

For Immediate Release

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**NIELSEN AND INTEGRATED MEDIA MEASUREMENT INC. ANNOUNCE THAT  
ZENITH MEDIA WILL BE FIRST COMPANY TO USE NEW OUT-OF-HOME  
MEASUREMENT SERVICE**

**Service provides ongoing audience estimates of television viewing  
in offices, fitness clubs, hotels, bars and other out-of-home locations**

NEW YORK, March 13, 2008 – The Nielsen Company and Integrated Media Measurement (IMMI) today announced that Zenith Media Services, Inc. will be the first company to use The Nielsen Out-Of-Home Report, a service of Nielsen and IMMI that measures out-of-home viewers.

The national service, which will be available in April, will give Zenith Media access to an all-electronic cell-phone based measurement for television viewing that occurs outside of the home in bars, hotels, airports and other locations. The service will provide program, time-period and market break reports to help clients understand and analyze the out-of-home audience.

This marks the first time Nielsen will offer ongoing audience estimates of television viewing in out-of-home locations.

“It’s important for our advertising clients to understand the full reach and impact of their advertising, including the impact of viewing that occurs outside the home,” said Bruce Goerlich, Executive Vice President, and Director, Strategic Resources, Zenith Media. “This new service will help us make sure that our clients understand their return on their investment.”

“Working in tandem with Nielsen, our technology and measurement system will let Zenith Media obtain data on consumer television viewing habits that was previously unavailable,” said Tom Zito, chairman and CEO of Integrated Media Measurement Inc. “Zenith’s use of the Nielsen/IMMI co-branded service will show how accurate out-of-home measurement data can help advertisers, broadcasters and content providers make better business decisions.”

“Measuring television viewing that takes place outside the home is an important component of our commitment to offer the most extensive insight possible into television viewing habits,” said Scott Springer, Senior Vice President of Nielsen. “We welcome Zenith as our charter client for this service, which we believe will provide the television industry with a great understanding of the activities of television viewers.”

Nielsen is offering the national out-of-home measurement service as well as local out-of-home services in New York, Chicago, Los Angeles, Miami, Houston and Denver, which are the first markets in which IMMI has established panels. The six local services will each have a participating panel of approximately 500 people, or a total of 3,000 participants. The sample for the national service will be comprised of a portion of participants from the local services, plus an additional 1,700 national panelists to provide a greater representation of the rest of the U.S. The national panel will be weighted to be representative of the entire U.S. and will have an effective sample size of approximately 2,500 panelists.

Sample participants are asked to carry mobile phones that include metering technology developed by IMMI. The phones collect passive digital signatures from television telecasts that IMMI will match with audio signatures collected by IMMI from actual telecasts. The signatures are then transmitted to IMMI computer servers for reporting.

#### **About Integrated Media Measurement, Inc.**

Integrated Media Measurement Inc. (IMMI) is the developer of an end-to-end media measurement system that links media exposure to consumer action. Using a mobile-phone-based digital monitoring system, IMMI tracks almost all media 24/7 and helps businesses evaluate the effectiveness of their advertising campaigns. IMMI is based in San Mateo, Calif. More information is available at [www.immi.com](http://www.immi.com).

#### **About Nielsen**

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), trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com)