

# nielsen



## HISTORY

In 1923, Arthur C. Nielsen Sr. founded Nielsen by inventing the retail measurement business. He serviced clients with bimonthly audits and market projections. Among many innovations in consumer-focused marketing and media research, Mr. Nielsen was responsible for creating a unique retail-measurement technique that gave clients the first reliable, objective information about competitive performance and the impact of marketing and sales programs on revenues and profits. Nielsen information provided practical meaning to the concept of “market share,” and made it one of the critical measures of corporate performance.

Mr. Nielsen used his knowledge of market measurement to launch a media measurement business — first in radio, and then television. Nielsen later consolidated the media business into multi-media measurement and became the global leader in providing these services.

Nielsen opened its first international office in the United Kingdom in 1939 and, after World War II, progressively expanded its operations in Western Europe, Australia, and Japan. The company increased its presence in Asia Pacific in 1994 by acquiring Survey Research Group, and in the Middle East and Africa in the late 1990s through the acquisition of AMER World Research.

In 1999, VNU acquired Nielsen Media Research and subsequently acquired ACNielsen



## THE MARKET

The Nielsen Company is the world’s leading marketing information company. Offering services in more than 100 countries, the company provides measurement and analysis of marketplace dynamics and consumer attitudes and behavior. Clients rely on Nielsen’s market research, proprietary products, analytical tools, and professional service to understand competitive performance, to uncover new opportunities, and to raise the profitability of marketing and sales campaigns.

## ACHIEVEMENTS

The company’s primary and most important achievements are its relationships with its clients. Nielsen believes that the formula for success is being seen as a trusted advisor by its clients, which is the true value of the Nielsen business.

*Business Week* in 2008 recognized Nielsen as one of the world’s most influential companies. *Market News* has rated The Nielsen Company number one among the top U.S. market research firms. In 2005, *DiversityInc* named the firm as one of the Top 50 Companies for diversity, and *InformationWeek* identified Nielsen as one of the United States’ most innovative users of information technology.



in 2001. These moves strongly positioned VNU as a world leader in marketing information, media measurement and information, business media, and directories.

VNU restructured the ACNielsen marketing information business in 2003 by creating Nielsen Advisory Services, which involved the key specialized practice areas of BASES, Homescan/Spectra, Claritas, and HCI.

In early 2006, Valcon Acquisition B.V., a company controlled by a private equity group, purchased VNU for approximately \$9 billion.

David Calhoun was elected chairman of the executive board and chief executive officer in August 2006. Before joining Nielsen, Calhoun was vice chairman of General Electric Company and president and CEO, GE Infrastructure. Throughout his 27 years at GE, he also served as president and CEO of GE Transportation, GE Aircraft Engines, Employers Reinsurance Corporation, GE Lighting, and GE Transportation Systems.

In January 2007, Calhoun rebranded VNU as The Nielsen Company, transforming a collection of independent businesses into a single, integrated operating company that offers clients a clear understanding of markets and consumers and helps shed light on growth opportunities for them.

**THE PRODUCT**

In a world increasingly defined by global markets, connected consumers, and volumes of digital information, The Nielsen Company employs advanced data collection methodologies and measurement science to help businesses turn new and traditional sources of data into customer intelligence to better manage their brands, launch and grow product portfolios, optimize their media mix, and establish meaningful customer relationships.

The company is passionate about measuring and analyzing how people interact with digital platforms, traditional media, and in-store environments — locally as well as globally. Nielsen provides the most complete understanding of how consumers receive and gather information, consume media, and buy goods and services.

Above all else, their ongoing commitment is to align the business with their clients' needs to ensure that the clients have a competitive edge in an expanding global economy.

The Nielsen Company draws on a range of cutting-edge systems and methodologies to conduct the broadest and most comprehensive research in the world.

Monitoring activity across an expanding array of traditional and new media — from linear,

**Nielsen Pop Quiz**

**WHAT DOES IT TAKE TO BECOME A WORLDWIDE EXPERT ON CONSUMERS AND MEDIA?**

**NIelsen IS ALWAYS SURFING THE 'NET.**  
In a single day, Nielsen follows the Web-surfing habits of half a million people around the world. Our BuzzMetrics service scours 80 million blogs and message boards each day for discussions of products, personalities and issues.

**NIelsen COULD DJ YOUR NEXT PARTY.**  
Nielsen logs recorded music purchases from 30,000 locations and DVD sales from 150,000 locations across the U.S. and Canada.

**IS IT OKAY IF NIelsen COMES OVER FOR DINNER?**  
More than 300,000 households from 28 countries participate in Nielsen's consumer panels. Right now, in the comfort of their homes, 125,000 U.S. Nielsen panelists are scanning 279,423 products they bought.

**IT'S NIelsen ON THE PHONE.**  
Each year, Nielsen surveys the mobile phone usage of more than a million wireless subscribers internationally, analyzes the wireless bills for 40,000 lines in the world's largest, opt-in wireless bill panel and tracks point-of-sale information on thousands of ringtones.

**MORE QUESTIONS?**  
www.nielsen.com

*Just ask nielsen*

digital, and interactive TV to the Internet and mobile devices — enables Nielsen to offer end-to-end solutions that take advantage of point-in-time and panel samples as well as census audience measurements. In addition, Nielsen measures the entire media experience according to a rigorous set of quality metrics, operating under the highest standards of industry scrutiny, credibility, and accountability.

Nielsen measures trends at the retail level — whether it's in the home, in stores, or just about anywhere else consumers encounter products and services. By evaluating and forecasting potential markets and offering customized research services, Nielsen tracks the progress of consumer goods from concept to consumption.

And since Nielsen is a global company, it has developed an extremely wide-angle lens on issues and opportunities that are most important to their clients.

**RECENT DEVELOPMENTS**

It is not just the depth or breadth of information that The Nielsen Company provides that is so valuable. Nielsen also has the ability to integrate data from all media and all technologies to present a truly meaningful and comprehensive view of consumer activity. Nielsen is leading the industry toward an insights-consultative approach to create clarity for clients and the ability for them to see their own businesses more cogently and comprehensively. As part of this approach, Nielsen has made

significant investment in the mobile sector as well as engagement businesses, including NeuroFocus and Nielsen IAG. Recently, the company expanded its footprint in global television audience measurement by taking sole ownership of AGB Nielsen Media Research and also announced its reentry into radio measurement in the United States.

**PROMOTION**

As a member of key trade organizations, Nielsen is actively engaged in the industries it serves. Nielsen is also involved with communities throughout the United States, striving to reach out to a wide range of ethnicities, cultures, and organizations to reinforce its commitment to quality and inclusion.

In these roles, Nielsen participates in a variety of events throughout the year. Industry conferences and tradeshows provide an opportunity to stay in touch with trends and opinions as Nielsen offers clients and prospective clients a chance to learn more about insights and information that are offered.

The campaign tagline, "Just Ask Nielsen," delivers on the consultative direction of the company and the holistic approach Nielsen has with its clients. By providing consumer insights and strongly asserting that — given all of the information within The Nielsen Company — the tools are available to answer the tough questions, clients are encouraged to think creatively to complement the capabilities that Nielsen can provide.

**BRAND VALUES**

Simply stated, The Nielsen Company strives "to be trustworthy, unbiased, collaborative, insightful and passionate in everything we do and to serve clients by providing simple, open and integrated solutions."

**Nielsen Pop Quiz**

**ARE PEOPLE WATCHING LESS TV NOW THAT THERE ARE OTHER SCREENS TO CHOOSE FROM?**

A) YES B) NO C) MAYBE

**WANT THE ANSWER? JUST ASK NIelsen.**

Nielsen is the leading source of audience measurement for every screen in your living room, your workplace or your pocket.

**MORE QUESTIONS?**  
www.nielsen.com

*Just ask nielsen*

Answer: B) No. The average time a U.S. Household has a TV set turned on is 8 hours and 18 minutes each day — a record high. (That's over an hour more than a decade ago)

**THINGS YOU DIDN'T KNOW ABOUT NIelsen**

- Nielsen is committed to accurately measuring on a worldwide basis a broad range of consumer behavior: what people watch on television, what books or periodicals they read, the videos they buy, the films they watch, the music they listen to, where they shop and what consumer goods they buy, and what they listen to on the radio.
- Some people only know Nielsen by one facet of its 360-degree view of the consumer, but Nielsen is constantly monitoring and analyzing consumer activity across an expanding array of traditional and new media, as well as examining trends at the retail level.