

## News Release

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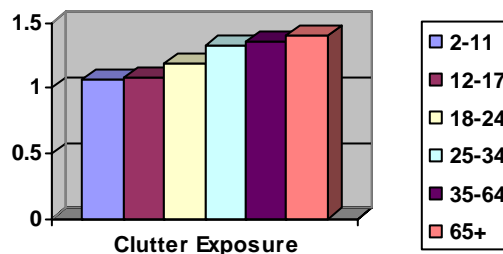
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**“MYSPACE GENERATION” LESS EXPOSED TO ONLINE ADVERTISING CLUTTER THAN THEIR PARENTS, ACCORDING TO NIELSEN ONLINE**

**Identifying Ideal Clutter Level Can Drive Successful Online Media Buys and Ad Inventory Sales**

**NEW YORK– October 28, 2008** – Nielsen Online, a service of The Nielsen Company, reported today that 12-17 year olds are accustomed to less online advertising on the Web sites they visit than adults of all ages. An analysis of online advertising clutter showed that Internet users 65+ were exposed to the most clutter, while kids 2-11 experienced the least (see Graph 1). Since Web sites designed for children have little to no advertising, it is perhaps not surprising that the youngest Web visitors are typically exposed to a low level of advertising clutter. But even teens, the highest indexing age group on MySpace, encounter relatively low clutter levels. From a content perspective, more niche Web sites, which attract smaller audiences, tend to have higher clutter.

**Graph 1: Online Advertising Clutter Exposure by Age Group**



Source: Nielsen Online, Custom Advertising Clutter Analysis U.S., August 2008

“For decades, advertisers and publishers have struggled to define the right balance of content and advertising,” said Jon Gibs, vice president, media analytics, Nielsen Online. “Used in conjunction with other metrics, such as unique audience, the clutter measure provides a relative benchmark to help media buyers understand the Web sites that provide the optimal level of impressions within an acceptable amount of clutter.”



### **New Online Advertising Clutter Metric**

This proprietary new advertising metric is derived from Nielsen Online's syndicated Web audience, engagement and advertising data, specifically ad impression, page view, time spent and ad pixel figures. It can help media buyers identify the appropriate level of advertising clutter and volume to reach their target audience efficiently in online campaigns. Similarly, publishers can more effectively sell ad inventory by offering space with suitable clutter levels.

"The best strategy with this new metric is not simply to find Web sites with the lowest advertising clutter, but to leverage the right combination of Web traffic, advertising volume and demographic targeting," said Jon Gibs, vice president, media analytics, Nielsen Online. "While today's teens have grown up with a lot of advertising, for example, it is still important to advertise online at a clutter level they are comfortable with to ensure your message gets through."

The "Introducing Clutter Measurement into the Online Buying and Selling Process" webinar archive is available for [download](#) today.

### **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). Also, visit our blog at [www.nielsen-online.com/blog](http://www.nielsen-online.com/blog).

### **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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*Editor's Note: Please source all data to Nielsen Online.*