



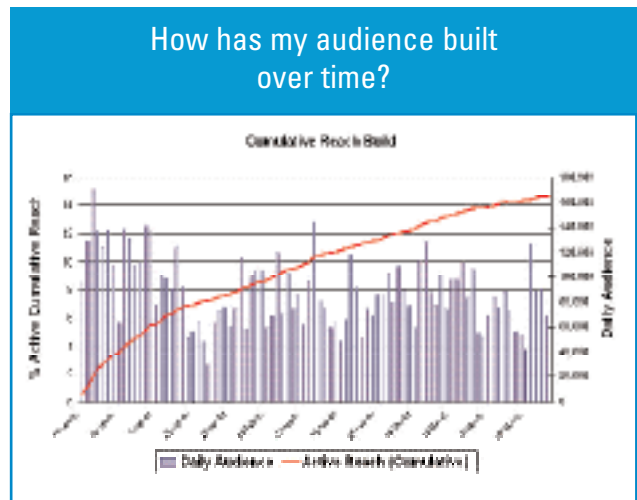
Helping you make informed business decisions

In addition to our industry standard syndicated products, Nielsen//NetRatings provides a customised research service to help you make the right tactical and strategic decisions. Based on the most accurate and timely data in the market place, our Analytical Services team provides you with the key insights that you need to maximise your business opportunities.

We offer you access to our team of highly skilled industry analysts, who are experienced in mining Nielsen//NetRatings' extensive research database to answer your specific questions. Our analysts prepare tailor-made research that can be delivered on a one-off or on a regular basis. The research can either be accessed as one-off contracts, or by using a bank of credits for a given time period on an ad hoc basis.

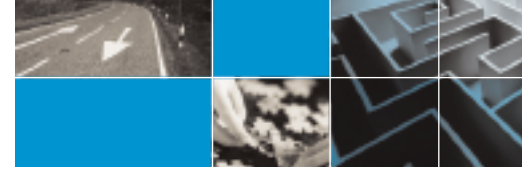
When you come to us with a brief, we will recommend the best approach for you and then work together with you to deliver the information in the most appropriate way. This could be in the form of a written report, a database, a spreadsheet or a presentation.

All our research is based on the most accurate and up to date information from Nielsen//NetRatings' extensive Internet research database. This database includes data on a regional, country, sector and site level, including both behavioural and demographic data. In France, the UK and Germany, we are also able to offer the added benefit of tracking consumer attitudes and their offline behaviour via online surveys based on research from our MegaPanels.



“ Nielsen//NetRatings provides us with data that is timely, accurate and insightful. It is significant in support of our online marketing decision making ”

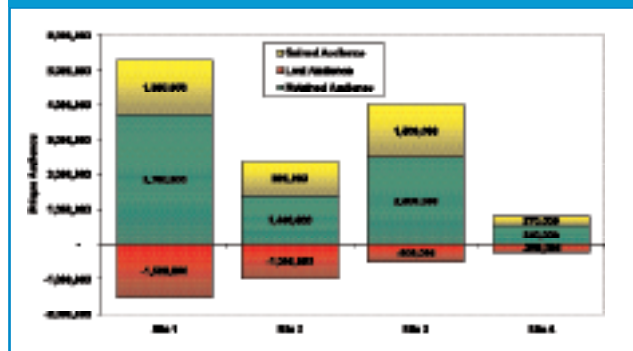
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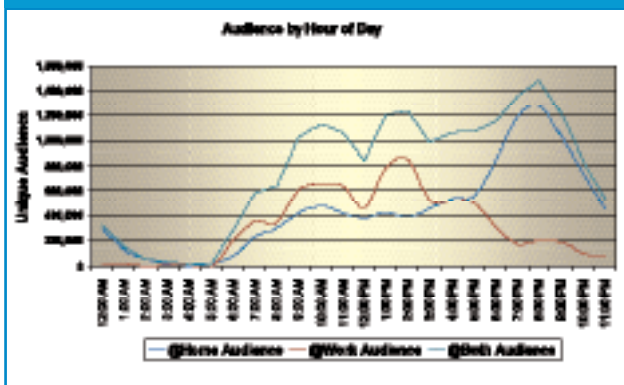
These are the kind of questions we can help you answer:

- > How does traffic to my site vary by country or by geographical region?
 - > Has my audience built over time? Am I still attracting new visitors? Is this comparable with the experience of other sites in the market?
 - > Am I losing visitors, and if so - to which of my competitors? Why are they switching?
 - > Can I segment my visitors by the degree of their usage?
 - > Which of my site audience do I share with my competitors?
 - > How can I evaluate the success of online advertising campaigns?
 - > Do all the sites in my defined group perform well?
 - > Can I segment my visitors by their behaviour and demographic profile?
- > Where else is my audience going? How can I define my competitive set?
 - > How often do people visit my site? How does this compare to my competitors' sites? How can I increase visit frequency?
 - > Do I have a loyal audience?
 - > Which sites should I advertise on in order to maximise my reach and budget?

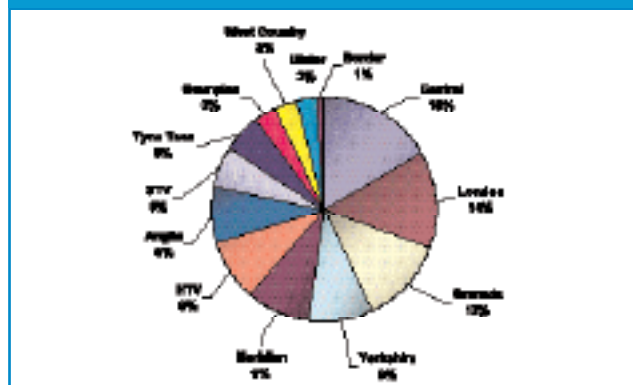
**Unique Audience Retention Analysis
Period 1 vs Period 2**



Evaluate the success of advertising campaigns and promotions



Active Universe by Region



For more information, or a demonstration please contact:

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