



Nielsen Online

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News Release

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NIELSEN ONLINE LAUNCHES FIRST-OF-ITS-KIND SERVICE TO MEASURE INTERNET 'BUZZ'

Auckland, 27 May 2008: Nielsen Online has today launched its highly anticipated Nielsen Online BuzzMetrics service which will provide New Zealand's first measurement and analysis of online consumer-generated media (CGM) on Internet forums such as message boards and blogs.

The BuzzMetrics service has proven a major success in the USA and Nielsen Online is now expanding its BuzzMetrics footprint around the world with recent launches including the UK, Germany, Australia and now New Zealand. The service will, for the first time ever, offer New Zealand companies the ability to track online discussion around their brands as well as track, analyse and measure CGM trends, issues, threats, opinion shifts, predictions, and other market-shaping forces.

On a local level, the BuzzMetrics service is tracking 3,972 unique New Zealand blogs, and since tracking began earlier in 2008 more than 15 million message board comments have already been picked up from over 650,000 unique individuals across the Pacific region. Globally, BuzzMetrics tracks more than 78 million blogs and 100,000 communities, with over three billion comments in its database.

"The Internet offers crucial opportunities for businesses to influence consumer perceptions of brands, products and services," says Stuart Pike, Director, Industry Solutions, Nielsen Online. "We are excited to launch this new offering to the New Zealand marketplace and, with the introduction of the BuzzMetrics service, we are prepared to focus with even more intensity on delivering the complete picture of online consumer activity and behaviour to our clients."



Pike notes that the launch of the BuzzMetrics service presents a timely offering to New Zealand organisations given the growth of CGM in New Zealand and the increasing importance being placed on consumers' opinions. Pike cites a recent Nielsen survey on the attitudes of online consumers around the world towards advertising which showed the most trusted form of advertising was 'recommendations from other consumers', cited by 78 percent of respondents. Furthermore, the third most trusted form of advertising (behind adverts in newspapers at 63%) was 'consumer opinions posted online', being trusted by 61 percent. [Source: Nielsen Global Trust in Advertising Survey, 2007.]

"What consumers are saying about a brand can have more impact than all of the marketing activities behind that brand," observes Pike. "It is vital that companies understand what is being said about their brands and the sentiment behind it – the 'buzz' – in order to keep pace with consumers' attitudes and needs."

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 and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (Nielsen Online, which is comprised of NetRatings and BuzzMetrics), mobile insight (Nielsen Mobile), trade shows, and business publications (*Billboard*, *The Hollywood Reporter*, *Adweek*). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information visit, www.nielsen.com.