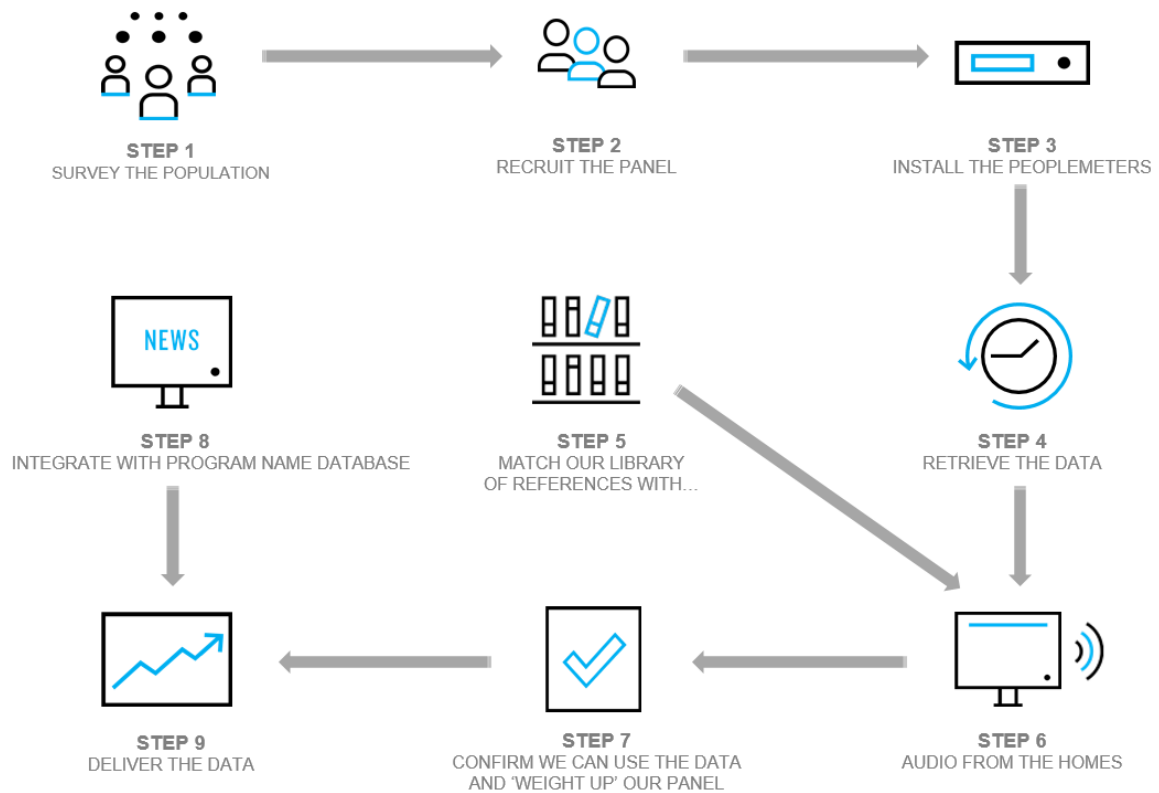
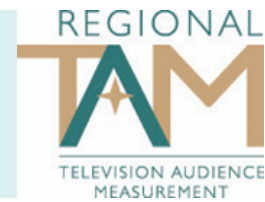


The 9 Step Nielsen Ratings Process



Step 1: Establishment Survey

A large scale survey to define the population to be represented and its characteristics.

Step 2: The Panel

Homes are selected based on a statistical design ensuring the sample accurately reflects the markets being measured.

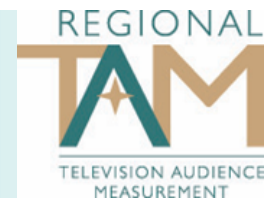
Step 3: The Peplemeter

The Peplemeter is installed on every working TV set in each panel home and collects 5 types of data: TV set time on/off, channel being watched as a digital audio signature, source of channel and who is watching.

Step 4: Polling

Each night between 02:00 and 0:600 the data stored in the panel home is retrieved via the meters' transmission unit.

The 9 Step Nielsen Ratings Process



Step 6: Central Audio Matching

Audio signatures from people meters are matched to signatures from the reference site to identify household viewing from each TV set.

Step 7: Pollux, Production Software

Controls fundamental processes of collecting, consolidating and validating the daily household data into a minute-by-minute database.

Step 8: Program Name Database

Broadcast logs provided by FTA networks and EPG Logs from subscription TV channels are used to build a program database for integration with viewing data.

Step 9: Data Delivery

Each day data subscribers can download the previous day's data to perform complex analyses using the various application software products available.

If you have any questions, please contact Regional TAM on:



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