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News Release

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GLOBAL ADVERTISING GROWTH SLOWS YEAR ON YEAR, BUT STILL POSITIVE 3%: NIELSEN

Amsterdam, October 2008 – Despite the current economic uncertainty, the period April to June 2008 has shown growth in advertising expenditure, says Ben van der Werf of Nielsen. According to Nielsen Global AdView Pulse, the definitive report on global advertising trends and market insights, global advertising grew 1.5 percent in the second quarter of 2008. Asia Pacific was the real driver of growth, with an increase of 7.6 percent compared to the same period last year.

Global AdView Pulse provides rich market analysis down to category and advertiser level to help advertiser better understand how local market dynamics impact regional and global trends. Data is collected from 28 markets spanning North America, Asia Pacific, Europe and Africa and covers TV and Print, and Radio, Outdoor, Cinema and Internet wherever available locally and regionally.

Findings from the latest Global AdView Pulse show significant variations in overall adspend trends across the regions. North America (1) experienced a decrease of a little over one percent compared to last year. In the USA, when comparing spending of the Top 10 companies, the total activity is down around six percent compared to the same period last year. And in Canada, the overall economy narrowly avoided the first back-to-back reduction by a growth of 1.7 percent. Radio, Newspapers and Magazine investment fell in a range up to 13 percent compared to Q2 2007, with only Television showing growth.

Asia Pacific (2) showed the most growth over the quarter, at 7.6 percent, but not quite as high as the 10 percent growth found in the second quarter of 2007. All four major media types (Television, Magazines, Newspapers and Radio) saw additional investment. The effects of the earthquake in China, the Japanese recession and the general softening of the economy went some way to negatively impact the results for the quarter in the region. Australia's advertising market remained strong, closing the half year with 5.6 percent growth. Of the twelve countries included in the Q2

Pulse report, just three showed a drop in year on year spend – Japan, South Korea and Taiwan. On the other hand, Indonesia and Malaysia showed growth of just over 20 percent each – with institutional advertising and telecommunications topping the investment sectors in these countries.

In Europe (3) the advertising market dropped three percent, which worsened a flat first quarter. The drop in spend affects all sectors and the majority of media types – the exception being Radio which rose by just under one percentage point in Q2 2008. In the period April to June the largest sectors remained Food and Automotive respectively with a little over 20 percent of the advertising activity shared between them. Earlier global economic uncertainty has spread across into European advertising budgets and the tone has been cautious throughout the region with economic stabilization or deceleration in many countries in the second quarter.

Globally, the majority of the sectors recorded higher spend in the second quarter 2008 than they did in the same period last year, but Automotive, Telecommunications, Durables and Financial all lowered their investment levels. When looking at individual regions however the picture is less clear - all but Media are increasing in Asia Pacific therefore driving the growth; Europe reports Automotive in decline, whilst FMCG and Distribution Channels hold their ground and in North America the majority of sectors are declining with the exception of Distribution Channels, Entertainment and Media which have increased, and with stable levels of investment in Durables and Clothing and Accessories.

As for the media types, the picture looks similar to the first quarter of the year with growth slowing overall. As has been seen before in times of economic difficulties, Television is the preferred medium and the only one showing growth at 3.8 percent compared to April to June 2007. Once again, when looking at the regional breakdown of this growth, Asia Pacific is the driving force, with growth of nearly 10 percent, this being tempered by the drop in Television investment in Europe of just over 4 percent.

Notes:

Rate estimates and methodologies vary across the markets, however, in a tightening global economic environment, ad spend estimates may not reflect discounting and bonus spots offered in some markets.

1 –North America comprises : Canada and United States

2 – Asia Pacific comprises: Australia, China, Hong Kong, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan and Thailand

3 – Europe comprises Belgium, Germany, Italy, the Netherlands, Norway, Spain, Sweden, Switzerland, Turkey and UK

About Nielsen Global AdView

Nielsen Global AdView integrates advertising information from different countries: a unique combination of on-the-ground local country knowledge plus centralized harmonization expertise. Spend and creative content from over 80 countries can be compiled, linked and harmonised to enable quick strategic insight into the competitive advertising arena. Through a local network of



subsidiaries and partnerships, coverage represents an unsurpassable 85% of the world's advertising expenditure and comes with over 10 years experience in providing international advertising services.

About Nielsen Media Research

Nielsen Media Research, one of the major businesses of The Nielsen Company is active in 40 markets offering television, radio and outdoor audience measurement, print readership, advertising information services and customised media research. Nielsen Media Research is the recognised market standard for media information in the largest advertising territories. Thanks to the local presence of our own branches in more than 20 of the world's leading advertising markets (including North America, Europe, Asia Pacific and Africa) we can measure expenditure and creatives daily, providing an always open window on the world of media.

About The Nielsen Company

The Nielsen Company is the world's leading provider of marketing information, audience measurement, and business media products and services. By delivering an unmatched combination of insights, market intelligence, advanced analytical tools, and integrated marketing solutions, Nielsen provides clients with the most complete view of their consumers and their markets. 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, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.