



NetView

The Industry Benchmark for Internet Audience Measurement

NetView, Nielsen's syndicated Internet audience measurement service, provides an in-depth perspective into the online consumer and the digital universe. Through metered measurement of high-quality, representative panels of Internet users, the NetView service tracks usage across Web sites and digital applications to deliver high-quality audience data and analytics. Reporting audience metrics and demographic information, the service delivers key insights into online activity and consumer behaviour.

An Accurate Relection of User Activity

Nielsen's unique, patented desktop meter accurately identifies which browser, tab, Internet application (including media players and instant messaging) or desktop application is in focus. In this way, the NetView service accurately credits time spent—a major indicator of user loyalty and engagement. At the same time, precise prompting technology credits traffic to individuals using shared PC's within households.

Use NetView to:

- Buy, sell and plan online media
- Compare your Web site's audience metrics to other sites in a specified category or across the digital landscape
- Trend site audience metrics over time
- Identify the best sites for reaching demographic targets
- Analyse site traffic by section, subdomain, referrals and top pages
- Fully understand your online audience
- Estimate reach/frequency for your online campaigns

Felixible Detailed Reporting

NetView's Web interface makes it easy to run monthly reports based on customised site lists, category/subcategory definitions or across all sites. Demographic and referral/destination/top page drilldowns provide the details behind the topline numbers. URLs and Internet applications are aggregated into three distinct levels, company level (Parents) and site and advertising-entity levels (Brands and Channels), for more granular and relevant site analysis. With the Report Manager, frequently used site lists, demo targets or reports can be saved, and can be automatically sent via e-mail in Excel as new data is available.

Additionally, as a client you have direct access to the Nielsen analytics team. With years of expertise in Internet media and market research, our analysts can help you turn NetView data into custom reports that form a strong foundation for strategic business decisions.

More than **2,000 clients worldwide** subscribe to Nielsen's services to help them meet business objectives, including leading advertisers, agencies, publishers, technology, media, retail and financial organisations

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Available Audience Reports Include:

Site Metrics

- Standard metrics (unique audience, page views, time spent, etc.)
- Access location (combined home & work vs. home vs. work)
- Trend report (over last 13 months)
- Unduplicated audience
- Audience overlap

Demographic

- Key demographics (reach across key gender/age breakdowns)
- Demographic targeting
- Audience profile

Easily Compile and Manage Site Lists Easily

- Comprehensive Site Search covers all reported levels
- Search includes Unique Audience and Category information for easier site recognition
- Use Report Results to build a Site List
- Save up to 20 Site Lists for future use (up to 100 sites per list)

Focus on Report Results Relevant to You

NetView's Report Manager provides easy access to site lists, reports and target audiences.

- Save up to 20 reports and targets
- Set saved reports to e-mail results when data updates

Additional Report Features Include:

- Filter results to only Ad-Supported Sites
- Fixed column headers for easy scrolling and viewing
- Print-friendly view and exporting for every report

Reach/Frequency Report (Additional Cost)

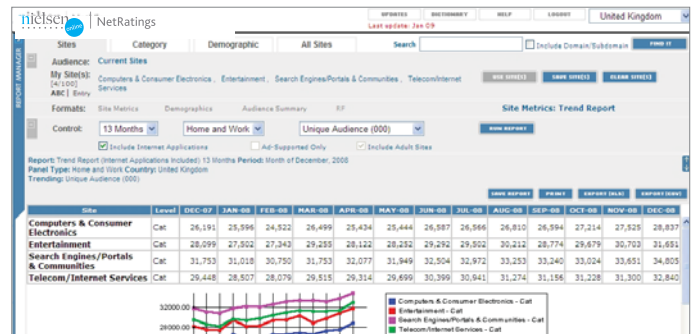
- Customise impressions and CPM by site
- Leverages IMS methodology used in WebRF
- Access total minutes by demographic for sites

Channel	Unique Audience (000)	Active Reach (000)	Unique Reach (000)	Rank By Unique Audience	Total Impressions (000)	Unique Per Person	Total Minutes (000)	Time Per Person (Minutes)	Total Page Views (000)	Web Pages Per Person
TOTAL:	36,219	57,85	33,80	N/A	1,481,421	40.91	46,415,069	21:21:30	79,433,950	220
Google Search	30,212	51.62	69.90	1	832,946	17.63	1,249,588	0:42:14	3,442,218	11
MSN/Windows Live Messenger	14,202	44.01	37.69	2	340,094	20.87	3,820,777	3:42:14	33,998	1
Google Maps	14,042	43.34	37.12	3	63,742	3.87	128,134	0:07:59	313,671	2
W... Media Pla...	39.48	81	4	4	4,635	56	829,99	0:56:45	2,073	1

Standard Site Metrics Report

Site	Level	Unique Audience (000)	Associated Newspapers	BBC	News and Information	News Corp. Newspapers	Wikipedia	Yahoo! Answers	YELL.com
Associated Newspapers	Brand	3,622	76.09	90.20	37.99	56.87	20.21	27.29	

Audience Overlap Report displays percentage of an audience visiting other sites within specified site selection



Trend Report

Rank By Unique Audience	Total Impressions (000)	Unique Per Person	Total Minutes (000)	Time Per Person (Minutes)	Total Page Views (000)	Web Pages Per Person
80	N/A	1,481,421	40.91	46,415,069	21:21:30	79,433,950
32	1	619,714	19.50	2,182,705	1:08:41	6,696,283
43	2	514,361	20.72	4,997,991	3:21:20	3,169,083
37	3	276,822	14.32	1,699,369	1:28:08	3,222,251
24	4	162,326	8.55	853,448	0:44:30	1,337,412
10	5	111,819	5.96	907,496	0:49:23	125,434
48	6	76,715	4.36	526,864	0:29:24	1,114,923
40	7	246,415	17.01	4,462,715	6:08:19	12,810,582

Report Manager

NetView combines more than 50 years of best practices in audience measurement research with patented tracking technology to deliver key metrics and insights

These products and associated modules and services are protected by one or more of the following United States patents and their foreign counterparts: 5,675,510, 5,796,952, 6,108,637, 6,115,680, 6,138,155, 6,643,696 and 6,673,386, and are licensed under U.S. Patents 6,393,479, 6,766,370, 6,122,238, 6,662,227, 6,360,261, 6,317,787, 6,925,442, 7,143,365 and 7,185,085. Other patents pending.

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