



Nielsen Online

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News Release

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Nielsen BuzzMetrics Introduces Powerful Tool to Visualize Brand Associations within Internet Chatter

NEW YORK, April 5, 2007 - Nielsen BuzzMetrics, the global measurement standard in consumer-generated media, today launched a powerful visualization tool to map how consumers naturally think and talk about brands across billions of unaided conversations online.

The Brand Association Map (BAM) uses advanced text-mining algorithms to plot the most important language, attributes, issues and themes about a brand in concentric circles, derived from consumer expression in blogs, boards, ratings sites and other forms of consumer-generated media (CGM). With the brand represented in the bull's eye, the resulting visualization empowers marketers to quickly grasp how brand identity, reputation and equity mesh with core assumptions.

The Brand Association Map takes a powerful snapshot of a brand DNA, helping marketers reconcile intuition and beliefs about brands with how consumers really contextualize them, said Jerry Needel, senior vice president, Product Management, Nielsen BuzzMetrics. This aids understanding of true brand health, and results in marketers asking the right questions and making better decisions.

Brand stakeholders who benefit from BAM include:

- Marketers to understand relevant initiatives and product benefits.
- Researchers to identify hot issues invisible or unaddressed by traditional techniques.
- Advertising Agencies to ensure messaging preserves and optimizes brand equity.
- External Relations to uncover vulnerabilities in corporate reputation.
- Media Buyers to measure response and engagement with specific communications campaigns, spokespeople and contexts.

Learn More About BAM

To learn more about consumer-generated media, including BAM, please sign up for Nielsen BuzzMetrics CGM 101 Webinar, scheduled for Friday, April 6. To register and learn about additional educational modules, please visit <http://www.nielsenbuzzmetrics.com/webinars.asp>

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:

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

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