



Contact: Steve Honig
The Honig Company, Inc.
818-986-4300
press@honigcompany.com

**NIELSEN AND INTEGRATED MEDIA MEASUREMENT LAUNCH
OUT-OF-HOME TELEVISION RATINGS MEASUREMENT SERVICE**

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

NEW YORK, NY and SAN MATEO, CA, April 12, 2007 – The Nielsen Company and Integrated Media Measurement Inc. (IMMI), the developer of an integrated media measurement system, today announced a co-branded service that will provide all-electronic metrics on television viewing that occurs outside of the home. The new service is expected to launch in September 2007.

This service will mark the first time Nielsen will offer ongoing audience estimates of television viewing in out-of-home locations such as offices, fitness clubs, hotels and bars.

“Through our A2/M2 initiative we are committed to ‘following the video’ wherever it goes and measuring out-of-home viewing is a critical component of that commitment,” said Sara Erichson, Executive Vice President, Client Services, Nielsen Media Research North America. “Utilizing IMMI’s technology, we will provide clients with enhanced intelligence and insight about this important activity within the television audience.”

Nielsen will offer a 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.

“Our technology and measurement system will enable Nielsen to offer its clients data on consumer television viewing habits that was previously unavailable,” said Tom Zito, Chairman and CEO of Integrated Media Measurement Inc. “This co-branded product is just one example of how IMMI can help advertisers, broadcasters and content providers make better business decisions.”

The new out-of-home measurement service builds on Nielsen's Anytime Anywhere Media Measurement (A2/M2) initiative, which seeks to measure television viewing on every platform where it is available. It will be offered to clients as a stand-alone service, and will be separate from Nielsen's current in-home, national and local television ratings services.

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

The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information, media information, business publications, trade shows and the newspaper sector. The privately held company has more than 41,000 employees and 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.

Integrated Media Measurement Inc. helps advertisers, broadcasters and content providers understand whether their ads are working by correlating media exposure and consumer behavior. IMMI is based in San Mateo, Calif. More information is available at www.immi.com.

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