



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

News Release

Contacts:

Anne Saini
(646) 654-8691

NIELSEN AND INTERACTIVE MARKET SYSTEMS LAUNCH NEW MEDIA PLANNING SOFTWARE PLATFORM

Clear Decisions™ Software Aims to Boost Advertisers' Return on Investment

New York, May 28, 2008 – The Nielsen Company and Interactive Market Systems (IMS) today announced the launch of IMS Clear Decisions™, a new software platform that provides insight faster, creating a portfolio of analyses of media and marketing data with a few keystrokes.

The most significant new software offering for media buyers and sellers in more than a decade, IMS Clear Decisions™ enables advertising agencies, media companies, and marketers to quickly and easily mine data to pinpoint markets, channels, and target groups.

With greater fragmentation in the media industry, tightly targeted advertising strategies are more important than ever. Clear Decisions helps clients more accurately identify and profile key audiences—to make better media decisions and generate better return-on-investment (ROI) results.

“For software users, the new platform means being able to spend more time interpreting the data and less time generating the numbers.” said Paul Baynton, General Manager, IMS. “This helps our users gain greater value from the surveys they buy and helps them cope with the increasing amount of data available.”

Clear Decisions is based on the newest Microsoft.NET technology, which ensures that it will remain relevant—even as technology evolves. The new platform offers a simple, flexible interface design that provides the quickest path to the most frequently used analyses, requiring far fewer steps to extract insights. Revolutionary drag and drop coding and visual editing make this platform unique. Clear Decisions also provides flexible report formats, custom templates and hundreds of presentation ready charts.

Nielsen and IMS invested \$3.5 million in the development of Clear Decisions, which will be used by more than 16,000 users worldwide. The software is a mainstay data analysis tool used by advertising agencies, publishers, broadcasters, marketers, and other media companies.

Clear Decisions, launched earlier this month, currently incorporates IMS's Cross Tab™ tool for analyzing media and marketing data. Additional tools for analyzing the full multimedia spectrum will be integrated into Clear Decisions on a rolling basis.



About IMS

IMS is the largest international provider of information systems for the advertising industry. IMS are experts in producing easy-to-use, yet sophisticated, media planning and analysis software to analyze both industry and proprietary research. With over 16,000 users worldwide at advertising agencies, publishers, broadcasters, marketers and other media companies, IMS software forms an integral part of media and marketing decisions around the world every day. IMS is owned by The Nielsen Company.

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 (Nielsen Mobile), 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.

###