



Reach Your Target Audience with Accurate Audience Measurement Across PC and Mobile Devices

Nielsen TotalWeb

What is your Web site's total audience when you combine PC and mobile Internet users? And, how do engagement metrics increase when you consider the entire audience? Until now, you've only been able to guess. Nielsen TotalWeb, the industry's first cross-platform Internet audience measurement service, provides clarity and insight into your total Internet audience across PC and mobile platforms.

Leveraging innovative, proprietary research tools and methodologies, Nielsen delivers information on the total, unduplicated audience for more than 200 leading Web sites across the PC and Mobile Internet space.

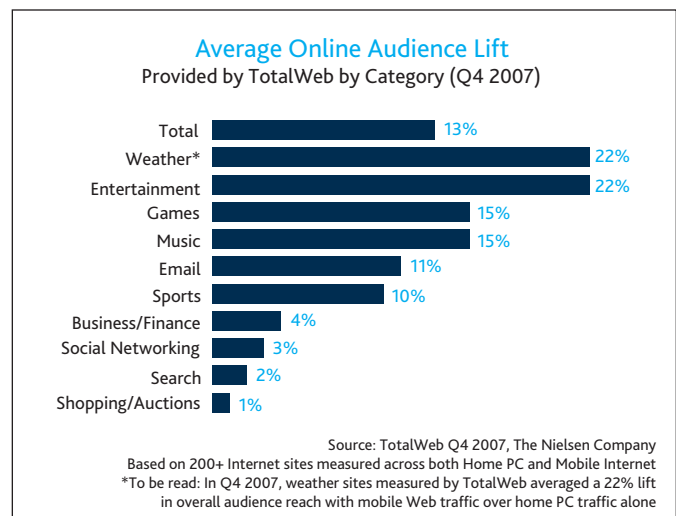
Measuring Activity of Cross-Platform Users

TotalWeb combines information from Nielsen Mobile's *Mobile Internet Insight Survey* with data from Nielsen's metered Internet panel to provide detailed, integrated PC and mobile Internet behavior data, delivered in an easy-to-use scorecard.

Providing actionable cross-platform metrics, TotalWeb tracks the "two-screen" performance of leading sites, allowing you to quantify the value of the mobile Internet audience and demonstrate how mobile Internet users extend your Web site's audience and engagement metrics.

Available in a quarterly report, key metrics include:

- Unduplicated reach
- Overlap reach
- Mobile lift (incremental reach)
- Average visits per person per site
- Average minutes per person per site



Unduplicated measurement of the total Internet audience will help AccuWeather.com show advertisers the value of our cross-platform audience. Nielsen's TotalWeb service is the only product that gives us that number and is an important advancement in Internet audience measurement.

Dave Wrieden, Executive Director, AccuWeather.com

