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## News Release

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### **NIELSEN LAUNCHES WORLD-FIRST THIRD-PARTY MOBILE INTERNET AUDIENCE MEASUREMENT SERVICE**

**Sydney, 10 May 2010** — The Nielsen Company's online division has today announced the addition of mobile Internet audience measurement to its Australian market intelligence service, a world first in online audience measurement methodology.

The launch of Nielsen's Mobile Market Intelligence service will address demands from the industry for third-party metrics on mobile Internet usage in Australia, providing consistent and transparent metric for mobile advertisers and publishers.

Results from the new service are available from mid 2009, with April 2010's data showing average daily unique browsers accessing the Internet via mobiles at 138,574, with average time spent online via mobiles sitting at around four and a half minutes. [www.news.com.au](http://www.news.com.au) topped the first month's mobile Internet rankings with average daily unique browsers of 48,090, followed closely by [www.smh.com.au](http://www.smh.com.au), [www.theage.com.au](http://www.theage.com.au), and [www.ninemsn.com.au](http://www.ninemsn.com.au) (see chart 1).

"The launch of Mobile Market Intelligence is an important step for mobile publishers in Australia. It provides media buyers with vital third-party information on mobile sites which serves to support and provide more confidence in those media buyers' decisions on where to allocate clients' advertising spend," states Matt Bruce, Managing Director of Nielsen's online business in Australia. "Our clients have been telling us that the lack of independent, credible information on mobile sites has been holding back the growth of mobile advertising spend, and Nielsen's launch of Mobile Market Intelligence is in direct response to this feedback."

“For agencies and media buyers, Nielsen’s Mobile Market Intelligence service makes available independent and timely mobile audience and engagement metrics which will support media planning and buying decisions, as well as providing a means for benchmarking campaign performance,” notes Kerry Field, Partner of Innovation, Mindshare and Chair of the Media Federation of Australia (MFA) digital sub-committee. “This is a significant development for the mobile industry in Australia and will, without question, help us grow mobile advertising spend.”

The Mobile Market Intelligence service will be provided automatically to all of Nielsen’s agency clients, and participating publishers follow a simple process of tagging their site in order to be included in the service. The service will track made-for-mobile content from content aggregators, publishers and telecom carriers which is accessed via devices such as mobile phones, smart phones and iPhones. Australia’s major mobile publishers have already tagged their sites, including News Digital Media, Fairfax Digital, NineMSN and Premier Media Group. Metrics available through the service include average daily unique browsers, sessions, page impressions and average session duration.

**Chart 1: Mobile Internet traffic, April 2010**

<b>Site</b>	<b>Publisher</b>	<b>Average Daily Unique Browser</b>	<b>Page Impressions</b>	<b>Total Sessions</b>	<b>Average Session Duration</b>
<b>News.com.au</b>	News Digital Media	48,090	5,689,973	1,803,327	03:12
<b>SMH</b>	Fairfax Digital	33,519	5,323,058	1,377,791	05:45
<b>The Age</b>	Fairfax Digital	25,352	3,898,871	1,084,702	05:29
<b>NineMSN</b>	NineMSN	18,612	1,247,290	833,014	03:24
<b>Nine News</b>	NineMSN	12,784	1,779,214	528,368	04:53
<b>TVFIX</b>	NineMSN	9,360	1,677,269	350,865	03:09
<b>RSVP</b>	Fairfax Digital	6,361	2,934,395	252,323	06:28
<b>Wide World of Sports</b>	NineMSN	4,316	478,601	169,157	05:51
<b>MovieFIX</b>	NineMSN	4,291	1,015,759	150,160	03:44
<b>Foxsports</b>	Premier Media Group	3,360	760,579	183,645	07:43
<b>CelebrityFIX</b>	NineMSN	2,923	268,991	98,472	03:13
<b>BrisbaneTimes</b>	Fairfax Digital	2,075	229,600	80,174	04:15
<b>The Australian</b>	News Digital Media	1,519	135,043	51,367	03:25
<b>WA Today</b>	Fairfax Digital	1,362	108,794	47,034	03:30
<b>Fairfax Portal</b>	Fairfax Digital	826	34,801	28,016	01:23
<b>Truelocal</b>	News Digital Media	706	82,231	23,029	03:10
<b>yourRestaurants</b>	NineMSN	425	117,392	14,180	05:23
<b>Business Day</b>	Fairfax Digital	364	44,905	12,888	06:00
<b>Carsguide</b>	News Digital Media	290	57,409	9,334	04:10
<b>60 Minutes</b>	NineMSN	100	5,043	3,081	03:28
<b>yourGigs</b>	NineMSN	99	27,579	3,261	04:10
<b>yourBars</b>	NineMSN	88	19,207	2,857	03:49

Source: Nielsen Mobile Market Intelligence, 1 April to 30 April 2010

### About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications. The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit, <http://www.nielsen.com>.