



> The global standard for Internet measurement and analysis

NETVIEW OFFERS A COMPREHENSIVE PERSPECTIVE ON THE ONLINE CONSUMER, WITH ANALYSIS OF CONSUMER BEHAVIOUR, TRENDS AND DETAILED DEMOGRAPHICS

NetView provides the most accurate and reliable online user reports available to advertisers, agencies, marketers and publishers. The research forms a crucial part of competitive intelligence research, planning and negotiating advertising, and creative analysis.

NetView can answer specific questions such as the web sites that best reach your target audience, how your competition is performing, which websites your customers visit, what advertisements are seen, and much more.

NetView data is based on Nielsen//NetRatings' panels of randomly selected people in 13 countries to measure and report over 70% of worldwide Internet usage and activity. NetView provides five levels of audience information:

1. Comprehensive traffic measures for web sites by Property, Domain, and Unique Site
2. Audience demographics linked by country, categories, sites and advertising data
3. Trend analysis, with historical research for 12 months, and cross-country comparisons
4. Audience exposure and response to advertising by advertiser, site, and individual banner
5. Referral and destination traffic analysis

NetView is a flexible web based reporting tool that is easy to use, allowing extensive drill-downs to get to the heart of the data and immediate custom queries. Reports are available monthly and quarterly, so you always have access to the most up-to-date audience information.

Select Views

Easy-to-use, template-driven queries into the Nielsen//NetRatings database, allow you to specify what audience information you want to view in a custom report, for instance;

- > Trend Report: compare audience data for up to 10 Properties, Domains, and Sites
- > Demographic Targeting: the most-visited sites by demographic composition
- > Audience Profile: compare the demographics of two or three selected Properties, Domains, or Unique Sites
- > Unduplicated Audience: analyse the common and unduplicated audience for up to 50 sites, especially helpful when comparing sites within the same category
- > Banner Demographic Targeting: the click-through rate for a demographic
- > Banner Audience Profile: select two banners and compare audience information such as impressions, reach, and click-through rate



Audience Summary Reports

A top-level view of the Internet audience and activity for a specific country

- > Audience Profile: demographic information of the active Internet universe
- > Daily/Hourly Traffic: understand when online activity is taking place
- > Average Usage: a view of Internet behaviour as a whole. Also includes the projected active and total Internet universe for that country.

Quick Looks

Key measures of web sites and banner advertising

- > Web Sites Reports: key measures of Internet user site activity; drilling down into these tables will also provide referral and destination information
- > Category Reports: sort Domains and Unique web sites based on primary content
- > Key Demographics: analyses audience demographic data by gender and age and includes listings for Properties, Domains, and Unique Sites
- > BannerTrack: offers detailed reporting on Internet advertising

Top Advertisers

Lists which company is advertising, and where

- > Top Ad Placements: lists the Domain where advertising is placed. For instance, click on yahoo.co.uk to see all the companies advertising on this domain versus who is advertising on excite.co.uk
- > Top Ads: lists all the banners and buttons that our panelists see, as well as the average exposure and click-through rate for all Internet advertising.

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, MegaPanel™ and WebRF services, and @Plan and AdRelevance available in the US. Covering 70% of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.com.

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