



## The Industry Benchmark for Internet Audience Measurement

# Nielsen NetView

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 behavior.

### An Accurate Reflection 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
- Analyze site traffic by section, subdomain, referrals and top pages
- Fully understand your online audience
- Estimate reach/frequency for your online campaigns

### Fellexible Detailed Reporting

NetView's Web interface makes it easy to run weekly or monthly reports based on customized 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.

### Advanced Methodology and Largest Panel Size

NetView is powered by the industry's most advanced methodology which maintains high-quality demographic and behavioral representativeness, with the largest panel of its kind in the market, Nielsen's combined panel—and census—approach ensures more accurate, quality-driven audience measurement data.

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 organizations

# NetView

## 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 27<sup>†</sup> months or 8 weeks)
- Unduplicated audience
- Audience overlap

### Loyalty\*

- Loyalty indicators (share of active days, retention, etc.)
- Frequency (1 – 10+ sessions/visits)
- Stickiness (< 5 seconds – 61+ minutes)

### 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)

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

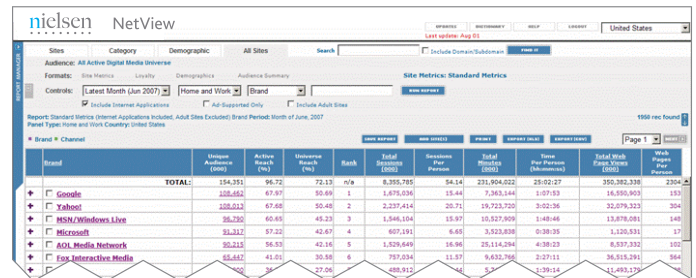
\* U.S. Only    † U.S. Only, 13 months in all other countries

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

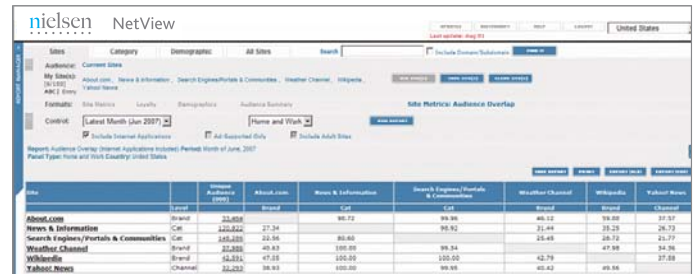
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For more information, contact us at sales.us@nielsen.com, or visit www.nielsen.com

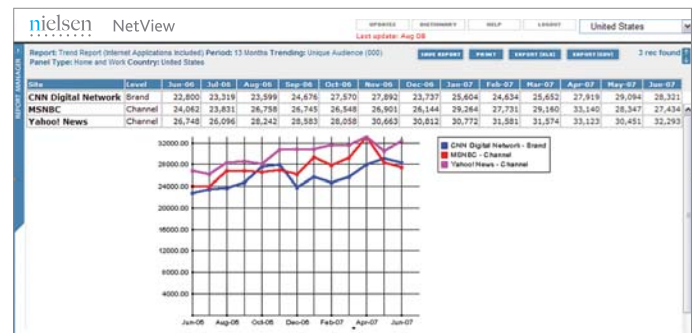
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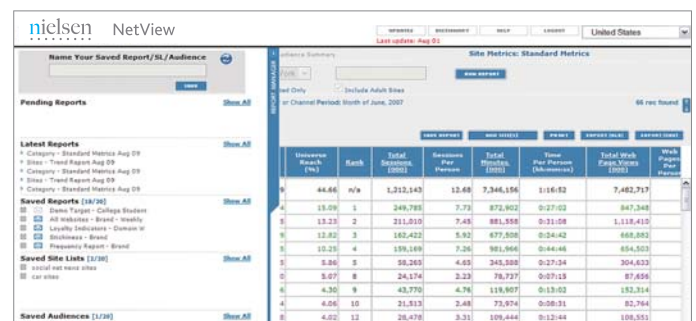
Standard Site Metrics Report



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



Trend Report



Report Manager