



The Nielsen Company
770 Broadway New York, NY 10003
www.nielsen.com

Press Release

Contact:
Paul M. Okimoto
415-228-8947

NIELSEN MOBILE and MEDIAMARK RESEARCH & INTELLIGENCE PARTNER ON MOBILE AUDIENCE TARGETING TOOL

San Francisco, CA – July 31, 2008 - Nielsen Mobile, a service of The Nielsen Company, and Mediamark Research & Intelligence (MRI) today announced that the two research firms will jointly launch Mobile-MRI, an integrated database of consumers' mobile and offline media usage that will allow mobile media companies and advertisers to better target audiences with their mobile campaigns.

The new tool will offer detailed behavioral, psychographic, demographic and product usage information on mobile users, providing marketers with more options for customer analysis. The companies will link respondent-level information from their two separate, well-respected media tracking services to create a single database.

Mobile-MRI will link data from Nielsen Mobile's industry-leading Mobile Media Marketplace with corresponding data points from MRI's *Survey of the American Consumer*. Using representative panels of mobile users, Nielsen's Mobile Media Marketplace collects and reports consumer mobile usage, audience sizes and composition across all mobile media vehicles, including messaging, mobile internet, mobile video, games, ringtones, music, mobile applications and more. MRI's survey provides data on magazine and newspaper reading, television viewing, radio listening, product consumption, psychographic characteristics, computer and Internet access configurations, and geodemographic characteristics. Together, the data will provide a comprehensive understanding of mobile media consumers' lifestyle and behavior.

"Mobile advertising is in its early stages with effective targeting being the key to unlocking mobile ROI," said Kanishka Agarwal, Vice President of Mobile Media. "MRI and Nielsen Mobile will deliver a complete view of the mobile consumer, creating the industry's first holistic mobile audience targeting tool."

"This new partnership will enable media planners to obtain a greater understanding of where they can find specific consumer target audiences on mobile" said Kathi Love, President and CEO of MRI. "Leveraging Nielsen Mobile's precise measurements of the mobile landscape with our survey data will enable companies to accurately track who they are reaching through cross-platform advertising."

Love added that in light of MRI's two-year-old collaboration with Nielsen Online and the impending deal with Nielsen Mobile, MRI recently terminated its relationship with M:Metrics to measure mobile media audiences. In May 2008, M:Metrics was acquired by comScore Inc., a



competitor of Nielsen.

About Nielsen Mobile

Nielsen Mobile, a service of The Nielsen Company, is the world's largest independent provider of syndicated consumer research to the telecom and mobile media markets. Nielsen Mobile focuses exclusively on tracking the behavior, attitudes and experiences of mobile consumers; their reports also provide up to seven years of data on internet, video, gaming, audio and advertising trends for mobile phone users. Nielsen's technology-driven research provides unique and holistic insight into how mobile customers use their devices and what they think about brands, devices and services. For more information, please visit www.nielsenmobile.com.

About MRI

Founded in 1979, MRI interviews 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes. MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies. The company's 26,000 in-home interviews each year represent the biggest survey of its kind. MRI is part of GfK Group AG, Nuremberg, Germany. For more information, please visit www.mediamark.com.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.