



The Nielsen Company
59 Wentworth Avenue
Sydney NSW 2000
www.nielsen-online.com

News Release

Contact:
Deanie Sultana
Tel: +612 8873 7108 / +61 431 483 176
Email: deanie.sultana@nielsen.com

YAHOO!7 SIGNS WITH NIELSEN FOR ONLINE VIDEO MEASUREMENT

Sydney, 31 May 2010 — As Australians' love of online video continues to grow, online publisher Yahoo!7 has become the first company in Australia to sign up for independent third-party video measurement services with global research firm, Nielsen.

The announcement from Yahoo!7 and Nielsen comes off the back of solid growth in downloading and streaming of online video in recent years, and signifies a pivotal first step towards establishing standardised, independent metrics for online video downloading and streaming in the Australian marketplace.

According to Nielsen's 2010 Internet & Technology Report, 41 percent of Australian Internet users download or stream videos and, significantly, a further 44 percent intent to increase their online video streaming and 33 percent plan to download more online video content in the year ahead.

"In comparison to many other countries around the world, Australians are extensive users of online video," notes Matt Bruce, Managing Director of Nielsen's Australian online business. "For the digital industry, this love of video represents vast advertising opportunities. As publishers such as Yahoo!7 commit to transparent audience measurement, the confidence of agencies, media buyers and advertisers will increase, translating to strong growth in online video advertising revenues."

"We're pleased to be the first publisher on board supporting this new measurement tool and we recognise the opportunities that online video represent for both our audience and our advertisers," said Damon Scarr, National Media Sales Director, Yahoo!7. "Our advertisers are telling us they want reliable insights and intelligence on online video, and with Nielsen's video analytics and market intelligence services we will certainly be able to provide this."

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. The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit, <http://www.nielsen.com>.