



Contacts:

Suzy Bausch, Nielsen//NetRatings: 408-941-2965.

Anne Marie Kelly, Mediamark Research Inc.: 212-884-9204.

NIELSEN//NETRATINGS and MEDIAMARK RESEARCH DELIVER CROSS-MEDIA CONSUMER DATA

-- Magazine Web Site Visitors Primarily Incremental to Print Readers --

NEW YORK, NY, July 31, 2007, Nielsen//NetRatings, a service of The Nielsen Company, and Mediamark Research Inc. (MRI) today jointly launched a single-source database of consumers' off-line and online media usage. Print media with complementary Web sites now have a net audience estimate across both platforms as well as detailed demographic, psychographic and product usage information for users of both platforms.

The companies used a state-of-the-art fusion process to link respondent-level information from their two separate, well-respected media tracking services to create a single database, named Net//MRI.

Net//MRI links data from NetView, Nielsen//NetRatings' Internet audience measurement service, with corresponding data points from MRI's *Survey of the American Consumer*. Using patented metering technology and representative panels of Internet users, Nielsen//NetRatings collects and reports consumer Internet usage, including reach, frequency, and time spent metrics. MRI's survey provides data on magazine and newspaper reading, television viewing, radio listening, product consumption, psychographic characteristics, computer and Internet access configurations, and geodemographic characteristics.

According to the newly-released data, an average of 83 percent of the visitors to the Web sites of 23 large-circulation monthly magazines access those magazines' content solely online. Among individual titles, the Web-only percentages range from 65 percent to 96 percent. Male visitors to online magazine sites were more likely than female visitors to read only the online version. However, there was little difference between older and younger visitors to these sites in their propensity to read the printed magazines affiliated with those sites.

Average Percentage Magazine Web site Visitors who Access Magazine Content Online Only	
Total Adults	83%
Men	90%
Women	83%
Ages 18-44	82%
Ages 45+	85%
Base: Visitors to 23 Web sites affiliated with 23 large-circulation monthly magazines	
Source: Net//MRI May 2007	

“Technology and innovation continue to change the media landscape and today’s publishers and advertisers require a holistic view of their consumers,” said Manish Bhatia, executive vice president, NetRatings. “We are delighted to be partnering with MRI to deliver this innovative dataset that reports online and off-line media usage and will help clients execute data-driven cross media plans.”

“This new venture provides the advertising and media marketplace with unduplicated audience numbers for print media and their Web sites,” said Kathi Love, president and chief executive officer of MRI. “It brings the research industry one step closer to measuring the reach of cross-platform advertising, which has increased dramatically with the rise of the Internet as a publishing venue.”

The companies plan to publish Net//MRI data monthly, shortly after the release of Nielsen//NetRatings’ monthly NetView data.

About Nielsen//NetRatings

Nielsen//NetRatings, a service of The Nielsen Company, delivers leading Internet media and market research solutions. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

About MRI

Founded in 1979, MRI interviews 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies. The company's 26,000 in-home interviews each year represent the biggest survey of its kind.

MRI is part of GfK Group AG, Nuremberg, Germany. For more information, please visit www.mediamark.com.