



Nielsen Online

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News Release

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NIELSEN TAKES MAJOR STEP TOWARDS ONLINE MEASUREMENT CURRENCY

Sydney, 27 August 2009 — Online measurement company, Nielsen, has today announced the release of data from its upgraded Internet panel, which has been expanded from 3,500 to 7,000 individuals and will provide advertisers and media buyers with the country's most accurate insights into Internet usage, helping to grow Australia's online industry.

In a major step towards Nielsen's final accreditation by the Interactive Advertising Bureau (IAB), the company will today make available for the first time data from its expanded panel, delivering superior quality as well as greater coverage of both home and work Internet usage in Australia.

"The release today of data from Nielsen's upgraded panel will bring to the market the best and most accurate panel data that we've seen in this country and is a direct response to the call from the market to resolve measurement issues in order to help to grow the online industry," states Megan Clarcken, Managing Director, Asia Pacific, Nielsen Online. "The methodology and data has been scrutinised as part of the IAB's accreditation process and I am proud of our ability to provide the level of transparency that we have throughout the upgrade of our service."

Nielsen's expanded panel will address issues in reporting on the increasing number of Australians who access the Internet both at home and at work – an estimated 17 million Australians have access to the Internet, and close to one third of those have access both at work and at home. As a result of capturing a greater read on at-work usage, Nielsen's panel upgrade will also see an expansion in the Australian *active universe**, from 11.5 million to 13.5 million users.



“Today is an exciting day for the online sector, and we are certainly welcoming the new data being released by Nielsen with open arms at the ABC,” says Lisa Walsh, Head of Audience Research, ABC. “For our organisation the benefits of this data are myriad. In particular we will now be able to provide the Corporation with a greater degree of granularity in the demographics of the audience visiting ABC Online and its various websites.”

“The launch of Nielsen’s upgraded panel signals significant progression towards the holy grail of online audience measurement that is crucial for our industry” states Kerry Field, Partner of Innovation, Mindshare and Chair of the Media Federation of Australia (MFA) digital sub-committee. “The degree to which Nielsen has provided total transparency for auditing purposes is to be applauded and such transparency means that the finished product is a product that we are extremely confident in.”

According to Paul Fisher, CEO of IAB Australia, the launch of this data from the newly formed panel heralds the culmination of two years of work within the online advertising industry and a significant step towards the creation of hybrid online audience measurement in Australia.

“Today’s launch is the product of a tremendous contribution by various industry parties and Nielsen is to be applauded for its open collaboration and commitment to the process of providing the best, most accurate, people-based online audience measurement. This new data, and the impending hybrid measurement methodology, should now give more support to marketers and agencies seeking to accelerate their investment in online advertising to achieve their brand and ROI objectives,” said Mr Fisher.

With Nielsen’s panel upgrade launched, the company will now focus on finalising development of its ‘hybrid’ online measurement system, currently in development, which fuses data from the panel with ‘tagged’ data or ‘cookies’.

“Ultimately, Nielsen is committed to helping clients access data based on best practice methodologies and, continuing to work with Australian industry representatives to deliver the world’s first whole-of-market hybrid solution rollout in Australia, providing the most accurate measurement available,” emphasised Clarken.



* *The active universe is defined as the segment of the 17 million online Australians who have accessed the Internet in any given month (approximately 13.5 to 14 million).*

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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