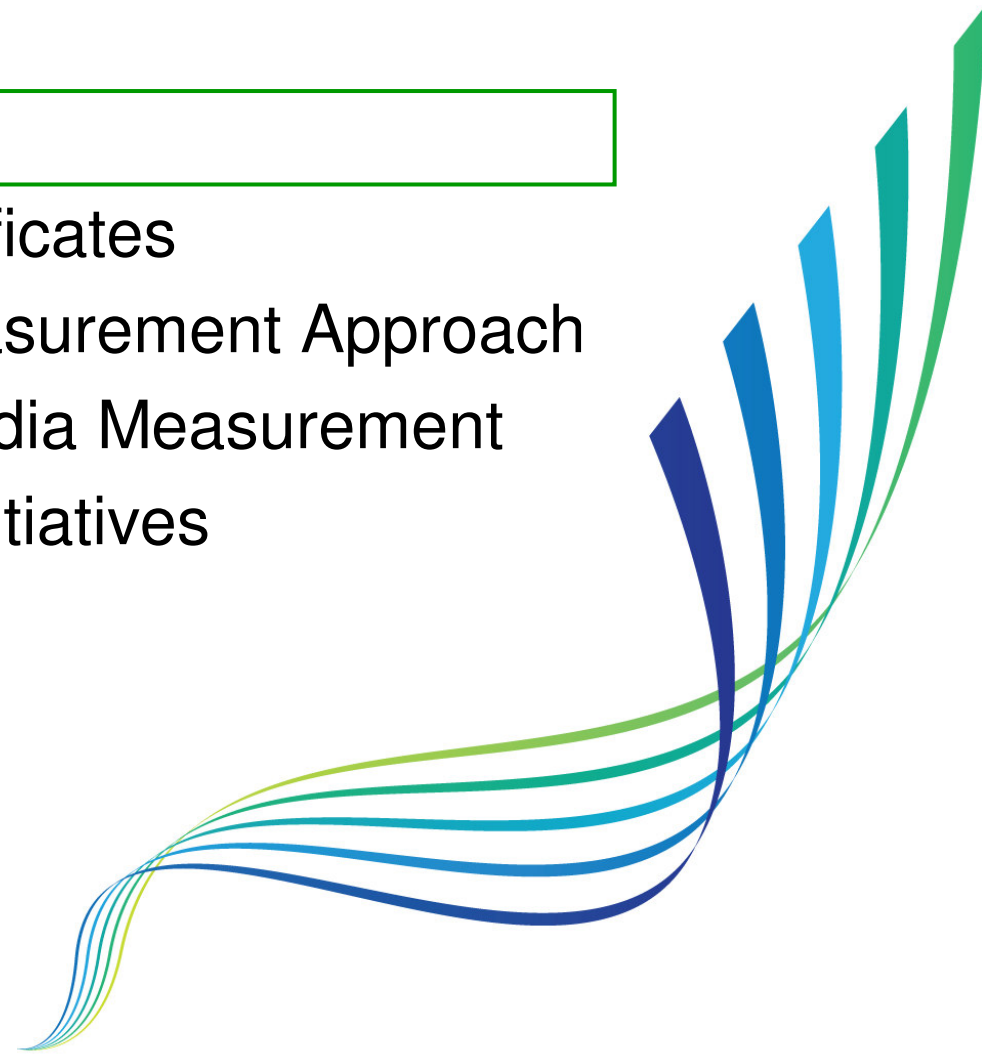


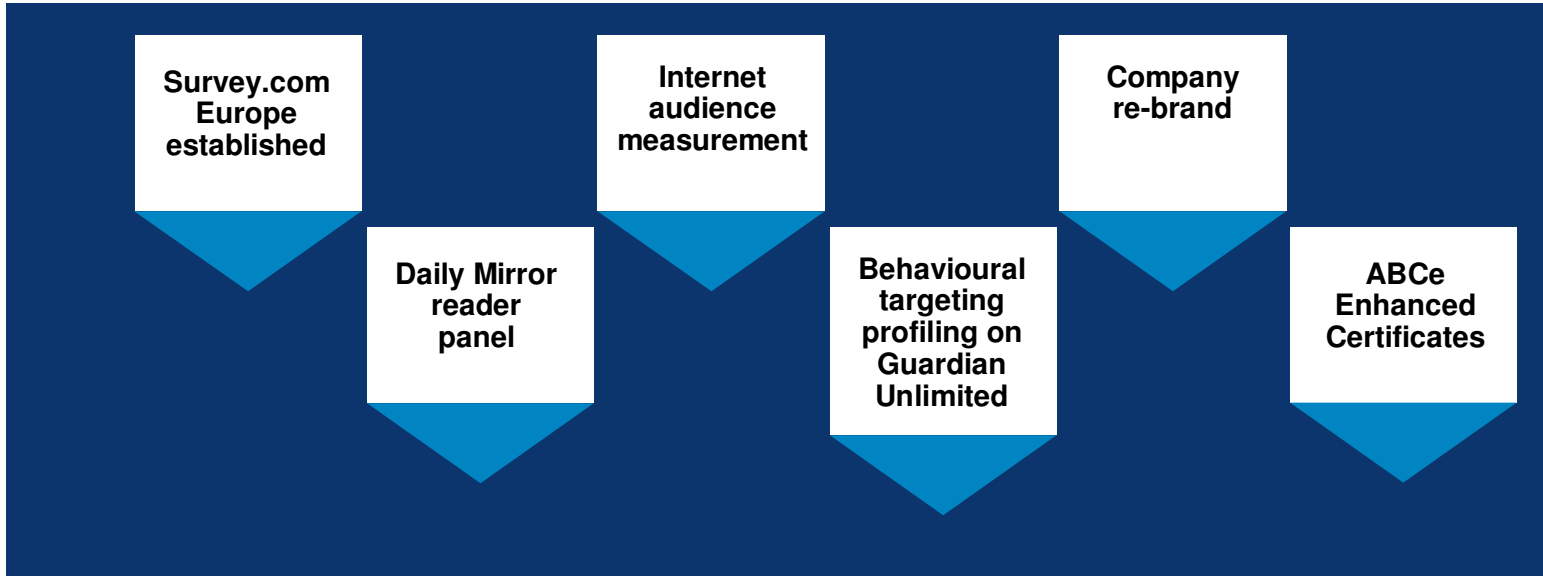
New Approaches to Digital Audience Profiling & Cross Media Measurement

Agenda

- Background
- ABCe Enhanced Certificates
- Internet Audience Measurement Approach
- Reporting & Cross Media Measurement
- Industry Adoption & Initiatives



Company history



2000

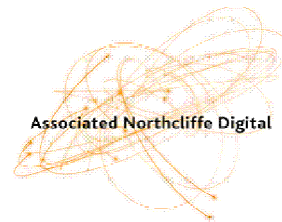
2003

2007

2008

Clients

Guardian Unlimited



Trinity Mirror plc



Unique understanding of online audiences

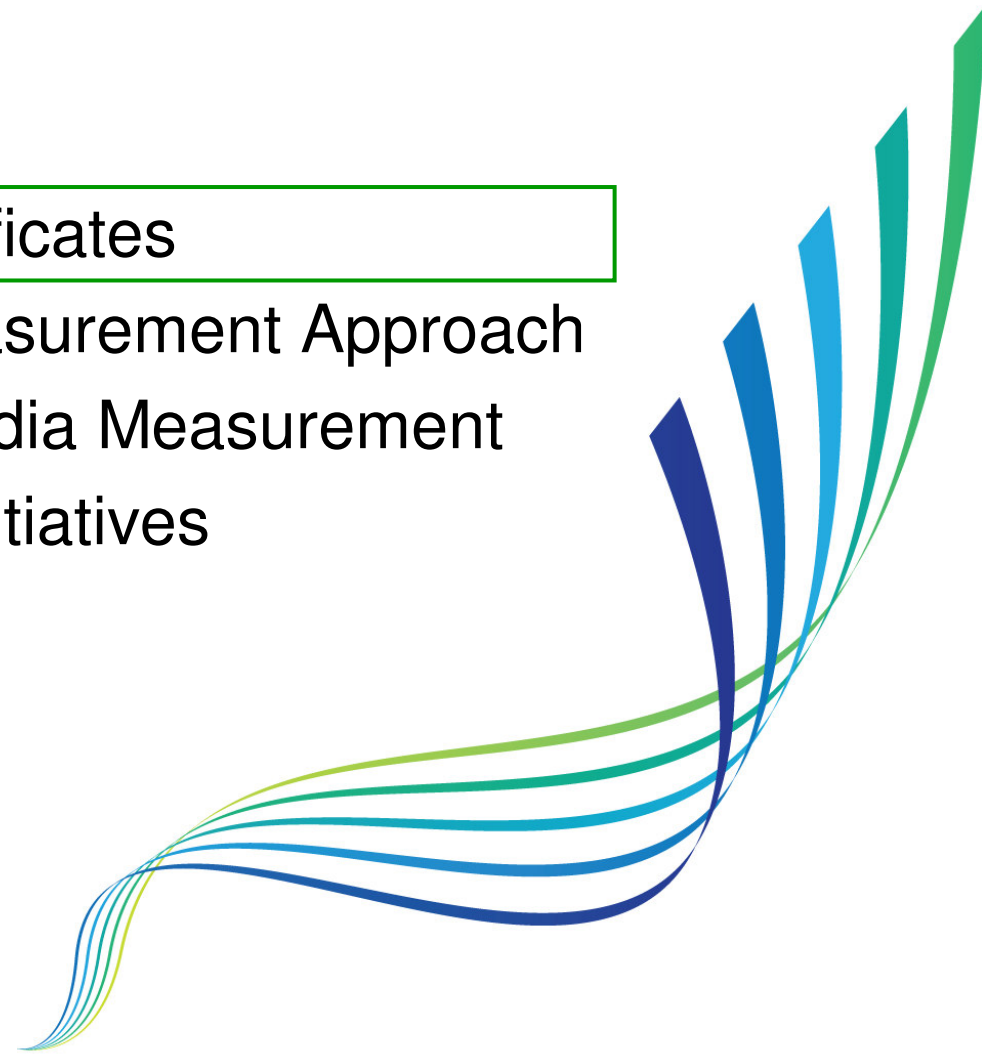


- ABCe Enhanced Certificates
- Behavioural targeting segment profiling
- Internet audience measurement
- Cross media ad effectiveness
- Proprietary online panels



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ABCe Enhanced Certificates



- JICWEBS sponsored initiative
- Enhance ABCe audits with accurate visitor profile data
- ABCe certification based on published fieldwork methodology
- Generate consistent and comparable visitor profile information for use by media owners, advertisers and planners
- Media owners and advertisers able to promote their sites and plan their media campaigns in a more transparent and reliable manner

NB: ABCe will not test or be responsible for accurate survey completion by respondents

Pilots – Trader Media and ITV

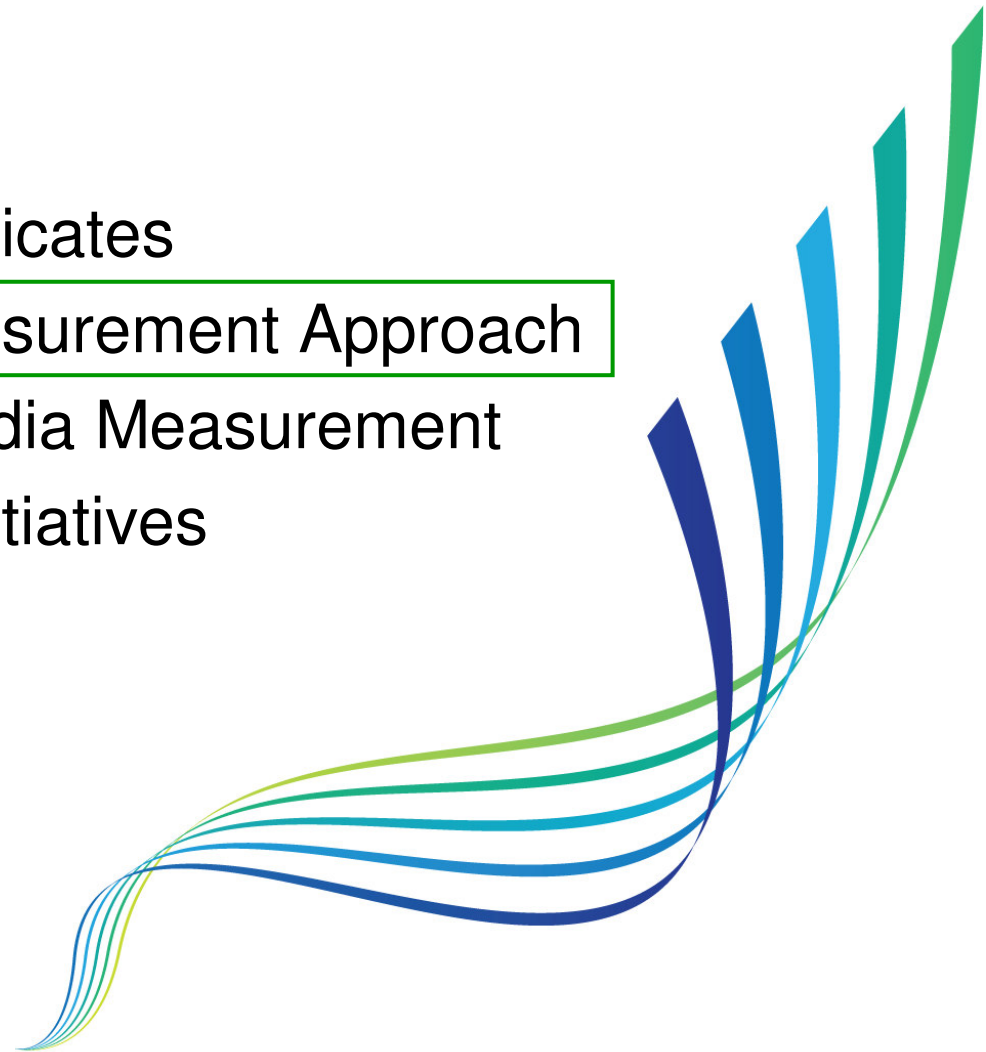
- Trader media
 - April 07 fieldwork on autotrader.co.uk
 - Over 4,000 survey completions
 - Analysis, reporting and certification in June 07
- ITV
 - September 07 fieldwork:
 - itv.com
 - itv-f1.com
 - citv.co.uk
 - popcorn.co.uk
 - 5,000 survey completions
 - Analysis, reporting and certification in October 07



**September 08
launch**

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ABCe Enhanced Certificate limitations



- ABCe Enhanced Certificates provide top line site visitor profiles at the audit domain level for any given site / network of sites
- Will not provide a measure of actual audience reach but will be viewed alongside Unique User/Device and other ABCe audited site metrics
- Will not support more detailed media planning at a site, section or content level within each audit domain
- Cannot be combined with other site audit profiles to produce de-duplicated profile results

Other data sources will be used for more in depth online and cross media planning

Media measurement landscape

- A number of planning currencies are in place for traditional media such as NRS, RAJAR and BARB
- ABCe and JICWEBS manage measurement standards for electronic media including website traffic and ad serving metrics
- Panel based approaches severely limited
 - Panel size / site level sample limitations
 - Sample bias towards home and UK based users
- Joint Industry Committee for Internet Measurement Systems (JICIMS)
 - High level profile of UK internet users
 - Measurement of site audiences at RFP stage (ITT Sept 2008)
- NRS
 - Recall based measurement of 70 major sites from June 2007
 - Initial reporting 2008

AARON™ Internet audience measurement approach



- Breakthrough methodology
- Complex and multi-layered approach combining an understanding of media, the internet and research
- Can be deployed across separate media owner networks to provide a fully integrated view
- Unique in marketplace
- All clients and partners under NDA

Most accurate and powerful site centric audience measurement available today

Advantages

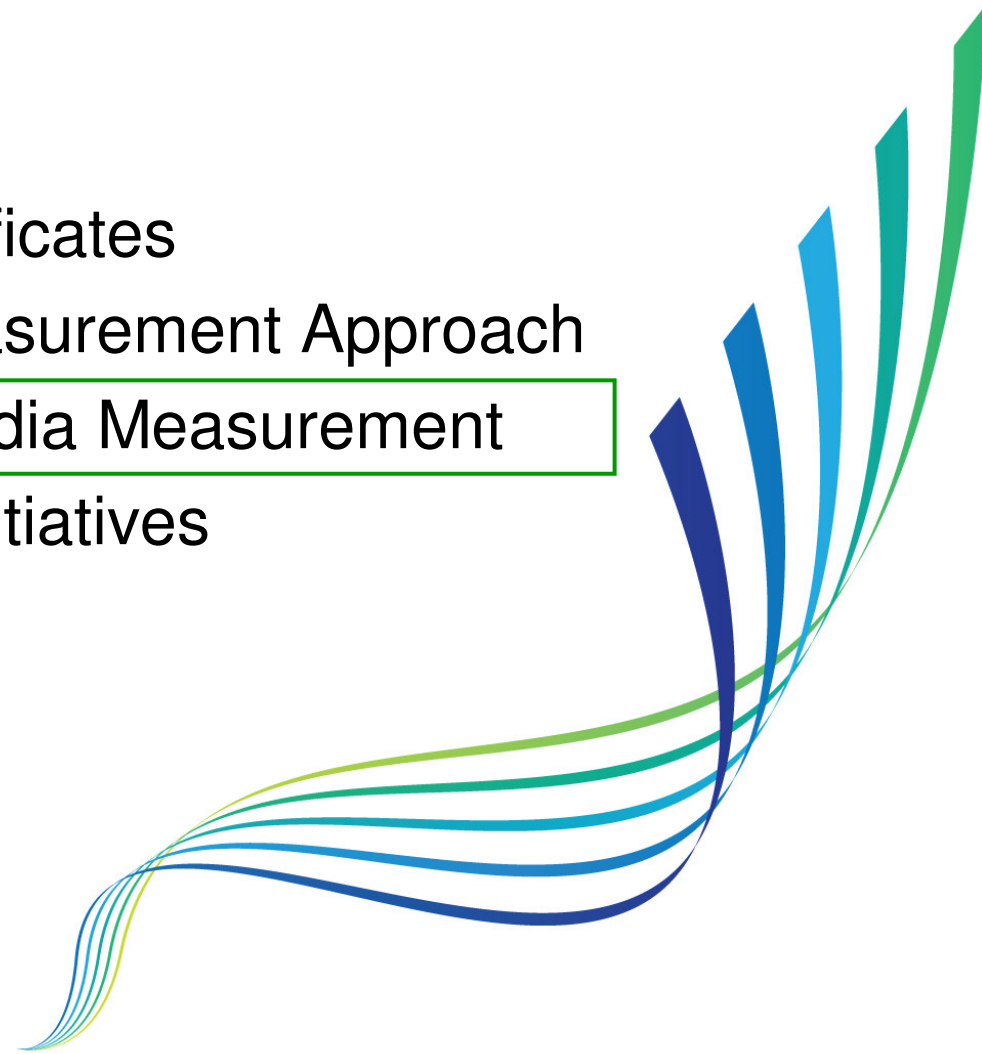
- Addresses limitations of other measurement approaches:
 - Multiple desktop usage
 - Cookie blocking
 - Inaccuracies of recall based measures of behaviour online
 - Provides a measure of all site visitors (national and international)
 - Avoids the representative recruitment and sample size limitations of audience tracking panels

Capabilities

- Measurement of actual audiences (i.e. real people) and their online behaviours, rather than unique users/devices
- De-duplicated reach, frequency and profiling capabilities within individual sites, combinations of sites and across networks
- Large sample analysis capability at aggregate and granular levels
- Integration of Broadband TV viewing and video / podcast download behaviours
- Support for cross media planning including de-duplicated total audience reach across broadcast, print and online

Agenda

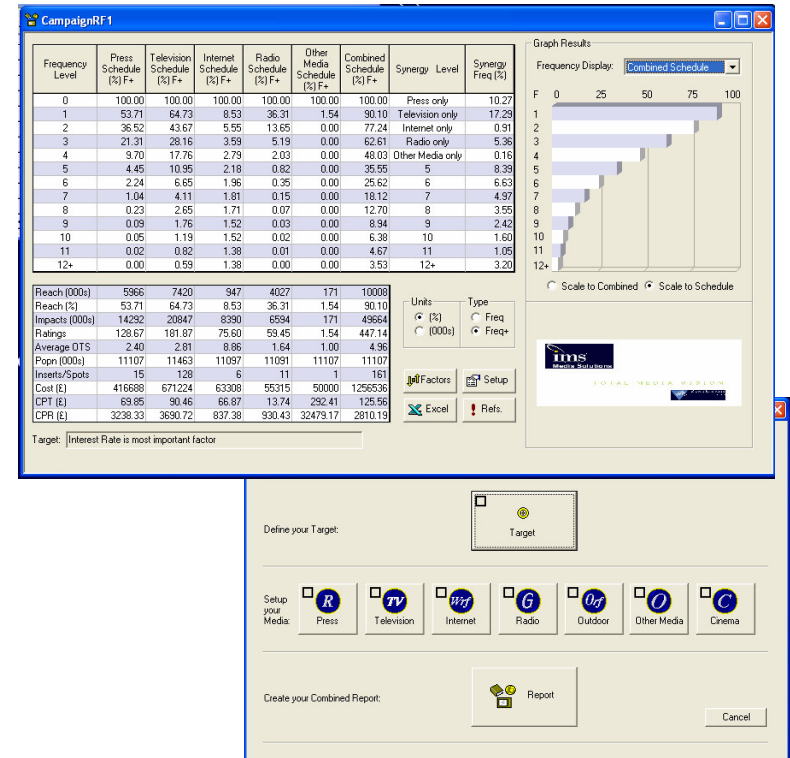
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Output and applications

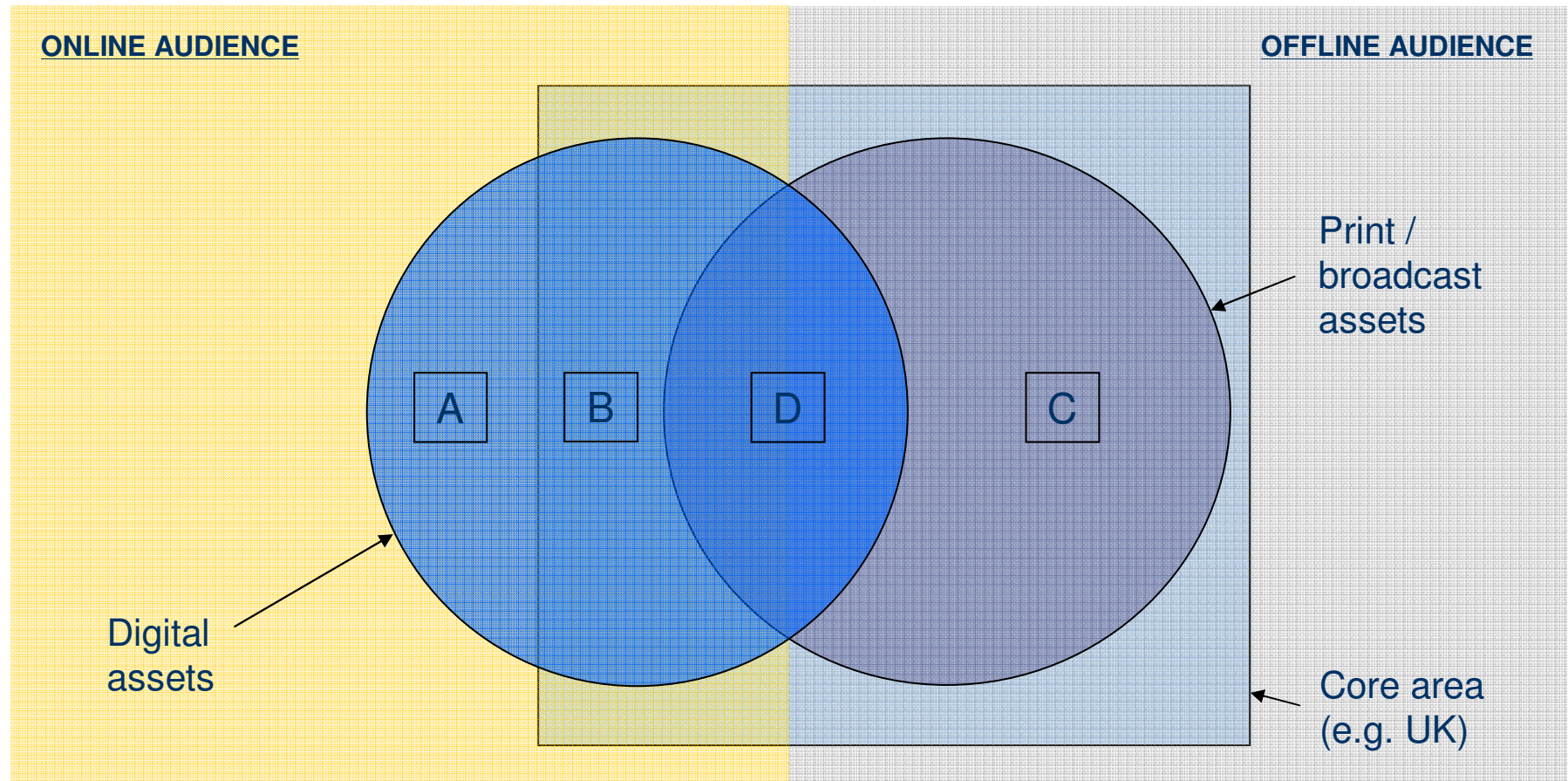


- Consistent profiling and audience metrics across large respondent base
- Consumer profiling on various levels to help drive relevant content and more effective campaigns
 - Site level
 - Channel level
 - Any combination of sites and or channels
- De-duplicated reach, frequency and profiling across and within digital portfolio
- Further support for cross media planning
 - Including de-duplicated reach across broadcast, print, online



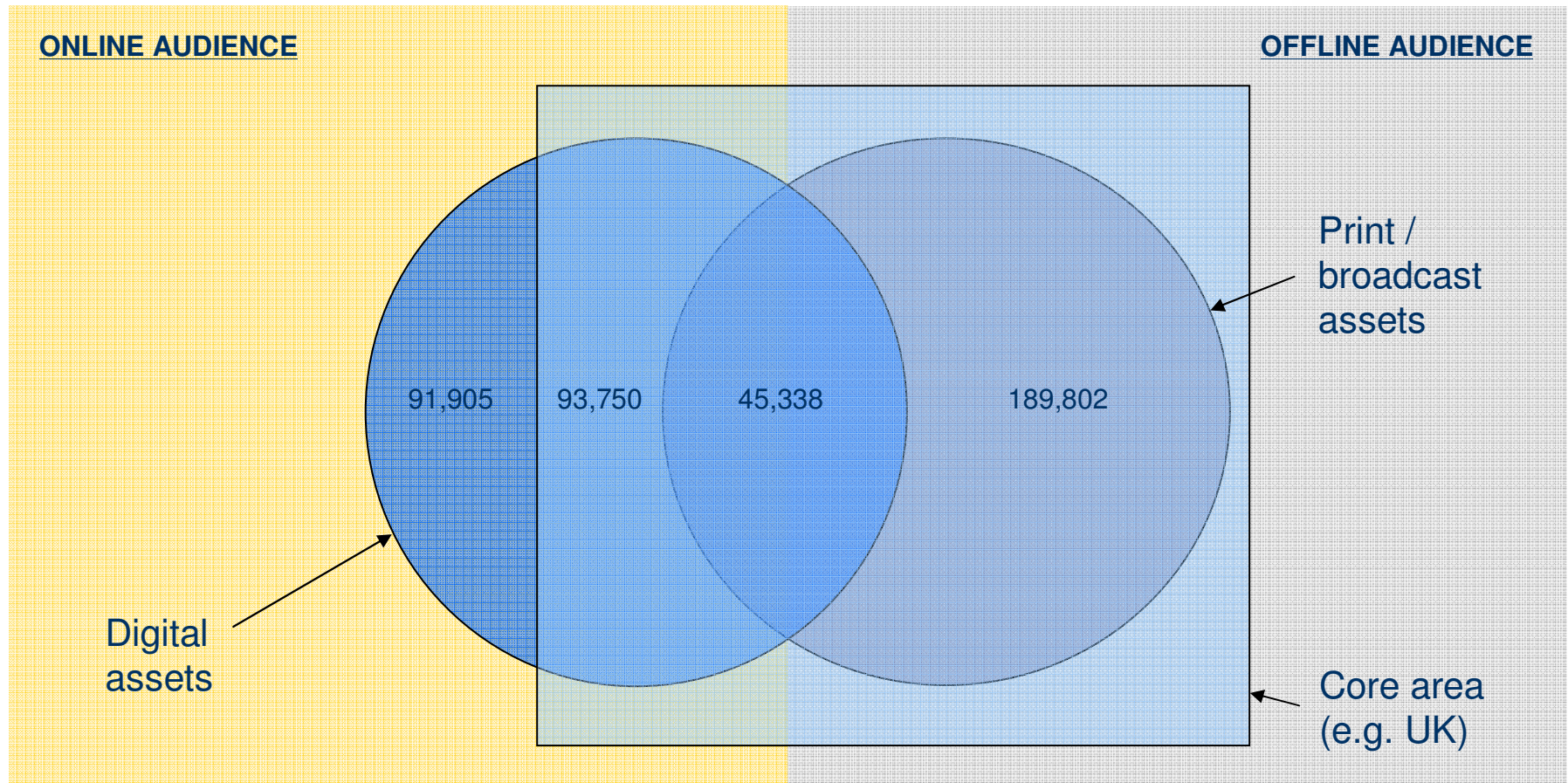
Based on accurate adjusted audience measures

Total reach calculation – audience groups



TOTAL REACH = (A) Digital reach outside core area +
(B) Solus digital reach in core area +
(C) Solus print / broadcast reach in core area +
(D) Duplicated digital and print / broadcast reach in core area

Total reach calculation – pilot illustration

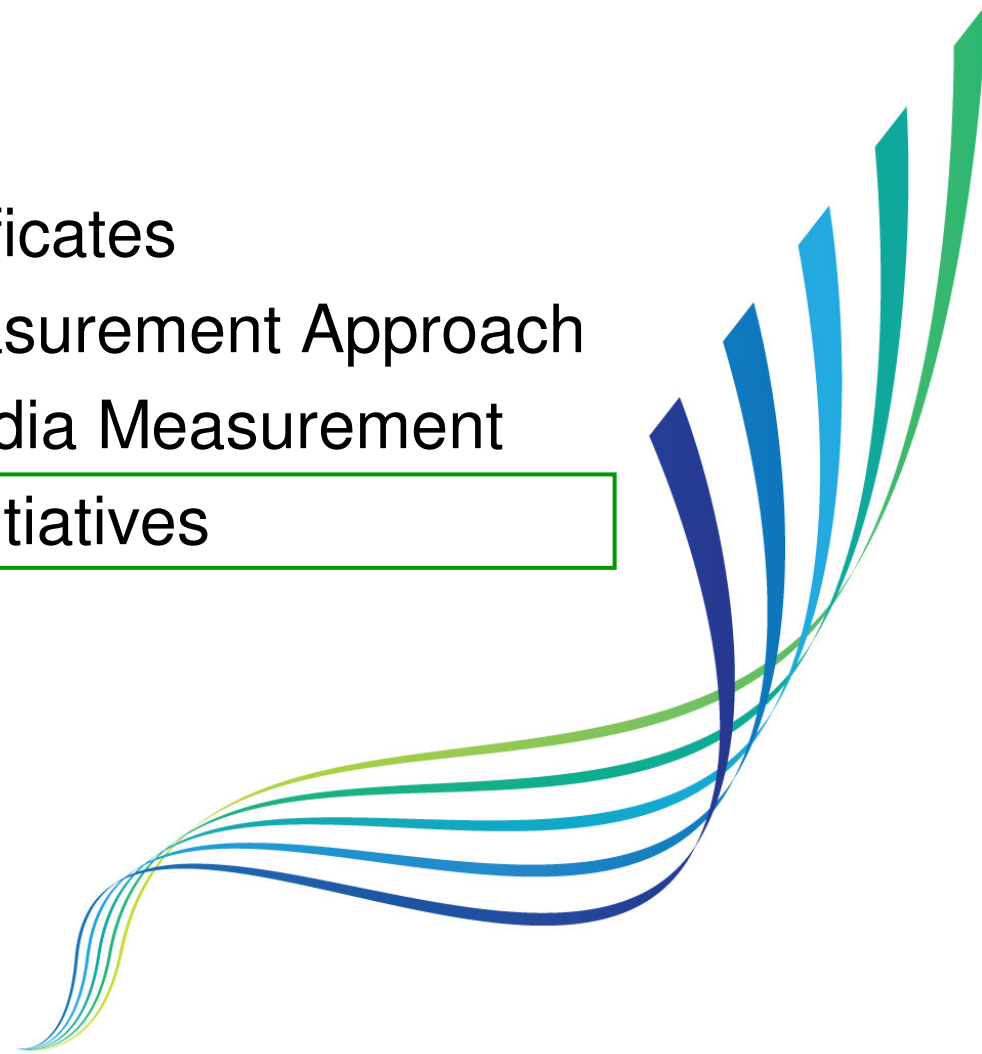


TOTAL REACH = 420,795

TOTAL REACH IN CORE AREA = 328,890 = 40% uplift vs print / broadcast alone

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AARON™ – adoption and initiatives



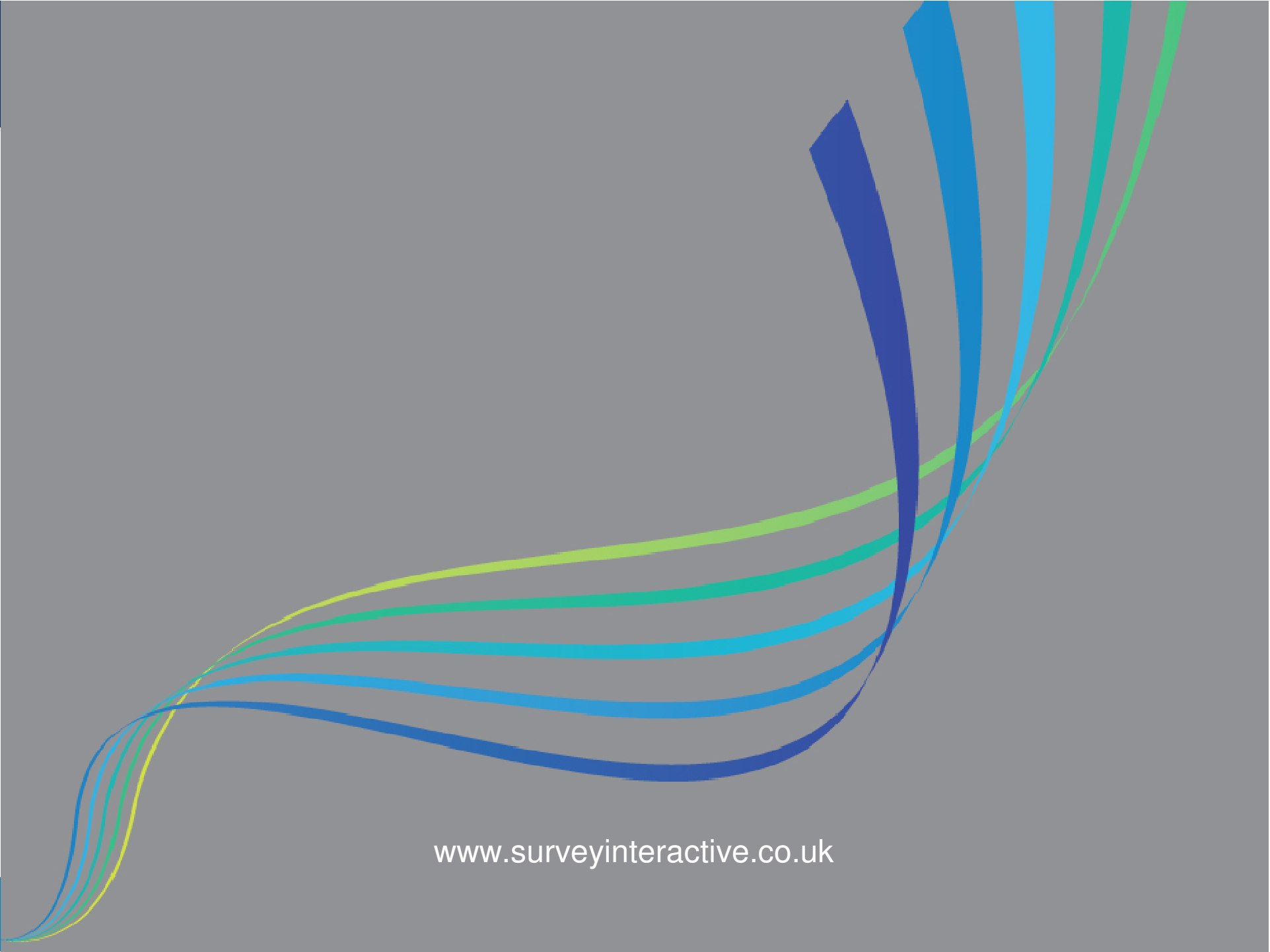
- Pilot and first wave implementations completed with initial clients
- Additional clients / repeat waves during 2008
- Close working relationship with IMS, Telmar and RSMB
- Dialogue with a number of industry and currency bodies regarding market positioning and adoption
- Adopted by JICREG and the Newspaper Society as foundation for UK regional newspapers Portfolio Audience Project
- Patent application
- AARON™ trade mark registration



Trinity Mirror plc



All clients and partners under NDA



www.surveyinteractive.co.uk