



Nielsen
Media Research

Anytime Anywhere Media Measurement



June 14, 2006

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Anytime Anywhere Media Measurement



Nielsen Media Research is announcing plans for an all-electronic measurement system that will deliver integrated ratings for all forms of television viewing, regardless of the platform on which they are consumed. We want to outline these plans for you, our clients, in some detail.

Our *Anytime Anywhere Media Measurement* (A2/M2) initiative is the result of close and continual collaboration with clients, and reflects Nielsen's commitment to "follow the video" across a rapidly changing media landscape.

A2/M2 Highlights

- A continued focus on providing the most accurate measurement of in-home television viewing through state-of-the-art Active/Passive (A/P) metering technology
- Measurement of online streaming video as well as the addition of Internet measurement in Nielsen's People Meter samples
- The addition of Out-of-Home measurement in Nielsen's People Meter samples
- The introduction of electronic measurement in all local markets, targeted for 2011
- The development of new meters to measure video viewed on portable media devices
- The creation of new research for measuring viewer "engagement" in television programming

Developing 21st Century Measurement

Television today is no longer a distinct medium, but a form of information and entertainment that connects multiple platforms and reaches audiences at every possible touch point. Over the past year, Nielsen has met frequently with clients to discuss their measurement needs. The constant theme throughout all of these meetings has been the extraordinary pace of change in the television business. Digital technologies are providing new and more targeted means to reach audiences, and consumers are using these systems and devices to decide for themselves when, where and how they watch television. Never before has traditional television content been available across so many media platforms, and that is compelling all of us in the industry to follow the consumer as he or she moves from video platform to video platform.

Many of you continue to urge us to move quickly into new areas of measurement so you can more rapidly target viewers and monetize their investments in new and emerging media. At Nielsen Media Research, we understand that many of the old ways of doing business just don't work anymore, and we are committed to actively pursuing the development of new measurement services. We also recognize that there can be no "one size fits all" approach to audience measurement.



Nielsen is uniquely positioned to help you and other clients capitalize on the opportunities presented by digital technologies. We have an involved client base and deep experience in measuring television. We also have unmatched patented technology for: digitally measuring television using active audio codes and passive signature codes; measuring streaming video on the computer; and tagging video content so that its consumption by computer users can be measured.

Our integrated measurement system will build on the major initiatives we have undertaken in recent years to modernize media measurement, including:

- Launching the Active/Passive Meter, which provides the digital platform for capturing what is viewed on the screen and serves as the basis for measuring all time-shifted and place-shifted viewing
- Constructing a state-of-the-art worldwide technology center in Oldsmar, Florida
- Introducing electronic Local People Meters into the top 10 local markets
- Measuring Digital Video Recorder (DVR) viewing
- Measuring Video on Demand (VOD) viewing
- Securing a majority stake in Nielsen//NetRatings (Net Ratings, Inc.), the leading Internet measurement company

We've also worked hard to increase our communication with you and with the general public so that all of our initiatives reflect the collective needs of the television industry and the communities they serve. Some of these outreach activities have included:

- A significant increase in the number of one-on-one and group meetings to consult on research strategy
- The creation and funding of the Council for Research Excellence, which is conducting independent, industry-led research on methodological issues
- The creation of an Advertiser Advisory Council to provide advice and counsel on measurement issues considered priorities for advertisers
- The establishment of a client-based Engagement Committee
- The implementation of broad-based community outreach initiatives that make certain the public is engaged in the audience measurement process

Our Anytime Anywhere Media Measurement initiative is the result of extensive consultation with clients, during which time we identified their primary concerns and discussed ways we could most effectively address them. Over and over, in the course of these conversations, from all sides of the industry – buyers and sellers; broadcast and cable; national and local – the advice from our clients was clear: “follow the video.” They asked for multi-platform measurement and reporting for all television-like content involving sight, sound and motion.

Through our A2/M2 initiative, we will deliver an integrated measurement system that links traditional television with streaming video from the Internet, television seen outside the home and video content viewed on a broad range of other platforms. Further, by understanding the relationship between the ways people watch television and their mental and emotional connections to the programs they view, we are developing metrics that will help define the concept of “engagement” to help advertisers make more informed decisions about how best to spend their dollars.

Moreover, we continue to investigate other possible electronic solutions, one of which is the use of set-top box data as a possible supplement to our ongoing panels. While we recognize that there are limitations to these data, we believe that coupling set-top box data with data derived from existing panels could enable us to bring electronic measurement to more markets as well as provide new areas of research analysis. To that end, we are actively pursuing opportunities to research and utilize set-top box data for audience measurement.



Plus, we are acutely aware that young people look at the world differently than previous generations. Since young adults represent the future for everyone in the television business, we believe it is essential to understand how they consume media. Looking ahead, we plan to build a number of online research panels for young adults, and over the summer we expect to roll out a series of initiatives based on resources from Nielsen and its partner companies within our parent company, VNU.

These are ambitious goals. They are also crucial if we are to keep pace with an industry that is in perpetual motion. To implement them, we are launching the most extensive research and testing program in the company’s history. We have identified technologies that will serve as the cornerstones of our new measurement solutions, and have established aggressive plans to test them.



bringing new systems to market.

To accelerate the vetting of these new technologies, we are creating ongoing test panels of households recruited and managed in the same way as our existing currency samples. This will include a test panel of households leaving our currency samples at the conclusion of their maximum two-year tenure. By using these homes, we will be able to answer many methodological questions quickly before we do extensive field testing. In this way, we can significantly speed up the process of

We also plan an aggressive rollout schedule, portions of which are already underway, and by 2008 we expect to have begun the introduction of the vast majority of our new solutions. Moving ahead, we will continue to work closely with our clients as we develop, test and implement these systems. All rollout schedules will be discussed in detail as our test results become available. What is more, we will be fast and flexible in reacting to test results, technology developments and client feedback. Final timelines will be driven by all of these factors.

We cannot implement a program of this size and scope without the help of clients, and we urge all of you to participate with us in this process. In the weeks ahead, we will reach out to all of you, and establish new feedback mechanisms, either through direct phone calls, one-on-one meetings, advisory group meetings, regular written client updates or national and local client forums. We have also established an email address for client reaction at InfoA2M2@nielsenmedia.com and we encourage you to contact us with your comments.

The following sections describe our plans in greater detail.

Integrating Television and Internet Measurement

Highlights

- From Nielsen//NetRatings, the introduction of an Internet audience measurement service that measures streaming video for media and advertiser clients
- The addition of Internet measurement to Nielsen's People Meter samples, creating a single panel measuring the convergence of television and Internet video consumption
- Beginning this summer, an integrated TV/Internet product based on the fusion of data from Nielsen Media Research's People Meter samples and Nielsen//NetRatings' Internet panels



The technological and economic barriers that have traditionally divided the media are starting to come down, and nowhere is this more evident than in the relationship between television and the Internet.

As more and more streaming video content is available to consumers online, advertisers and content providers need to measure this viewing and understand how it complements their traditional television programming. Media companies also want to understand the value of their Internet presence in driving traffic to their traditional programs, as well as how television programming drives traffic to their web sites. For their part, networks and stations are seeking to generate revenues from web sites, and document audience delivery of combined television, Internet video and banner advertising. Advertising agencies and advertisers, too, want to track the impact of cross-platform advertising campaigns based on visits to their sites.

To help clients measure their Internet business models, Nielsen Media Research and Nielsen//NetRatings are working together to offer unique integrated measurement tools based on the best assets of their respective services.

Measuring Streaming Video

Nielsen//NetRatings will establish the media and advertising industries' most comprehensive system for tracking and reporting streaming video and web site usage from all national broadcast and cable networks and Internet companies, as well as stations and local cable systems in areas where sufficient sample size allows. This will be accomplished by integrating data from Nielsen//NetRatings' SiteCensus service - which uses proprietary "ping back" technology to provide highly accurate and granular measurement of what is actually viewed online - with data from its representative sample to provide demographic reporting.



Measuring the Convergence of Television and the Internet

During this summer, we will begin to measure the convergence of television and the Internet by "fusing" data from Internet and television samples, and by testing software meters for inclusion in our television panels.

The "fusion" process allows us to combine results from similar respondents in different types of panels. In this case, Nielsen will fuse data from its National and Local People Meter samples with Nielsen//NetRatings' Internet panels. This will make it possible to report the relationship between television and Internet consumption, and to provide combined reporting of viewership of broadcast or cable networks and usage of their web sites. Although it will not be used to establish a currency, the fused data set will be an important planning tool to allow agencies and advertisers to optimize combined television/Internet campaigns, while offering early insights into how consumers interact with both television and the Internet.

During the 2007/2008 broadcast year, we will add Internet measurement to our existing People Meter samples (including markets to be served with the new A/P 3.0 discussed below), creating a convergent television/Internet measurement panel that will be uniquely capable of gauging the relationship among television viewing, web site usage and streaming video consumption. By determining the extent to which both television and online advertisements drive traffic to their web sites, this single panel will be a tremendous asset for advertisers seeking to evaluate the return on investment of their television and Internet advertising.

Under the plan, Nielsen will install software meters on the personal computers of existing and new People Meter panelists. Television panelists who do not want software meters installed on their PCs will not be required to participate in the Internet component of the service. Moreover, since many companies do not allow outside software to be installed on their computers, we will measure Internet viewing at work using an out-of-home meter, which will be introduced in 2008.

Programs that are streamed with the exact same content and commercials as seen on traditional television will be added to Nielsen's television currency. Other combinations will be reported separately. This follows the industry reporting guidelines established for VOD.

Nielsen and Nielsen//NetRatings will start testing these approaches this summer in order to identify what impact, if any, adding Internet measurement will have on key panel quality metrics.



Measuring Television Outside the Home

Highlights

- Testing and deployment of new personal meters to measure out-of-home viewing, which People Meter panelists will carry with them when they leave their homes
- Personal meters to be available in different forms such as cell phones and stand-alone devices
- Out-of-home ratings to be reported beginning in 2008; first as a separate panel, then integrated into National and Local People Meter samples

The home is still the most popular place to watch television, and will remain so for the foreseeable future. As a consequence, clients have emphasized that accurately measuring this viewing must continue to be Nielsen's top priority. We remain committed to ensuring that in-home television measurement is of the highest possible accuracy – accuracy best obtained by measurement conducted at the set via the A/P Meter.

But a meaningful amount of television viewing does occur elsewhere, such as at work, in bars and restaurants, at airports and hotels. In February 2007, Nielsen's National ratings will, for the first time, go beyond the home and include the viewing of students who are part of the National sample but who live away at college. (If the student decides not to participate in this process the household will still be included in the sample.)



A2/M2 introduces complete out-of-home measurement to National and Local People Meter clients beginning in 2008. Starting this fall, and extending into early 2007, we will conduct our first external test of new personal meters designed to capture out-of-home viewing. To do this, we will use households in our special test panels. By the middle of 2007, we expect to begin extensive field testing, followed by the introduction of out-of-home measurement services in 2008.

We anticipate starting with a stand-alone panel, then quickly moving to integrate out-of-home viewing with our in-home measurement. We believe that collecting out-of-home viewing from panelists in our existing National and Local People Meter samples (again, including the A/P 3.0 markets) will provide all of our clients with the greatest utility and value. Therefore, our plan is based on this integrated approach, assuming all testing efforts are successful.

We have developed and are testing two personal meters, called “Go Meters.” The first is a cell phone containing metering technology, and the second is a customized meter that resembles an MP3 player. Regardless of the form of the Go Meter, the metering technology is the same. Viewing is identified based on audio signatures collected by the meter. Participating People Meter panelists will carry Go Meters with them when they leave the home. Data collected by the meter will be transmitted back to Nielsen and reported alongside the in-home television ratings data.



The Go Meters identify viewing by collecting audio signatures (MP3-based and cell phone-based).

We anticipate offering panel members several options based on their experiences and preferences. For example, it is unlikely we would provide a cell phone meter to a panelist who doesn't already have a cell phone, since it could change the behavior of the sample household. On the other hand, panelists who already have a cell phone may appreciate not having to carry a second device with them. However, panelists and households who do not wish to participate in out-of-home measurement will remain in the sample and we will continue to measure their in-home television viewing as we do today.



Expanding Electronic Local Measurement

Highlights

- The introduction of Local People Meters into 15 new markets, beginning with Houston, Seattle and Tampa in 2007
- The introduction of A/P 3.0, a new People Meter based on A/P technology in the remaining Set Meter markets
- A “mailable” meter for the largest of the local markets currently served only by a diary
- Research with tag technology for a more passive alternative to persons measurement
- The implementation of electronic services in remaining local markets, targeted for 2011

In the evolving television landscape – with literally hundreds of available channels and the growing popularity of VOD and DVR viewing – it is becoming increasingly challenging for Nielsen panelists to record all television viewing in paper diaries. During the past few years we have been engaged in an extended dialogue with clients about how to bring improved electronic measurement to local markets. These conversations have made it clear that we cannot maintain the status quo.

As a result, we are committed to bringing electronic measurement to our local market services – both by adding electronic persons measurement to existing Set Meter markets and by converting Diary-only markets to electronic measurement. Our strategy consists of a number of different approaches outlined below. We will work closely with clients to finalize and implement our plans, and we expect to form numerous advisory committees, including a committee of station owners and cable operators in smaller markets, to consult with us on these issues.

Expanded Local People Meter Service to the Top 25 Markets

The benefits of electronic Local People Meter (LPM) measurement are obvious: LPMs provide more accurate viewing estimates and deliver key audience demographics 365 days a year. With our A/P technology, we also can measure viewing on new systems such as digital video recorders and video on demand.

We already have made progress in expanding electronic measurement by introducing LPMs in the top ten markets. As a result, by the end of this month when LPMs are launched in Atlanta, local samples representing nearly 30% of all U.S. households will have electronic measurement of both household and persons viewing.



Local People Meter coverage will be expanded to the next 15 largest markets over the next three years.

Building on this record, we plan to expand LPM coverage to the next 15 largest markets over the next three years, beginning with Houston, Seattle and Tampa in 2007.

When the process is finished, samples representing nearly 50% of local households will be measured by Local People Meters.

A/P 3.0 Meter Primarily in the 26th to 60th Largest Markets



The Active/Passive 3.0 will not require internal connections to home televisions.

In the remaining Set Meter markets, we propose to introduce an alternative version of the Active/Passive 2.0 meter that will not require internal connections to home televisions. A/P 3.0 is designed to be placed next to the television, where it will accurately collect the required television on/off and program information. Persons data will be collected through the same People Meter technology used on LPMs, which will be integrated into the A/P 3.0 design.

By providing the functionality of People Meters – including overnight ratings, persons measurement and daily demographic breaks – this single-source solution will replace the need to integrate Set Meter and Diary data from different panels. Moreover, since the installation will be less intrusive to the household, we expect better initial cooperation and lower turnover and set faults. All of these factors represent quality improvements over the Set Meter/Diary system.

We will begin qualitative methodological research immediately, followed by large scale field tests early next year. Under our plan, we will begin introducing these meters into the remaining Set Meter markets starting in 2008.

Passive Electronic Persons Measurement

At the same time, we will work on a parallel track to develop and test passive persons measurement, including wearable personal tags that let meters know when viewers are in direct line of sight of their TV sets. If these tests prove effective from both a quality and economic perspective, tags could conceivably replace button-pushing in People Meter homes. This will require extensive methodological and field testing before such a decision can be made.



Currently testing passive persons meters such as wearable, personal tags.

Mailable Meter Primarily for the 61st to 125th Largest Markets



Battery-powered meters would be mailed to sample homes, initially supplemented with simple viewing logs.

In medium-size, Diary-only markets we propose to mail battery-powered meters to sample homes, initially supplementing them with simple viewing logs.

The meters would be placed alongside television sets to keep track of all tuning. Household members would use the logs to record which sets they watched and when. After 35 days (4 weeks plus 7 days for DVR playback), participants would mail the meters and logs back to Nielsen.

For panelists, this would mean no longer having to manually write down program, station or clock time information, as is now done with existing paper diaries. We also will be testing simple electronic persons counters that would entirely eliminate the need for paper-based records.

We have begun methodological and field testing to determine viewer compliance and other procedural questions. By mid-2007, we plan to have sufficient test results to decide upon an implementation plan.

Remaining Markets (Ranked Approximately 126 to 210)

We will aggressively pursue the extension of full electronic measurement to all remaining markets, whose samples represent approximately 9% of all U.S. households. We will investigate a number of possible electronic solutions, including set-top box data and Internet diaries. We understand the technological and financial challenges of providing electronic measurement in every market and our target is to reach this goal by 2011, consulting closely with clients throughout the process.

Of course, during this transition phase, as we move to a fully electronic metering system, we will continue to support and make improvements to our Diary service.

Tracking Portable Media Devices

Highlights

- The development and testing of meters to measure video on portable media devices such as MP3 players and cell phones
- The introduction of multiple tracking studies this summer to measure the penetration of all varieties of portable media devices and the amount of video usage on each
- The rollout of a 400-person iPod panel this fall

The past year has witnessed an explosion in the development of portable video systems and technologies. From video iPods and cell phones to portable game players and handheld computers, consumers are clamoring for devices that will let them take their television wherever they go.

In response to this “place-shifting” phenomenon, programmers and advertisers are experimenting with a broad range of distribution and sponsorship models. But the process is still in its infancy, and there is no certainty which technologies or business models will prevail.



Developing "Solo Meters" that will be able to measure video on portable media devices such as MP3 players and cell phones.

Therefore, Nielsen’s measurement plans for portable media are twofold:

First, we will continue the engineering work necessary to develop a meter that can be used with any portable media device. The technology has already been identified and design specifications are completed.

Second, we will introduce tracking studies and other ongoing research this summer to determine which devices are successful among consumers and which devices are being used to watch video content. Clients have given us clear feedback that we need to work closely with them to determine which devices should have

“currency” measurement and when, because there are so many forms of portable media available, all of which could potentially be measured. But it is not yet clear which ones will be successful, and our measurement priorities for portable media need to align with our clients’ business needs and priorities. The research we provide will play an important role in the decision-making process.

More detailed information on both elements of our plan follow.

“Solo Meters” for Portable Media Devices

Consumers listen and watch content on portable media devices either via a wireless connection utilizing Blue Tooth technology or via a wired connection (as is common today with iPods and other MP3 players). We are developing new “Solo Meters” that will be able to measure each of these methods of listening and watching.

For portable media devices with a wireless connection, we are developing a small Solo Wireless Meter that would passively listen to the Blue Tooth communications between mated devices. For portable media devices that use wires, we are developing a small Solo In-Line Meter that would be physically inserted between the personal media device and its earphones.

Both Solo Meters are “device-neutral” and will work with a wide variety of personal media platforms without having to be customized to the device. In addition, they both identify viewing based on the collection of audio signatures.

Development of both devices begins this summer with functional prototypes expected to be available in six to twelve months. Therefore, testing of each device will begin no later than the second half of 2007.



Research on Portable Media Devices

We believe it is essential to track consumer adoption and usage of a wide variety of portable media devices. Accordingly, we are implementing the following research plan:

- o **Utilizing the Nielsen Home Technology Report:** The Home Technology Report is an ongoing quarterly tracking study of more than 1,000 respondents. We have developed a series of new questions about specific portable media devices and will incorporate these questions into the study effective with the 3rd quarter 2006 report. We will measure the presence of specific portable media devices as well as the amount of video content consumed on these devices.
- o **Collecting information from Nielsen sample households:** We are beginning to collect information on the ownership of portable media devices from homes that are exiting the National sample. In addition, starting in August, we will begin collecting the same information from active National and Local People Meter households as part of the regular update of household characteristics. Since our regularly scheduled visits are at six-month intervals, we will have a fully populated database by early 2007. Collecting this information from our samples will enable us to look at device penetration across the U.S. and produce television viewership analyses among households and persons who use these devices.
- o **Custom Research Panel of iPod Users:** In the fall, we will launch a special panel of 400 iPod users who agree to share their viewing habits with us. Nielsen has already developed a software application that can be downloaded onto a PC and interfaces with iTunes software. Each time an iPod is connected to a PC to sync with iTunes, the Nielsen software application captures all the content that the iPod user accessed since the last sync. This application provides very detailed information on iPod usage of both audio and video content. For example, we can track overall usage, playback of specific pieces of content including duration and frequency, and much more. Currently we are testing this software application in a small number of test homes before rolling out the larger panel.
- o **Other research and development:** Software applications such as the one described above for iPods can provide great intelligence about usage of portable media devices. Accordingly, and concurrent with all of our other work in this area, we are working on several fronts to develop software applications that can reside on cell phones as well as on PCs used to sync devices in a similar way as the iPod.



Measuring Engagement

Highlights

- The creation of new metrics for measuring viewer “engagement” in television programming
- Pilot program launched in June, with results expected this September

With so many different media competing for audiences’ time and attention; with so many media choices for advertisers and agencies; and with consumers gaining ever-increasing control over how they watch television, serious questions are being raised about viewers’ attachments to television content and how much that influences their responsiveness to advertising.

To help answer the questions and lay the groundwork for possible engagement metrics, Nielsen is conducting a detailed test to evaluate what intrinsic and extrinsic measurements best predict consumers’ responses to advertising. Few companies are better positioned to take on this task because we can test, in a single panel, quantitative standards such as length of tuning, and qualitative metrics such as level of audience involvement.



Working from the definition of engagement as “the focused mental and emotional connection between a consumer, a media vehicle and a brand’s message,” we are launching a pilot program in June to find the best predictors of our benchmark of success – ad recall. We are undertaking this engagement project in consultation with a 20-member client committee representing broadcast and cable networks, syndicators and agencies.

For the purposes of this test, we are asking National and Local People Meter households that are leaving the panel to maintain the meters in their homes for an additional six weeks. During this time, they will participate in telephone surveys designed to measure commercial recall and qualitative engagement factors for the programs they are viewing.

From the combined viewing data set and telephone survey data, Nielsen will execute a detailed statistical analysis to identify the impact of various factors in predicting commercial recall. This will allow Nielsen to identify how potential engagement definitions weigh with other factors in predicting recall.

The factors being tested include:

- Behavioral – length of tune; tuning to the commercial break; and tuning to the commercial break plus the minutes preceding and after the break
- Qualitative – level of involvement, favorite program, was viewing planned or via channel surfing
- Attributes of Brand/Commercial – weight of campaign, pod position, commercial duration
- Consumer Attributes – in market for product, activities done while viewing
- Program Attributes – media type, commercial clutter

We expect to publish the results of the survey in the fall, after which we will decide on future plans, including additional phases of research or the launch of a specific engagement product.



With our Anytime Anywhere Media Measurement initiatives, we acknowledge again Nielsen's important responsibility to the television industry. We recognize that a well-measured medium is a more valuable medium. And we understand that our measurements of emerging technologies will help the industry develop new business models.

We want to thank our clients for their continuing support and look forward to working with you as we drive this effort forward. We will establish communication programs to provide you with additional information on each of these initiatives as we make progress on our testing and R&D work. We believe that our A2/M2 initiatives are a collaborative effort with our clients and we urge you to attend our client meetings, keep up to date via our website <http://a2m2.nielsenmedia.com> and to provide us direct feedback as this process continues.

APPENDIX



The Digital Consumer



**Out of Home
Measurement**

**Time-Shifted Viewing
DVR
VOD**



**A/P In Home
Measurement**



Portable Measurement

**Internet
Measurement**

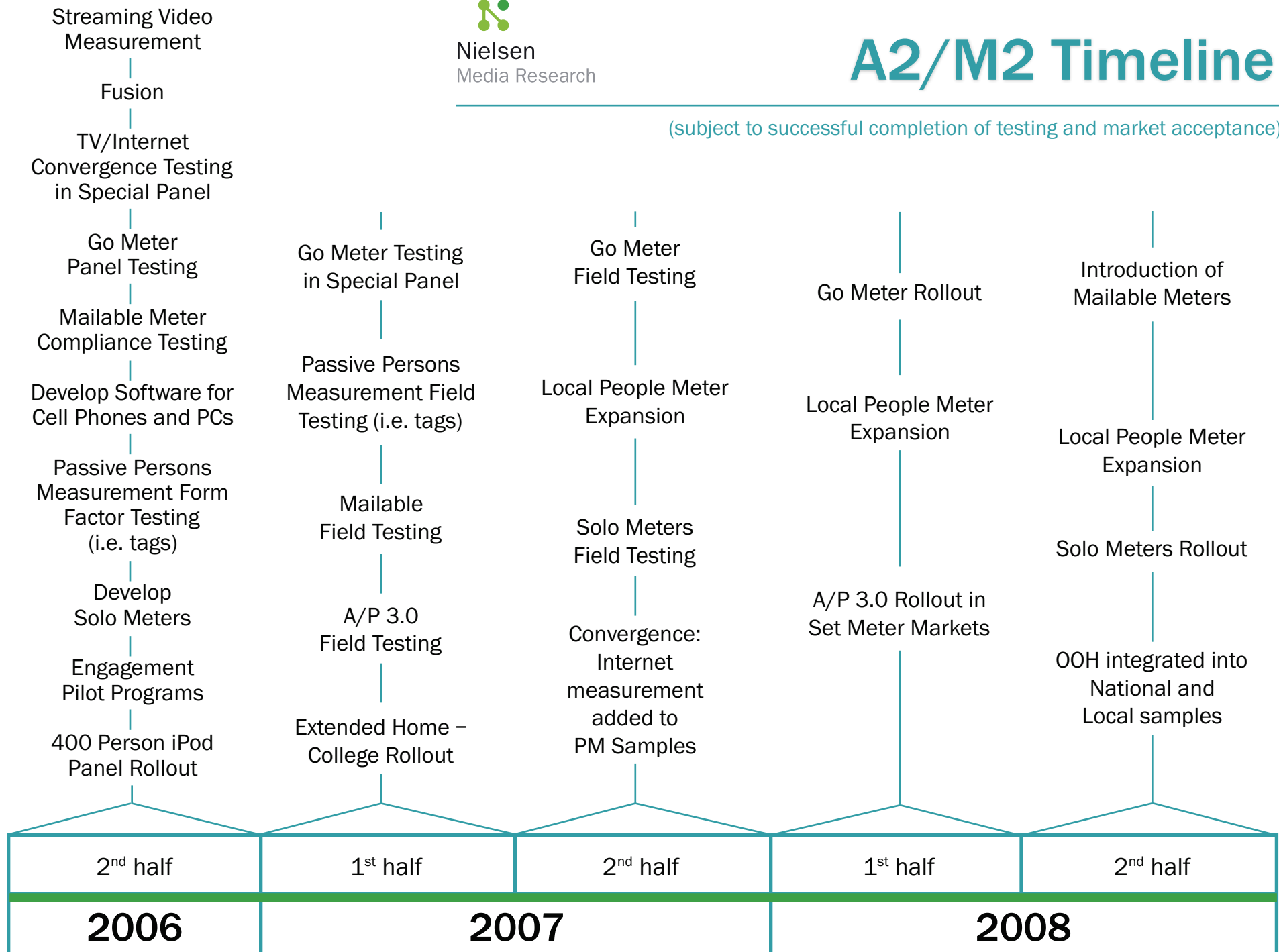


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A2/M2 Timeline

(subject to successful completion of testing and market acceptance)



Active/Passive (A/P) Meter

The Active/Passive, or A/P Meter, is the latest development in Nielsen Media Research's measurement technology, and is designed to measure television viewing in a digital environment. Previous generations of measurement technology relied on channel detection to identify programming viewed in the home, but in a digital environment, the concept of a "channel" no longer exists.

The A/P metering system identifies tuning/viewing content in the sample home through a two-stage primary and backup identification system:

- The primary identification system reads video and audio identification codes actively embedded in the content stream by an encoder. These units are purchased and owned by the stations, networks, and local cable channels and place unique codes in the analog and digital streams. Audio and video codes are used for analog identification, while audio codes will uniquely identify broadcast digital signals, including high definition signal sources.
- The backup system is used in situations when the audio code is not present. It identifies the signal source by matching audio signatures collected at the TV set to a library of audio signatures collected at Nielsen maintained monitoring sites located in each market.

Local People Meters

Nielsen Media Research's People Meter technology has been in existence since 1987, when it was deployed in our national sample of television households. Beginning in 2002 with Boston, Nielsen converted ten of the top local media markets to this technology. The People Meter has two components – a passive set meter to determine what is being watched, and a remote control type of device that allows each family member to simply press their button and log in and out of the audience in real time. This enables the technology to identify which family member is watching a particular television program, in addition to identifying the program itself. Previously, these homes were measured by a combination of Set-Meters, which record information only about the program being tuned, and paper diaries, which added information about who was watching.

Digital Video Recorder (DVR)

These devices can be stand-alone devices, such as TiVo® and Replay, or the DVR technology can be available through the set-top converter box offered through a cable company or satellite service provider. DVRs give the viewer the ability to pause live television viewing and resume it after a short interval, or record it for future playback.

Video on Demand (VOD)

A service offered by cable companies which is a means of viewing content that is outside the boundaries of its daily televised offerings. VOD content consists of recently aired television programs and library content, which is usually movies or programs that have not recently been aired. There are three models of VOD content – free VOD, Pay-Per-View, where the user pays an individual fee per program or event, and subscription VOD, where the user pays a flat fee for access.

Council for Research Excellence

In February 2005, Nielsen Media Research created a separate research and development fund of \$2.5 million to be supervised by a specially formed client committee. The Council of Research Excellence was created for this purpose, as a means to ensure that clients' priorities are reflected in our spending. The council's members include representatives of different industry segments including buyers and sellers of television advertising, broadcast and cable distributors, and representatives of ethnic media. The three areas of research that the council identified in 2005 were Media Consumption of Video Programming, Non-Response, and Valid Use of Data. Nielsen Media Research has pledged an additional \$2.5 million to this research and development fund for 2006.

Advertiser Advisory Council

In 2005 Nielsen Media Research created this council, composed of representatives from the top advertisers in the major advertising categories. The council is a forum for advertisers to communicate their strategic initiatives and discuss with Nielsen how our business can best support them. The group meets twice a year to address advertiser concerns and review technologies that Nielsen is developing.

Set-top Box Data

Digital set-top converter boxes support communication between cable providers and their subscribers, and vice versa, enabling subscribers to request services such as Pay-Per-View or Video-on-Demand at the push of a button. This communication link back to the cable provider also gives that provider the ability to collect information on all activity taking place within the set-top box, including programs tuned or services selected. This information identifies only the set-top box tuning, and does not provide information on the person or persons viewing.

Fusion

Data fusion is the process of matching two or more surveys, for example, a survey on television usage and another on product usage. This is done at the individual respondent level to create a single, unified database. From a business perspective, fusion is a way of making the best use of existing marketing information. It is a cost efficient way of getting the most out of existing databases to improve decision making. It is mainly used as a planning tool by agencies or as a sales tool for media owners. Although fusion has only been used in the US for a relatively short time, most European countries use fusion in media research and have done so since the late 1980s.

Site Census (this link goes directly to the Site Census Page on the Net Ratings site)

http://www.netratings.com/mktg.jsp?section=ps_sc

Nielsen//Net Ratings (this link goes directly to the Nielsen//Net Ratings home page)

<http://www.nielsen-netratings.com/>