



## Client Guidelines for Use of Nielsen Online Data

April 2008

The Nielsen Company encourages the use of Nielsen Online data in our clients' business decisions, statements to investors, presentations to customers, advertisements, press releases, and other public uses. The following guidelines explain proper use of the data, how to obtain The Nielsen Company's approval for use of our data, The Nielsen Company's proprietary rights, guidelines for proper use of Nielsen Online, The Nielsen Company and various related corporate names, and examples of data citations and usage.

### General Guidelines

Clients of Nielsen Online services may use the data pursuant to the terms of their agreement with The Nielsen Company. Unless expressly stated otherwise, all press releases, advertisements, displays and other public dissemination of Nielsen Online data must be reviewed and approved by The Nielsen Company's Public Relations department prior to release (contact information listed below). This includes any release containing statements derived from Nielsen Online data and any statements made to the Securities and Exchange Commission or any other agency or regulatory body, regardless of the purpose. Nielsen Online data must not be used in litigation, unless otherwise agreed to in writing by The Nielsen Company.

Our review is to assist the client in using the data accurately and in the appropriate context. The Nielsen Company is the copyright owner and Nielsen Online is the source of the data. This is particularly important for our new clients, as they are less familiar with our data and its proper and accurate use. However, it is required that all clients contact The Nielsen Company prior to any public release containing Nielsen Online data or derived from Nielsen Online data.

We require clients to use the most current Nielsen Online data available that is applicable to their particular use. Please check to see if there is more updated information available prior to release.

Periodically, clients may request specific or custom data that does not meet the The Nielsen Company's normal reporting criteria. If agreed, The Nielsen Company may provide this data labeled with appropriate footnotes and disclaimers. This type of data must never appear in any public release, report or dissemination unless written consent is provided by The Nielsen Company. *Any reproduction of this type of data must contain the footnotes and disclaimers that originally accompanied the data.* Citations of Nielsen Online data for all international rankings must follow the above guidelines, and must be reviewed by The Nielsen Company Public Relations department.

### Guidelines for Nielsen Online Services

#### NetView

In addition to the rules under General Guidelines, we require clients to follow specific rules for data falling below reporting cutoff and specific client-requested custom roll-ups posted on NetView.

Combined home and work audience figures that do not meet minimum sample size standards must contain the following caveat: Home and Work audience duplication projections did not meet minimum sample size standards. Combined home and work audience estimates for these sites may exhibit increased variability month-to-month as a result.

Data appearing in blue on the service do not meet certain sample size requirements and must contain the following caveat: \*These Web sites have insufficient sample sizes for reliable projection of audience size. Projected and average measures for these sites may exhibit large changes month-to-month as a result.



Data appearing in red on the service do not meet minimum sample size requirements and CANNOT be used in any public documents, including press releases and other marketing/advertising collateral. The data can be used for internal purposes only, such as presentations, but must contain the following caveat: *These Web sites have insufficient sample sizes for reliable projection of audience size.*

Custom aggregations or roll-ups of data on the service or any data from Custom Reports may be used by clients to illustrate their unique business models or partnering relationships. However, public use of this data must clearly state the following caveat: *\*This is a nonstandard, custom aggregation and therefore, relative rankings within a category of sites may be affected by the custom nature of this aggregation.* Clients must obtain approval from The Nielsen Company PR department before release of any custom aggregation to the public.

## **@Plan**

In addition to the rules under General Guidelines, we require clients to follow specific rules on competitive, audience/reach data as posted on the @Plan service.

Clients may not publicly disseminate competitive data obtained from the @Plan service. Clients may use competitive data from @Plan for communications and presentations with other businesses, provided however, such communication or presentation is not available to the general public and the data is the most currently available.

## **Use by Financial Clients**

In spite of the above stated restrictions, our financial clients may provide their customers with occasional reports, confined to top-level data. From time to time, the client may provide specific, drill-down reports, which provide site-specific information to the customer.

## **Use by Advertising Agencies**

Advertising agencies may use Nielsen Online data as specified in General Guidelines. They may also use the data to assist their customers in purchasing advertising space and forming ad campaign strategies. Reports containing company-specific or site-specific data directly from Nielsen Online data may be provided occasionally and only to the extent their customers need the information in their decision making process. Ad agencies in their communications to clients are to use category level, aggregated, and other summary-type information in most cases and steer away from providing company-specific or site-specific data to their clients on an ongoing basis.

## **Use by Public Relations Agencies**

Public relations agencies may use Nielsen Online data as specified in General Guidelines. However, they may not republish the data in press releases/announcements on behalf of their clients unless the client is already a Nielsen Online subscriber.

## **The Nielsen Company's Approval and Assistance**

The Nielsen Company is happy to assist our clients in interpreting and complying with these guidelines. In order to obtain approval for use of our data as required under these Terms of Use or if you have any questions, please contact The Nielsen Company's Public Relations department indicated below. Please allow for a 24 hour turnaround period for the approval of client press releases, marketing materials or any other public usage of Nielsen Online Data.

[Nielsen Online](#)

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## Proprietary Rights

The Nielsen Company is the copyright owner of all material contained on the Nielsen Online Web site; the services, reports, analyst services and any other data provided by The Nielsen Company ("data"). This data is protected by U.S. and foreign copyright, trademark and other proprietary laws. Absence of the "©", "®" or "SM" does not negate this protection.

Under these laws, The Nielsen Company and its affiliates have the exclusive right to publish, display, use, sell and create derivative works of the protected data. Any other party using The Nielsen Company's data, in any manner not expressly authorized, is infringing on The Nielsen Company's proprietary rights. Any text, document, press release, statement, advertisement, publication or other material containing Nielsen Online data or derived from Nielsen Online data is subject to the above-mentioned restrictions.

## Guidelines for Proper Use of Nielsen Online, The Nielsen Company and Various Related Corporate Names

### Nielsen Online

Nielsen Online is the name of our service in The Nielsen Company, and should be used in reference to the data and/or research; it should not be used as if it were a corporate entity.

Nielsen Online, AdRelevance is the brand name for our advertising service, and should be used in reference to the data and/or research; it should not be used as if it were a corporate entity. It should be spelled with a capital R.

Nielsen Online, @Plan is the brand name for our target-marketing service for Internet media planning, buying and selling, and should be used in reference to the data and/or research; it should not be used as if it were a corporate entity. It should be spelled with a capital P.

Nielsen Online, WebRF is the brand name for our reach and frequency media planning tool, and should be used in reference to the data and/or research; it should not be used as if it were a corporate entity. It should be spelled with a capital RF.

Nielsen Online, Analytical Services is the brand name for our custom analytics group, and data and/or research generated by that group must be appropriately footnoted and approved by The Nielsen Company PR department as noted under General Guidelines. It should not be used as if it were a corporate entity.

Nielsen Online WebIntercept is the brand name for our online survey product, and should be used in references to the data and/or research; it should not be used as if it were a corporate entity.

Homescan Online is a CPG service covering the Internet, and is a brand provided jointly by Nielsen Online and ACNielsen. The service should be referenced as Homescan Online, powered by AC Nielsen and Nielsen Online.

## The Nielsen Company

The Nielsen Company is the name of our corporate entity.

Our joint venture partner in France is branded as MediaMetrie. Our joint venture partner in Brazil is known as IBOPE eRatings. In Japan, the company name is NetRatings Japan, and the service is branded as

### Nielsen Online

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Nielsen Online. Any questions about the proper use of these identities should be referred to the public relations department listed below.

### Quotes

Quotes attributed to The Nielsen Company executive management team should be sourced as The Nielsen Company. Analyst quotes should be sourced to Nielsen Online. For example, "According to Ken Cassar, Nielsen Online, eCommerce transactions are on the rise."

All data and research should be sourced to Nielsen Online or to each specific service, such as Nielsen Online, AdRelevance.

## Examples of Nielsen Online Data Use

Following are examples of how Nielsen Online data can be used by subscribers.

### To validate a ranking:

According to Nielsen Online, Company X attracted the third-largest search audience on the Web in May.

### To highlight a research finding:

Nielsen Online reported that broadband use reached the critical 50 percent benchmark in January.

### To support corporate/brand positioning in a boilerplate:

Web site X was the No. 1 U.S. automotive site in May 2008, from home and work, according to Nielsen Online.

### Citing a Nielsen Online analyst in a quote:

"When you're on the Internet, you basically can market to the whole world at once," says Jon Gibs, vice president of media analytics for Nielsen Online.

### To highlight a Web site's growth over time:

Company X's site jumped 56 percent from March to April, according to Nielsen Online.

### To highlight a Web site's reach on the Internet:

According to Nielsen Online, Company X had more than 50 million unique visitors in March, reaching 70 percent of the active Internet population.

### To highlight a Web site's reach within a specific target audience:

Web site X has been successful in attracting younger Internet surfers, as 45 percent of its visitors are between the ages of 12-17, according to Nielsen Online January 2004 data.

### Usage of Custom data:

According to Nielsen Online custom research, Web site X jumped 85 percent in traffic year-over-year in May.

**Contact us by e-mail: [pr.us@nielsen.com](mailto:pr.us@nielsen.com)**

[Nielsen Online](#)

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