



Nielsen Online

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## News Release

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### **NIELSEN ONLINE COMPLETES THE MEDIA RATING COUNCIL AUDIT PHASE RELATED TO ITS PATENTED METER TECHNOLOGY AND EDITING PROCESS; COMMITS TO AN EXPANDED AUDIT**

#### **Nielsen Extends its Industry Leadership through Extensive Support of the MRC's Internet Audience Measurement Accreditation Process, Driving Quality, Transparency and Accountability**

**New York, Oct. 23, 2008**– Nielsen Online, a service of The Nielsen Company, today announced that the Media Rating Council's (MRC) independent CPAs have completed their audit process covering NetSight, the company's patented meter technology. The meter is currently in use in Nielsen Online's International panels and its U.S. MegaPanel®, and is now being implemented into the company's audience measurement products in the U.S. This important phase of the MRC's Internet audience measurement accreditation process covered the full range of data collection functionality – including data capture, recording and transmission, post transmission data editing and meter systems development processes.

Nielsen Online was the first Internet audience measurement service to complete an MRC pre-audit, the first to enter the full accreditation process and the first to complete this phase of the audit, which included both the meter and editing process. The company is moving actively through additional phases of the audit process, including audit committee review, and helping to support the MRC's research related to several leading-edge online measurement techniques used in Nielsen Online's products. Additionally, Nielsen Online recently committed to a significant expansion of the MRC audit process to include its Site- and VideoCensus products, which combine, in addition to the NetSight meter, processes from Nielsen Online's patented page-tagging technology and panel procedures.

"I'm pleased that the MRC audit committee now has information regarding Nielsen's NetSight meter and processing systems" said George Ivie, executive director of the MRC. "Nielsen Online is very engaged in the audit process and making important progress, and we are happy with the addition of Nielsen's census/hybrid products to the audit scope."

"Nielsen Online shares the industry's enthusiasm for quality, transparency and accountability in Internet audience measurement, and we are delighted to have completed this important step in the MRC process," said Mainak Mazumdar, senior vice president, measurement science, Nielsen Online. "Our NetSight meter collects – in real-time – Web sites visited, time spent and pages viewed by Internet users, and is a critical component of delivering accurate audience measurement data and

– more –



insights to an advertising market that now exceeds \$20 billion annually in the U.S. alone. We are proud of our team's work with the MRC and confident that our investment in the process benefits advertisers, advertising agencies and publishers who rely on independent, reliable measurement to support planning, buying and selling efforts. We look forward to completing the remaining components of the MRC audit and eventually receiving the recognition of Accreditation."

Manish Bhatia, president, U.S. sales and global services, Nielsen Online added, "Concurrent with the MRC audit process, our extensive work with clients around both panel- and site-centric audience measurement solutions is driving clarity in the market. With integrated online video measurement services and other data integration initiatives, Nielsen Online is in a unique position to provide insights based on the industry's highest quality research methods."

Nielsen Online's quality initiatives extend to international markets where service reviews are also underway in Australia by the Australian IAB and in France by the [CESP](#).

**IAB Audience Measurement Leadership Forum**

Nielsen Online also today announced it will be, for the second consecutive year, the principal sponsor of the [IAB](#) Audience Measurement Leadership Forum, scheduled for Dec. 8, 2008 at the Roosevelt Hotel in New York. "The 2007 forum was a lively event and important for the industry – and we expect no less from this year's event," commented Bhatia. "In addition to an ongoing dialog with clients and the market, this annual event provides a great opportunity to assess our progress as an industry and discuss future opportunities and objectives."

***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](http://www.nielsen-online.com).

***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 (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](http://www.nielsen.com).

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