extends its market leadership.”

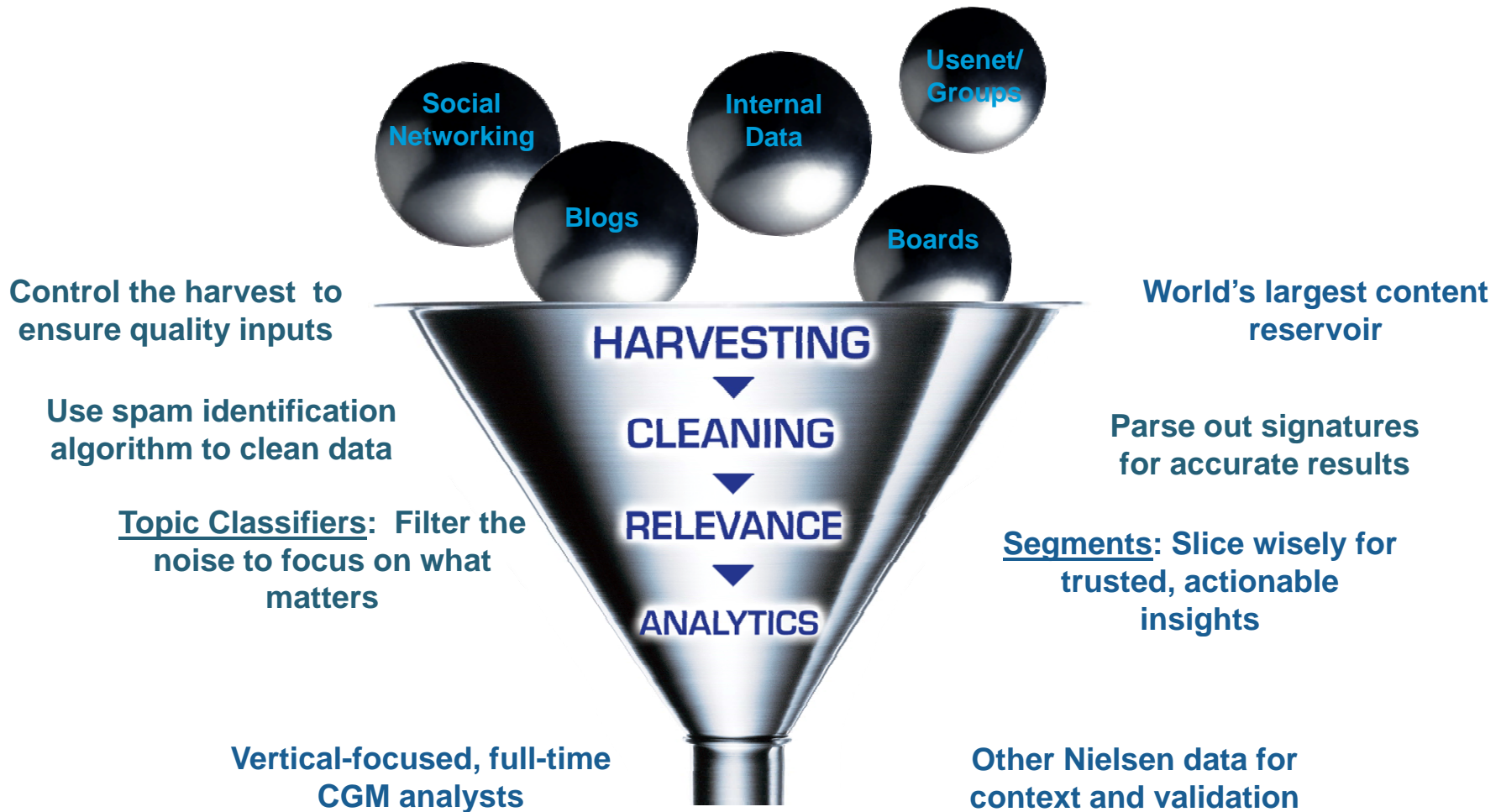
The Forrester Wave™ Listening Platform, Q1 2009 Report



My BuzzMetrics Dashboards

- Cost effective monthly subscription
- Continual consumer insight into your priority topics, issues, brands, products and / or competitors
- Delivered via an online interface using our My BuzzMetrics Dashboards
- Keep abreast of consumer discussion on a daily basis
- Ideal for monitoring threats, developing PR strategy, spotting opportunities and general market understanding

Nielsen Approach to Data



Built for Research.

Slicing the data

Segment by enthusiast group or demographic type

Segment by custom authors lists

Segment by region

The screenshot shows the 'Explore' section of the Nielsen online dashboard. At the top, there are tabs for 'Dashboard' and 'Explore', and buttons for 'Quick Search', 'Report Builder', and 'Alert Builder'. Below this is a 'Choose Data Set Options' section. The main area is divided into several sections for filtering segments:

- Include All Data Content:** A checkbox that is currently unchecked.
- Any Of:** A section for selecting specific segments.
 - CGM Segments:** Includes 'Automotives' and 'Moms & Parenting' under the 'Include' column, and an 'Exclude' column with checkboxes.
 - Project Segments:** Includes 'Electric Car Influencers' under the 'Include' column, and an 'Exclude' column with checkboxes.
 - Location Segments:** Includes 'Australia', 'Germany', 'Italy', and 'United Kingdom' under the 'Include' column, and an 'Exclude' column with checkboxes.
- Filtering Segments By:** A section for filtering by content type and language.
 - All Of:** A section for selecting content types: 'Blogs', 'Boards', 'Groups', 'Traditional Media', and 'Micro Blogs'. 'Blogs', 'Boards', and 'Groups' are checked.
 - Search Within:** A dropdown menu currently set to 'Message'.
 - Languages:** A section for selecting languages: 'English', 'Italian', and 'German'. 'English' is checked.
 - Limit Search Results By:** A section for limiting results, currently empty.

Four callout boxes with blue backgrounds and orange text point to specific features: 'Segment by enthusiast group or demographic type' points to the 'CGM Segments' section; 'Segment by custom authors lists' points to the 'Project Segments' section; 'Segment by region' points to the 'Location Segments' section; and 'Filter by one or more languages.' points to the 'Languages' section.

Slicing the data

Segment by enthusiast group or demographic type

Segment by custom authors lists

Segment by region

The screenshot shows the 'Explore' section of the Nielsen online interface. It features a navigation bar with 'Dashboard' and 'Explore' tabs, and buttons for 'Quick Search', 'Report Builder', and 'Alert Builder'. Below this is a 'Choose Data Set Options' section with a 'Filtering Segments By:' panel. This panel includes 'Any Of:' sections for 'CGM Segments', 'Project Segments', and 'Location Segments', each with 'Include' and 'Exclude' columns. The 'CGM Segments' section lists 'Automotives' and 'Moms & Parenting'. The 'Project Segments' section lists 'Electric Car Influencers'. The 'Location Segments' section lists 'Australia', 'Germany', 'Italy', and 'United Kingdom'. To the right, there are additional filters: 'CGM Types' (Blogs, Boards, Groups, Traditional Media, Micro Blogs), 'Search Within:' (Message), 'Languages' (English, Italian, German), and 'Limit Search Results By:'.

Filter by one or more languages.

Everyone gets their own dashboard

The screenshot shows the Nielsen My BuzzMetrics dashboard interface. It features a navigation menu at the top with options like 'My Homepage', 'Foreign Auto', 'U.S. Auto', and various product categories. The main content area is divided into several sections:

- Pre configured Widgets:** Includes 'Rss news' and 'Weather'.
- Saved Reports:** A list of reports such as 'Auto Demo', 'audi', 'Audi CGM Types', 'Auto Report', 'buick', 'Food comps copy', and 'hummer'.
- Shared Reports:** A list of reports including 'Auto Demo', 'Elliot', 'Baby Food October 29', 'Gaming for Elliot', 'Internal Demo 1', 'Internal Demo 2', and 'Warner Brothers'.
- Alerts:** A list of alerts for 'Auto Demo', 'Auto Demo', 'Elliot', 'Internal Demo 1', 'Internal Demo 2', and 'Warner Brothers'.
- Dashboard Content:**
 - CGM Type:** Videos("Beta"), Blogs, Boards, Groups, Micro Blogs. **Date Range:** Last 30 days.
 - Auto Report:** CGM Type: Videos("Beta"), Blogs, Micro Blogs. **Date Range:** Last 90 days.
 - Trend Chart:** A line chart showing 'Messages' over 'Date' for Audi, Buick, and Hummer. Audi shows a significant spike in late 2009.
 - 3D Pie Chart:** A 3D pie chart showing the distribution of message types: Boards, Groups, Micro Blogs, Videos, and Blogs.
 - audi Section:** CGM Type: Videos("Beta"), Blogs, Traditional Media, Groups, Boards, Micro Blogs. **Total # of Messages:** 4,395. **Date Range:** Last 30 days. Includes a 'Message' snippet: '100 Jahre Audi in 100 Bildern'.
 - American Idol Section:** CGM Type: Blogs, Groups, Boards. **Date Range:** Last 90 days. Includes a line chart showing message trends.

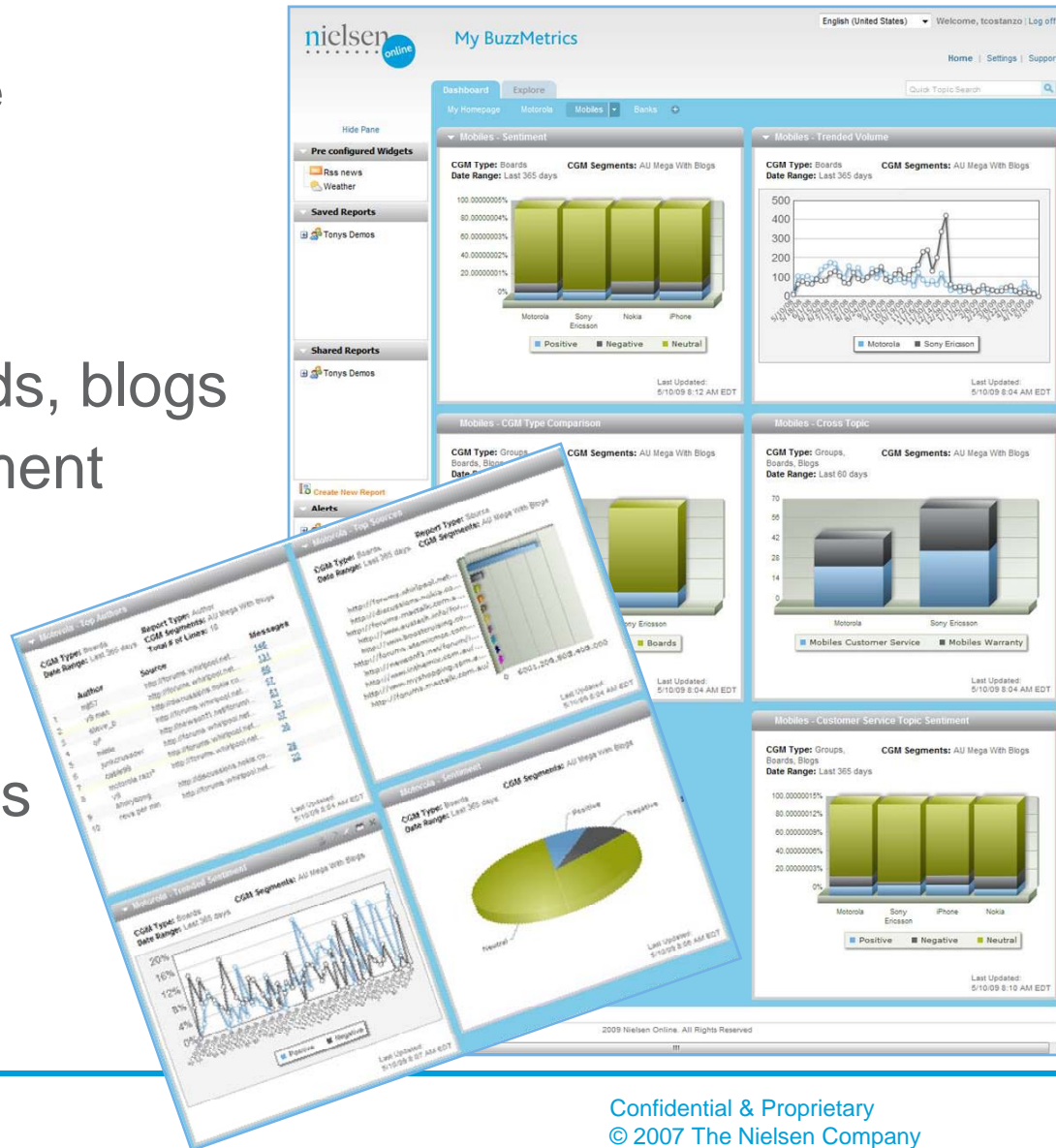
Callouts highlight key features:

- Create and arrange widgets:** Points to the left sidebar menu.
- Choose your language preference:** Points to the 'English (US)' dropdown in the top right.
- Create more dashboards:** Points to the 'Auto Report' section.
- Your saved reports:** Points to the 'Saved Reports' list.
- Your personal alerts:** Points to the 'Alerts' list.

Summary

Log in for customisable dashboards:

- Volume trends
- CGM type – boards, blogs
- Automated Sentiment
- Topic Analysis
- Top Sites
- Top Authors
- Top News Sources
- Verbatims
- E mail alerts



How do our clients use Nielsen BuzzMetrics

- Risk Mitigation
 - Diagnosis: Identify the threat
 - Where are you getting talked about, by who?
 - Help formulate and evaluate PR strategy
- Identify Opportunities
 - Predict trends
 - Un-earth evolving needs of consumers
 - Competitor analysis
 - Uncover factors that drive sentiment

- Viral marketing
 - Identify category/brand thought leaders
 - Impact thought leaders (turn them into evangelists)
 - Foster communities
- Evaluate PR and marketing
 - Did the campaign resonate, who with, why?
 - Integrate with other Nielsen research solutions

BuzzMetrics Global Footprint

**Market	My BuzzMetrics (Dashboard)
USA	Available Now
Canada	Available Now
Mexico	Available Now
UK	Available Now
Germany	Available Now
Spain	Available Now
Italy	Available Now
France	Available Now
China	Q3 2009
Japan	Q3 2009
Australia	Available Now
New Zealand	Available Now !
India (English)	Available Now

Contact us now for a free demo...

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