



Nielsen Online

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News Release

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NEW ZEALANDERS' EMBRACING ONLINE CONSUMER GENERATED ACTIVITY Nielsen Online Expands Market Intelligence Demographic Survey

Auckland, 18 May 2009 — Nielsen Online has today announced that it has expanded its Market Intelligence demographic survey to include a range of questions on consumer-generated activity such as social networking, blogging, uploading content and posting reviews on the Internet.

Market Intelligence is an independent census-based measurement of all Nielsen Online's New Zealand audited websites, with a current sample size of 29,000 New Zealand Internet users. Nielsen Online has also added a range of further demographic questions to Market Intelligence on home ownership, presence of children in the home and whether respondents reside in a rural or urban environment.

"Our survey results provide fascinating insight into the online behaviour of New Zealanders and show the large numbers of consumers generating their own content on the web" says Tony Boyte, Research Director, Nielsen Online.

"If we look at Internet activity over the last four weeks, (48%) of us have created, updated or looked at an online profile on a social networking site; and nearly (30%) have contributed to a message board, online forum or wrote/commented on a blog."

Results also show that more than two out of every five have uploaded pictures (41%), uploaded music (12%), uploaded videos (10%) or posted a review of a product or service online (9%).



Furthermore, when it comes to consuming media, almost half of the Internet population have downloaded, streamed or watched a video clip online (45%); or downloaded, streamed, or listened to music (37%).

“Add to that the number of people using online directories (47%), reading newspapers or publications online (79%) - and a staggering (81%) using search engines - and we begin to see that the Internet has become pivotal as a personal communication, media consumption and research tool for New Zealanders,” says Boyte.

“The additional data provided by the new Market Intelligence demographic results will provide the most in-depth audience measurement of the online landscape available in New Zealand. Because these results can be split out to give specific demographic profiles of audited websites, it will enable Nielsen Online’s clients to much better understand their own website traffic and be able to compare themselves with the rest of the market.”

Some other key results from Nielsen Online’s April Market Intelligence NZ Domestic Traffic Demographic results are as follows:

Internet activities in the last four weeks (April 2009)	Percentage of respondents (Total 29,012) Internet Users in New Zealand
Internet banking	81.3%
Read a consumer review online	28.6%
Monitored a live sport or sports result	24.2%
Made a telephone call (VOIP) e.g. Skype	22.8%
Downloaded, streamed or watched a TV show or movie	20.8%
Downloaded, streamed, or listened to a radio station	19.0%
Used a mobile phone to access the Internet	10.7%
Top 5 Topics researched via the Internet in the last four weeks	
News/current affairs	80.3%
Entertainment, e.g. movie tickets, shows, concerts, events	58.6%



Airline tickets, flights	58.0%
Sports	39.7%
Properties or Real Estate	36.6%

“The online landscape is dramatically evolving,” says Boyte. “By adding new demographic metrics to this mix, Nielsen Online is ensuring that the market is provided with the most accurate measure of website audience reporting available in this country.”

For more information on Nielsen Online’s new Market Intelligence metrics please visit

www.nielsen-online.com

Market Intelligence is an independent census-based measurement of all Nielsen Online’s New Zealand audited websites. This product satisfies market demand for an “apples with apples” comparison websites utilizing the Nielsen Online’s industry approved measurement methodology. Audited sites are categorised according to their respective industries allowing subscribers to see how they rank against other sites within the industry as well as the aggregate by a host of key metrics. Traffic can be separated from New Zealand only or worldwide.

Market Intelligence also identifies duplication of audiences across sites over defined time periods plus overlays demographic information of visitors. Market Intelligence currently consists of 6 Modules.

About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

About The Nielsen Company:

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