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News Release

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U.S. AD SPENDING FELL 2.6% IN 2008, NIELSEN REPORTS

NEW YORK, NY March 13, 2009 – The Nielsen Company reported today that U.S. advertising for the full year 2008 was down 2.6% compared to the full year 2007. According to preliminary figures from Nielsen, U.S. ad expenditures declined almost $3.7 billion to a total spend of $136.8 billion in 2008.

Hispanic Cable TV (+9.6%) and Cable TV (+7.8%) were the only two media to show ad growth in 2008. Cable was the highest revenue-generating medium with $26.6 billion in sales.

Media Category	Jan-Dec '08 vs. Jan-Dec '07 % Change
Hispanic Cable TV	9.6%
Cable TV	7.8%
Spot TV Top 100	-0.3%
Syndication TV	-0.8%
National Sunday Supplement	-1.9%
Hispanic Broadcast TV	-2.4%
Network Radio	-3.3%
Broadcast Network TV	-3.5%
Local Magazine	-3.7%
Spot Radio	-4.0%
Spot TV 101-210	-4.6%
Outdoor	-5.0%
FSI Coupon	-5.2%
Internet*	-6.4%
National Magazine	-7.6%
National Newspaper	-9.6%
Business to Business	-9.7%
Local Newspaper	-10.2%
Local Sunday Supplements	-11.0%
TOTAL	**-2.6%**

Source: The Nielsen Company
* Internet advertising expenditures account for CPM-based, image-based advertising. These reported estimated expenditures do not account for paid search advertising, text only, paid fee services, performance-based campaigns, sponsorships, barters, in-stream ("pre-rolls") players, messenger applications, partnership advertising, promotions and email campaigns or house advertising activity.

“Given the state of the U.S. economy, a decline in ad spending was expected, but it’s not as bad as it could have been,” said Annie Touliatos, VP of Sales Development for Monitor-Plus, Nielsen’s ad tracking service. “The campaign season and the Summer Olympics were two big events that had a tremendous impact on advertising, especially on TV buys.”

Print media continued its anticipated decline in 2008. Local and National Newspaper ad spends declined 10.2% and 9.6%, respectively. National Magazines fell 7.6%, while Local Magazines dropped 3.7%.

New media was also hit by the tough economic climate. Internet ad spends dropped 6.4% and Network TV took a 3.5% hit. Nevertheless, television continued to be the dominant medium for advertisers, with 60% of all ad dollars spent on Network, Cable, Hispanic, or Spot TV.

Spanish Language TV (network and cable) advertising continued to grow at a clip of 0.8%, while African-American TV fell 3.4%.

ADVERTISER SPENDING

The top 10 advertisers spent a total of $15.5 billion in 2008 – 15% less than the year before. Not a single one of the top 10 advertisers spent more in 2008 vs. 2007. Procter & Gamble maintained its perch as the top advertiser this year, despite a 19% decline vs. 2007.

Detroit’s Big Three automakers held on to spots in the top 10, despite double-digit percentage slashes in their ad budgets. Cerberus Capital Management (Chrysler) and Ford Motor Co. cut advertising 31% and 29%, respectively. General Motors trimmed its advertising 15%. Foreign automakers Toyota and Honda each made the top 10, but they, too, slashed their ad spend 7% and 3%, respectively.

Parent Company	Jan - Dec 2008 (millions)	Jan - Dec 2007 (millions)	% Change
Procter & Gamble Co.	$2,848.2	$3,531.1	-19.3%
General Motors Corp.	$2,117.7	$2,488.6	-14.9%
AT&T Inc.	$1,662.7	$1,792.1	-7.2%
Verizon Communications Inc.	$1,614.8	$1,636.3	-1.3%
Toyota Motor Corp.	$1,555.0	$1,665.0	-6.6%
Ford Motor Co.	$1,416.1	$1,981.6	-28.5%
Johnson & Johnson	$1,211.0	$1,280.1	-5.4%
Time Warner Inc.	$1,077.4	$1,411.4	-23.7%
Honda Motor Co.	$1,016.6	$1,045.9	-2.8%
Cerberus Capital Mgt. (Chrysler)	$1,002.6	$1,456.7	-31.2%
Total Top 10	**$15,522.1**	**$18,288.8**	**-15.1%**

Source: The Nielsen Company
Note: Data does not include Internet or B-2-B Spending

No fast food parent companies cracked the top 10. But Yum! Brands (11th), parent company of Taco Bell and KFC, spent $5.6 million more on advertising in 2008, while McDonald’s (13th) boosted its ad spend $5 million.

Wal-Mart (19th) showed perhaps the most impressive ad growth in 2008. The retail giant increased its spend 55% over the previous year with $771 million in ad buys.

PRODUCT SPEND

The automotive industry's ad spending fell hardest in 2008. The industry slashed its spending by almost $1.8 billion, or 15.5%.

Pharmaceuticals also cut back its spending significantly, declining 18% and almost $1 billion compared to 2007. Quick Service Restaurants, however, was the only category in the top 5 to spend more in 2008, with 3.8% more expenditures in 2008. Direct Response placed 8th, having grown its ad spend 9.2%, thanks to increased spending by companies like Video Professor (+389%), Allstar Marketing (+318%) and Rosetta Stone (+73%)

Product Category	Jan - Dec 2008 (millions)	Jan - Dec 2007 (millions)	% Change
Automotive (Factory & Dealer Assoc.)	$10,016.1	$11,854.4	-15.5%
Pharmaceutical	$4,344.1	$5,325.3	-18.4%
Auto Dealerships - Local	$4,198.3	$4,604.6	-8.8%
Quick Service Restaurant	$4,080.5	$3,932.8	3.8%
Department Store	$3,890.9	$3,994.2	-2.6%
Wireless Telephone Services	$3,431.4	$3,731.6	-8.0%
Motion Pictures	$3,322.1	$3,750.6	-11.4%
Direct Response Product	$2,576.9	$2,358.9	9.2%
Restaurant	$1,618.6	$1,619.4	0.0%
Furniture Stores	$1,580.8	$1,636.2	-3.4%
Top 10 Product Categories	**$39,060.0**	**$42,808.1**	**-8.8%**

Source: The Nielsen Company
NOTE: Data does not include Internet or B-2-B spending.

About The Nielsen Company
The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.