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THE MARKET

The Nielsen Company is a leading global information and measurement company that provides clients with a comprehensive understanding of consumers and consumer behavior. Utilizing proprietary measurement and analytic tools, Nielsen has advanced the practice of market research and media audience measurement to provide a complete understanding of what consumers watch and what they buy on a global and local basis. The company's comprehensive consumer analysis and insights provide clients with the intelligence needed to evaluate, maintain, and strengthen their market positions. And with a presence in approximately 100 countries, Nielsen has a global business service that includes leading positions within established and emerging markets.

rating number one among the top U.S. market research firms, by *Market News*; receiving the NAACP Corporate Partnership Award; and receiving the Engineering Emmy® Award for its Audience Television Measurement System.

HISTORY

In 1923 Arthur C. Nielsen Sr. founded the A.C. Nielsen Company. Employing a new approach to measuring success through competitive sales results, he introduced the concept of market share — which remains the definitive measurement of success across industries around the world.

Mr. Nielsen used his knowledge of market measurement to launch a media measurement business in radio, and then expanded into television. Nielsen later consolidated the business into multimedia measurement and became a 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



ACHIEVEMENTS

The company's primary and most important achievement is its relationship with its clients. Nielsen believes that true success is being seen as a trusted advisor by clients, and it is the core value of the Nielsen business.

The Nielsen Company also receives recognition for its industry leadership and commitment to excellence in business, outreach, and organization. Specific acknowledgments include ranking as the top company in the *Honomichl 2010 Top 50* (a listing of the world's top market research firms); identification, by *BusinessWeek*, as one of the world's most influential companies in 2008;



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

The ACNielsen marketing information business was restructured in 2003 with the creation of Nielsen Advisory Services, which involves key specialized practice areas dedicated to forecasting, evaluating, and optimizing sales potential for new and existing products.

In August 2006 David Calhoun was elected chairman of the executive board and chief executive officer. 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.

Calhoun rebranded VNU in January 2007 as The Nielsen Company, transforming a collection of independent businesses into a single integrated operating model that offers clients a deeper understanding of global markets and consumers. The company provides a complete picture of consumers, while shedding light on the best opportunities for growth.

THE PRODUCT

The Nielsen Company has proven expertise in consumer behavior, media consumption, and marketplace activities. In a world increasingly defined by global markets, connected consumers, and volumes of digital information, the company utilizes advanced data collection methodologies and measurement science to help businesses turn new and traditional sources of data into customer intelligence. This intelligence is used to better manage brands, launch and grow product portfolios, optimize media mix, measure campaign performance, identify consumer demand, establish meaningful customer relationships, and engage through new platforms.

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 a comprehensive understanding of what consumers watch, what they buy, and the vital relationship between the two segments.

To help clients understand what consumers watch, The Nielsen Company draws on a range of cutting-edge practices to conduct the most broad-based research in the world. Monitoring activity across an expanding array of traditional and new media platforms — including television, online, and mobile — 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.

To help clients understand what consumers buy, 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

WHO IS THE NEW CONSUMER?

A. DIVERSE: In every corner of the world

B. DEMANDING: Choice-rich and time-poor

C. CONNECTED: Watching, buying and interacting in new ways

WANT THE ANSWER? JUST ASK NIELSEN™

Answer: All of the above! The new consumer is in Boston, Baltimore, Bangalore and Brasilia. They belong to a middle class that's growing by 70 million every year, in a world that's increasingly connected, choices are endless and time is scarce. At Nielsen, we help you understand how today's and tomorrow's consumers watch, listen to and interact with and what they buy, to give you the most complete understanding of consumers worldwide and help you succeed in the new normal.

Need to understand the new consumer? It's simple: Just Ask Nielsen.

MORE QUESTIONS? visit www.nielsen.com

Just Ask
nielsen

issues and opportunities that are most important to their clients.

Above all else, Nielsen has an ongoing commitment to align services with clients' needs to ensure a competitive edge in an ever-changing global economy.

RECENT DEVELOPMENTS

Dedicated to the advancement of integrated analysis and insights, across media and technology platforms, The Nielsen Company has forged relationships with innovative, forward-looking companies over the past year. These new alliances provide unique opportunities to engage more emerging platforms and generate deeper, critical insights for clients.

Earlier this year The Nielsen Company and Catalina Marketing Corporation formed a joint venture called Nielsen Catalina Solutions. The alliance pairs Nielsen's world-class media data with Catalina's extensive retail shopper data to generate a total analysis of how media companies influence purchase behavior.

The recent launch of NM Incite, a joint venture with McKinsey & Company, moved Nielsen further into the emerging platform of conversational media. Through broader measurement capacity, NM Incite helps clients better understand, value, and utilize the unique access and insights that social media provides.

Increasing Nielsen's reach across the social media landscape is a multiyear alliance with Facebook that generates insights around the value of Internet marketing.

Nielsen also maintains a cutting-edge alliance with NeuroFocus, a company that uses neuroscience to analyze the subconscious impact of selling strategies on consumer purchasing decisions.

PROMOTION

As a member of key trade organizations, Nielsen is actively engaged in the industries it serves.

Nielsen is also involved with communities around the globe, striving to reach out to a wide range of ethnicities, cultures, and organizations to reinforce their commitment to quality and inclusion.

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

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 outside the box with what capabilities Nielsen can provide.

BRAND VALUES

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

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THINGS YOU DIDN'T KNOW ABOUT THE NIELSEN COMPANY

- Nielsen is committed to accurately measuring a broad range of consumer behavior worldwide, which includes what people watch across the multiscreen platforms of television, online, and mobile. Nielsen also measures the books or periodicals consumers read, the videos they buy, the films they watch, the music they listen to, where they shop, the consumer goods they buy and how they buy them, and what they listen to on the radio.
- Some 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.
- In addition to understanding media use and consumer behavior, The Nielsen Company also manages one of the largest portfolios of business-to-business trade shows in the country. Nielsen produces approximately 40 annual events that bring together an estimated 270,000 professionals across 20 industries. As additional support, the company develops on a daily basis year-round digital platforms and solutions for buyers and sellers to connect and transact.