nielsen

THE MARKET

Nielsen is a leading global information and measurement company that provides clients with a comprehensive understanding of consumers and consumer behavior. With a presence in approximately 100 countries, Nielsen delivers critical media and marketing information, analytics, and industry expertise about what consumers watch (consumer interaction with television, online, and mobile) and what consumers buy on a global and local basis.

ACHIEVEMENTS

Nielsen maintains long-standing client relationships across a multi-industry global client base that includes Consumer Packaged Goods, Broadcast and Cable Television, Advertising, Online, Media, Telecommunications, Retail, and Automotive.

Nielsen has received recognition for its industry leadership and commitment to excellence in business, outreach, and organization. Specific acknowledgments include

- 2011 IGA Red Oval Partner of the Year, from the IGA Red Oval Family, for Nielsen North America Retail
- Top 100 Employers of the Class of 2011, from *Diversity Employers Magazine*
- Publicity Club of Chicago (PCC) Silver Trumpet Award, from the North America United Way Campaign
- Engineering Emmy® Award, for Nielsen's Audience Television Measurement System

HISTORY

Nielsen was founded in 1923 by Arthur C. Nielsen Sr., who invented a methodology for measuring competitive retail sales results and introduced the term "market share" — the competitive metric widely used today. For nearly 90 years, Nielsen has advanced the disciplines of market research and audience measurement, including the creation of television ratings, to provide clients and industries with a better understanding of consumers. Nielsen continues to focus on innovation to measure new products, markets, and forms of media. Investing in new methodologies and forging new alliances with some of the world's most innovative marketing, information, consulting, and social media companies, Nielsen provides clients with solutions to identify the next frontier of profitable growth.

THE PRODUCT

Nielsen measures and analyzes what consumers watch and how it impacts what they buy — locally as well as globally.

To help clients understand what consumers watch, Nielsen provides viewership data and analytics across television, online, and mobile screens. Clients use this information to understand their audiences, establish the value of their advertising inventory and maximize the value of their content, and to plan and optimize their spending. Nielsen ratings are the primary metrics used to determine the value of programming and advertising in the U.S. total television advertising marketplace. In addition to the United States, Nielsen measures television viewing in 29 countries. Nielsen keeps track of markets that account for approximately 80 percent of global Internet

users and offers mobile measurement services in 10 countries, including the United States.

To help clients understand what consumers buy, Nielsen provides retail transactional measurement data, consumer behavior information, and analytics primarily to businesses in the consumer packaged goods industry. Nielsen's extensive database of retail and consumer information, combined with advanced analytical capabilities, helps generate strategic insights that influence clients' key business decisions. Nielsen tracks billions of sales transactions per month in retail outlets in approximately 100 countries around the world, and clients use Nielsen's information to measure their sales and market share. Nielsen's solutions and services also enable clients to better manage their brands, uncover new sources of demand, launch and grow new products, analyze their sales, improve their marketing mix, and establish more effective consumer relationships.

Nielsen's Expositions segment operates one of the largest portfolios of business-to-business trade shows in the United States. Each year, the Expositions segment produces approximately 40 trade shows, connecting hundreds of thousands of buyers and sellers across 20 industries.

Nielsen has an ongoing commitment to offer solutions that meet client 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, Nielsen has forged relationships with innovative, forward-looking companies over the past year. These alliances provide unique opportunities to engage more emerging platforms and generate deeper, critical insights for clients.

In 2011 Nielsen acquired NeuroFocus, the market leader in developing neuroscience to better understand how consumers engage with advertising, messaging, packaging, product development, and entertainment content. The acquisition enhances Nielsen's ability to provide clients with greater insight and understanding of the factors that drive consumer behavior across media platforms and retail channels.

NM Incite, a joint venture with McKinsey & Company, was launched in 2010 and 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.

During 2010 Nielsen 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.

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

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.

By providing consumer insights and strongly asserting that — given all of the information within Nielsen — 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

The Nielsen brand's hallmarks are quality, integrity, and neutrality. Simply stated, Nielsen strives to be trustworthy, unbiased, collaborative, insightful, and passionate in everything it does and to serve clients with simple, open, and integrated solutions.

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THINGS YOU DIDN'T KNOW ABOUT NIELSEN

- **If consumers**

  Watch it **Read it**
  Listen to it **Play it**
  Share it **Interact with it**
  Or buy it

  Nielsen provides unique insights into behavior.

- **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. Nielsen tracks over 160 million blogs, social networks, user groups, and chat boards, as well as billions of retail sales transactions per month.**

- **Nielsen pioneered ratings across radio, television, and the three screens, and now adds online campaign ratings to its portfolio of innovations.**

- **In addition to understanding media use and consumer behavior, Nielsen manages one of the largest portfolios of business-to-business trade shows in the country. As additional support, the company develops on a daily basis year-round digital platforms and solutions for buyers and sellers to connect and transact.**