

Be counted*

A fact book of measurement companies
serving the US media industry

Version 1.1



Why this collection?

As the entertainment and media landscape continues to expand, consumer behavior is growing more diverse and complex, presenting a challenge to industry executives seeking to determine where best to make media investments and how to most effectively measure their returns.

Innovative participants in the marketplace are looking beyond traditional metrics in order to establish a more comprehensive view of how consumers interact with content and advertising. As data sources and tools grow more sophisticated, entertainment and media companies have unprecedented opportunities to enrich their advertising and business decision making with more in-depth insights into the marketplace.

Witnessing the innovation under way, PricewaterhouseCoopers scanned the marketplace in search of services and tools used by our clients to gain a richer understanding of their advertising, their customers and the competitive landscape.

In an effort to provide our clients—and the industry—with a timely and unique resource, we assembled this collection of companies offering measurement services and tools to help advertisers, media agencies, content providers and content distributors analyze returns on their entertainment and media investments.

This listing identifies companies in the business of media and audience measurement—spanning television, film, radio, print, web, mobile, games and out-of-home media markets.

The listing offers no endorsements of specific companies, nor is it a comprehensive directory. It presents introductory information on established companies that provide measurement services and tools to the US media industry.

The companies are categorized by the platform(s) they measure, the audience(s) they typically serve and the specific objectives they fulfill for their clients.

PricewaterhouseCoopers sourced the information from company websites, client conversations, news reports and interviews with company representatives. This is not a buyer's guide. This fact book is meant solely as a helpful starting point for the companies participating in the content, entertainment and advertising ecosystem that are seeking to evolve their consumer insights and measurement methodologies, and gain a greater understanding of the resources available to help them evaluate the effectiveness of their entertainment and media investments.

In Be counted v1.1, our first revision since we published v1.0 in January 2008, you will find a number of company profile revisions reflecting the continued growth and change within the media and advertising landscape itself. Many of the companies listed in this fact book have revised their products and services, and several have completed mergers or acquisitions. These changes are incorporated into the listings within Be counted's pages. Several examples of such changes include:

- In February 2008, The Nielsen Company and Arbitron agreed to terminate the development of Project Apollo.
- Also in February, Nielsen acquired Audience Analytics and its Audience Watch software, and two months later, they acquired IAG Research.
- In March 2008, TNS acquired Compete, a web analytics company with various digital intelligence products.
- In May 2008, comScore acquired M:Metrics, which added the mobile Internet to comScore's media measurement capabilities.
- During the first half of 2008, Concurrent integrated Everstream into its product suite.

Measured media platforms

Film Motion picture exhibition within movie theaters and via DVD rentals and purchases.

Games Videogame (console or computer) rentals and purchases and online multiplayer games.

Mobile Content, entertainment and downloads (e.g., ringtones) on wireless phones or PDAs.

Out-of-home Billboards, street furniture, transit advertising, live concerts, sporting events and traditional media exhibited outside of the home (e.g., watching an in-airport news network displayed on television monitors at airport gates).

Print Books, magazines and news publications.

Radio Over-the-air (including satellite) radio broadcast.

Television Over-the-air and multichannel (e.g., cable, satellite) television broadcast.

Web Websites, social networks, blogs, broadband video and online radio.

Used by

Advertisers Marketers and brand managers.

Content distributors Companies that provide the infrastructure to deliver content via their physical or digital networks.

Content providers Entertainment or information content producers and publishers.

Media agencies Advertiser representatives who plan and buy media.

Used for

Competitive intelligence Measurement of industrywide and/or peer-group audience size and demographic information for the purpose of gauging the success of one's own media offering against others.

Customer experience Measurement and analysis of consumer behavior in relation to a specific publisher or distributor's content (e.g., website) to provide insight on how to improve the customer experience and meet other defined company goals.

Independent verification Measurement of statistics (e.g., size of audience, number of ad impressions, ratings) used to validate that advertising campaigns have successfully met contracted guarantees or other commitments.

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Company	Business overview	Measured media platforms										Used by		Used for		
		Film	Games	Mobile	Out-of-home	Print	Radio	Television	Web	Advertisers	Content distributors	Content providers	Media agencies	Competitive intelligence	Customer experience	Independent verification
Adams Media Research	Adams Media Research (AMR) provides market data and financial analytics on film, television, game and digital media markets. Clients in the film entertainment, consumer electronics, personal computer, microprocessor, packaged media distribution, cable and telecommunications markets use AMR's information for business plan development, sales and production forecasts, competitive monitoring and to identify new revenue opportunities.	●	●	●				●	●	●	●	●	●	●	●	
Alexa Internet	Alexa Internet offers advertisers, agencies, software developers and website designers access to historical website information and popularity data. Clients use this information to develop a better understanding of their audiences, observe the strengths and weaknesses of various websites and develop targeted marketing strategies.							●	●	●	●	●	●	●	●	
Arbitron	Arbitron measures network and local market radio audiences across the US and provides application software for analyzing media audience and marketing data. The company has developed the cell-phone-sized Portable People Meter (PPM)—a single-source multimedia, passive audience measurement system that electronically tracks exposure to radio, broadcast television and cable media as consumers wear it throughout the day.				●		●	●	●	●	●	●	●	●	●	●
Audit Bureau of Circulations	The Audit Bureau of Circulations (ABC) is a forum of magazine and newspaper publishers, advertisers and advertising agencies. The organization provides credible, verified information important to the media buying and selling process, and produces circulation data for newspapers, magazines, and business and farm publications in North America.		●	●		●			●	●	●	●	●	●	●	●
BuzzLogic	BuzzLogic supplies a software application that enables advertisers, marketers and public relations professionals to identify influencers in social media for the purposes of outreach campaigns, brand advocacy programs and product feedback. BuzzLogic also offers both a technology and ad network, called Conversation Targeting, enabling advertisers to isolate influential blog and social media conversations and use this data to guide ad placement.							●	●		●	●	●	●	●	●
Cision USA	Cision is a media intelligence services company that provides marketers and public relations professionals with information and technology to help them develop more efficient marketing and communication strategies. Through services such as media research and information distribution monitoring and analysis—delivered primarily via web-based software platforms—clients are able to identify desired target audiences to which they may disseminate information, and monitor and evaluate their media image.					●	●	●	●	●		●	●			
comScore	comScore is a global provider of Internet consumer behavior insights that helps clients drive more efficient marketing, sales and trading strategies. The company's audience measurement services report details of online media usage, visitor demographics and online buying power for home, work and university audiences across local US markets, as well as markets worldwide.			●				●	●	●	●	●	●	●	●	●
Concurrent	Concurrent's Everstream line of products provides enterprise-level data collection, reporting, analytics and business intelligence services for cable and broadband providers. The company's software and services enable providers to measure and monetize their digital service offerings through information about subscribers' choices and experiences, and provide a distributed ad campaign management solution for iTV and broadband platforms.							●	●	●	●		●	●		
Coremetrics	Coremetrics provides advertisers and marketers around the world and across industries with web analytics and digital marketing tools to improve search engine bid management, email marketing, industry benchmarking and consumer recommendations. Coremetrics' data enables companies to acquire customers more cost-effectively, increase conversion rates and grow lifetime customer value.							●	●	●	●	●	●	●	●	●

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		Film	Games	Mobile	Out-of-home	Print	Radio	Television	Web	Advertisers	Content distributors	Content providers	Media agencies	Competitive intelligence	Customer experience
Google Analytics	Google Analytics is a free web analytics service that helps executives, marketers and website owners understand how visitors find, navigate and convert on their sites. Customizable reports and data visualizations allow users to track visitors' interactions with their websites and monitor the performance of marketing campaigns.						●	●	●	●	●	●		●	
Hitwise	Hitwise, a wholly-owned subsidiary of Experian, is an online competitive intelligence service that provides clients with daily insights on how 25 million Internet users interact with a broad range of websites, and the tactics that competitors use to attract online customers. The company's proprietary software collects data directly from Internet service providers around the world on the online usage, search and conversion behavior of Internet users.							●	●	●	●	●	●	●	●
Integrated Media Measurement Inc.	Integrated Media Measurement Inc. (IMM) provides single-source, passive, crossplatform measurement of consumer exposure to content, ads and promotions in and out of the home. The company's proprietary cellphone audio-capture technology passively "fingerprints" consumer exposure to media wherever it occurs and delivers real-world insights into how consumers interact with the multiple media platforms they encounter each day.	●	●	●	●		●	●	●	●	●	●	●	●	●
Navic Networks	Navic Networks provides interactive television technology and services to the cable and direct-broadcast satellite television industry. The company uses a census-based approach to collect information from approximately 35 million set-top boxes in North America and to provide advertisers and programmers with accurate, real-time measurement of television programming, commercial viewership and application usage.							●		●	●	●	●	●	●
The Nielsen Company	The Nielsen Company is a global provider of media and marketing information, product purchasing behavior, audience measurement and business media products and services. Nielsen's services provide clients with a complete view of their customers and their markets through a combination of insight, audience and media intelligence, analytical tools and integrated marketing solutions.	●	●	●	●	●		●	●	●	●	●	●	●	●
Omniture	The Omniture Online Business Optimization suite of products and services provides clients with the ability to capture, store, analyze and optimize information generated by their websites in order to better understand customer behavior, provide relevant content and improve overall marketing effectiveness. Omniture's products support multiple languages and currencies, and are delivered via an on-demand infrastructure that is designed to scale with customer needs.							●	●	●	●	●		●	
Quantcast	Quantcast is an audience measurement and analytics company that combines census-level web media consumption events with panel-based data to generate a variety of traffic, audience, content and lifestyle affinity profiles across the web. The service enables publishers to characterize their audiences, marketers to better target their advertising, and broader marketplace participants to maintain transparent visibility of the web's audience dynamics.								●	●	●	●	●	●	●
Radian6 Technologies	Radian6 Technologies provides social media monitoring and analysis for marketing, communications and customer support professionals. The company's dashboard enables monitoring of all forms of social media with results appearing in real-time, so that clients can understand the effects of each post on the respective communities.								●	●		●	●	●	●
Reentrak	Reentrak provides services that measure, aggregate and report content performance over a variety of entertainment platforms and media technologies including television, theatrical, home entertainment, mobile and broadband video. The company uses a census-based approach to collect information from digital set-top boxes, VOD servers, POS systems and data feeds. All services are offered via web-based access to transaction data and analytical tools, which provide detailed industrywide and title-specific information.	●		●				●	●	●	●	●	●	●	●

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		Film	Games	Mobile	Out-of-home	Print	Radio	Television	Web	Advertisers	Content distributors	Content providers	Media agencies	Competitive intelligence	Customer experience	Independent verification	
SAS Institute	SAS Institute, known historically for its broad range of business intelligence and analytical software and services, has developed a web analytics service that analyzes and reports information related to consumers' online behaviors. Website managers and content providers can use the information to monitor customer behavior to find out when customers are ready to buy, improve customer retention by providing a better overall customer experience and increase margins to improve their bottom lines.								●	●	●	●	●		●		
Taylor Nelson Sofres (TNS)	The family of TNS media companies—TNS Compete, TNS Cymfony, TNS media intelligence, TNS media research and TNS TES—serve global advertisers, agencies and media companies. They provide comprehensive media and consumer research capabilities through traditional, social and digital media expertise.	●			●	●	●	●	●	●	●	●	●	●	●	●	
Teletrax	Teletrax is a global media intelligence service that enables clients such as entertainment studios, news and sport organizations, TV syndicators, direct response and advertisers to determine precisely when, where and how their video is being used around the world. Teletrax yields critical intelligence allowing media executives to keep control and better monetize their video assets.	●						●		●	●	●	●	●	●		
TiVo	TiVo, known for its digital video recorder (DVR) equipment and services, launched its media measurement and information service in September 2006 to provide advertisers, agencies and programmers with short- and long-form video advertising metrics and anonymous information about the customers who use TiVo's DVRs. The company can provide insight that allows clients to better understand the types of advertisements that are most successful with consumers in TiVo households.							●		●	●	●	●	●	●	●	
Unica	Focused exclusively on the needs of marketers, Unica is a global provider of enterprise marketing management software and services. Clients can use Unica's Affinium software throughout the marketing process. Offered as installed software or on-demand via the Internet, Unica delivers services such as web and customer analytics, cross-channel lead and campaign management, and marketing resource management.					●			●	●	●	●	●	●	●		
Visible Technologies	Visible Technologies provides Internet monitoring and analytics services that enable companies to track, analyze and participate in social media conversations. The company's TruCast software can be used by advertisers and agencies to promote word of mouth, measure ROI of media spend, foster relationships with customers and manage crisis situations.								●	●			●	●	●	●	
Webtrends	WebTrends provides web analytics and online marketing solutions designed to enable global enterprises to optimize marketing campaigns and customer engagement. WebTrends Marketing Lab delivers analytics, search engine marketing and visitor intelligence solutions.								●	●	●	●	●		●		

Adams Media Research

Adams Media Research (AMR) provides market data and financial analytics on film, video, television, games, mobile and digital media markets. The company publishes the monthly Hollywood Aftermarket newsletter, which provides strategic and financial consulting for clients in motion pictures, video and digital media entertainment. In partnership with its parent company, Screen Digest Ltd. in London, AMR also develops and markets online subscription databases covering worldwide media markets on a country-by-country basis.

AMR provides historical DVD rental and sales data, which clients can use to anticipate future performance. The company also analyzes download-to-own and ad-supported revenue pipelines for feature film and television show distribution via ad-supported and transactional Internet services. In addition, the company offers multi-platform models for the video game and mobile content market.

Clients in the film entertainment, television, consumer electronics, personal computer, microprocessor, packaged media distribution, cable and telecommunications markets use AMR's information for business plan development, sales and production forecasts, competitive monitoring and to identify new revenue opportunities.

2511 Garden Road, Suite B-250
 Monterey, CA 93940
adamsmediaresearch.com

Laura Aguilera
 Director, Sales
 email: laura@adamsmediaresearch.com
 tel: [1] 831 624 0303

Measured media platforms	Film	●
	Games	●
	Mobile	●
	Out-of-home	
	Print	
	Radio	
	Television	●
	Web	●
Used by	Advertisers	●
	Content distributors	●
	Content providers	●
	Media agencies	●
Used for	Competitive intelligence	●
	Customer experience	●
	Independent verification	

Alexa Internet

Alexa Internet offers advertisers, agencies, software developers and website designers access to historical website information and popularity data. Popularity and traffic ranking information is gathered from a panel of Internet users comprising people across the globe. Clients use this information to develop a better understanding of their audiences, observe the strengths and weaknesses of various websites and develop targeted marketing strategies.

The historical website information provided by Alexa includes related sites, a list of sites linking in to a specified site, site contact information and top sites by country and category. Historical traffic information includes rank, reach and page-view data going back to 2001.

Alexa continually crawls publicly available websites so that its clients can categorize websites, evaluate website popularity over time, identify trends and understand the effects of specific events on website traffic. These analytics help designers improve their web applications and help advertisers improve their ability to connect with consumers.

Alexa Internet was acquired by Amazon.com in June 1999 and now operates as a wholly-owned subsidiary.

Presidio of San Francisco
 P.O. Box 29141
 San Francisco, CA 94129
 alexa.com

Geoffrey Mack
 Product Manager
 email: geoff@alexa.com
 tel: [1] 415 561 6900

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	
	Radio	
	Television	
Used by	Web	●
	Advertisers	●
	Content distributors	●
	Content providers	●
Used for	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	

Arbitron

Arbitron measures network and local market radio audiences across the US and provides application software for analyzing media audience and marketing data. The company has developed the cell-phone-sized Portable People Meter (PPM)—a single-source multimedia, passive audience measurement system that electronically tracks exposure to radio, broadcast television and cable media as consumers wear it throughout the day. The PPM detects inaudible codes embedded in the audio portion of any transmission, such as terrestrial broadcast or satellite radio, Internet radio, and broadcast, cable and satellite television.

Radio stations, radio groups, radio networks, radio syndicators, online radio broadcasters, cable television system operators and cable television networks use Arbitron's measurement services and software to demonstrate the value of their audiences to marketers and advertisers. Out-of-home and outdoor media providers use the company's qualitative services to show the value of their inventory to marketers and advertisers. In turn, advertising agencies and marketers use Arbitron's services to plan more effective marketing programs and target consumers more precisely.

Through its Scarborough Research joint venture with The Nielsen Company, Arbitron provides additional media and marketing custom research services to the broadcast television, newspaper and online industries.

142 West 57th Street
New York, NY 10019-3300
arbitron.com

Pierre C. Bouvard
President, Sales and Marketing
email: pierre.bouvard@arbitron.com
tel: [1] 212 887 1300

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	●
	Print	
	Radio	●
	Television	●
Used by	Web	●
	Advertisers	●
	Content distributors	●
	Content providers	●
Used for	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	●

Audit Bureau of Circulations

The Audit Bureau of Circulations (ABC) is a forum of magazine and newspaper publishers, advertisers and advertising agencies. The organization provides credible, verified information important to the media buying and selling process and produces circulation data for approximately 2,300 newspapers, magazines, and business and farm publications in North America.

In addition to print circulation, ABC independently verifies print readership, subscriber demographics and online activity data. ABC recently began combining circulation, print readership and website activity data on its reports to more accurately reflect a publication's total audience—a statistic relevant for integrated online and offline media buys.

In June 2008, ABC announced the launch of its Digital Technology Accreditation program, a new audit service for emerging technologies. Following industry standards and guidelines, the service can provide accreditation for such emerging areas as widget platforms, ad-serving technology, e-newsletter delivery systems, gaming platforms and other digital ad-based technology.

Advertisers and agencies can use ABC reports and analyses as the basis of media buying decisions, and publishers can use ABC-audited data to manage circulation and develop competitive marketing strategies.

900 North Meacham Road
Schaumburg, IL 60173-4968
accessabc.com

George Bartman
Vice President, Marketing and Sales
email: george.bartman@accessabc.com
tel: [1] 212 867 8992

Measured media platforms	Film	
	Games	●
	Mobile	●
	Out-of-home	
	Print	●
	Radio	
	Television	
Used by	Web	●
	Advertisers	●
	Content distributors	●
	Content providers	●
Used for	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	●

BuzzLogic

BuzzLogic supplies a software application, called Insights, that enables advertisers, marketers and public relations professionals to identify influencers in social media for the purposes of outreach campaigns, brand advocacy programs and product feedback. Insights is powered by BuzzLogic’s search-based technology. Conversation queries (similar to keyword searches) are created within the system, and are used to analyze the Web on an ongoing basis to discover the opinion leaders driving online conversations on virtually any topic, as well as the community of sites listening to or participating in specific discussions.

BuzzLogic also offers both a technology and ad network, called Conversation Targeting, enabling advertisers to isolate influential blog and social media conversations and use this data to guide ad placement across BuzzLogic’s growing network of sites. BuzzLogic Account Teams source the influential inventory using BuzzLogic’s technology, execute and optimize campaigns, as well as provide detailed reporting on campaign performance and how conversational shifts impact ad effectiveness.

The company’s patent-pending algorithms consider approximately a dozen factors when determining the influence of both the people discussing a certain topic and the composition of the audience linking in to that conversation. Additionally, the company’s acquisition of Activeweave in April 2007 enables it to factor in reader dynamics—how users explore social content—as part of its influence calculation.

BuzzLogic reports offer data on social media reach, conversation size and growth over time, and blogger engagement. Marketers and PR professionals working with BuzzLogic have anytime, anywhere access to influencer lists, social maps, reporting features and engagement tools to help build relationships with influencers directly and track the success of these programs.

425 Brannan Street
 2nd Floor
 San Francisco, CA 94107
 buzzlogic.com

Courtney Hughes
 Director, Business Development
 email: sales@buzzlogic.com
 tel: [1] 415 348 6900

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	
	Radio	
	Television	
Used by	Web	●
	Advertisers	●
	Content distributors	
Used for	Content providers	●
	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	●

Cision USA

Cision is a media intelligence services company that provides marketers and public relations professionals with information and technology to help them develop more efficient marketing and communication strategies.

Cision monitors media outlets worldwide—including print, broadcast and web publications, and blogs—to keep clients informed about their coverage in the media and that of their competitors. The company covers all 210 US designated market areas (DMAs), as well as national television and the major cable networks and radio markets. It also packages its information with Nielsen audience figures, total television household figures, DMA rankings and information about publicity values.

The company maintains a database (updated daily) of print, broadcast and online media outlets with detailed profiles of editors, analysts, freelancers, syndicated columnists, broadcast journalists and bloggers—plus editorial calendar listings.

Clients use Cision’s portfolio of media research and information distribution monitoring and analysis services—delivered primarily via web-based software platforms—to identify desired target audiences to which they may disseminate information, and monitor and evaluate their media image. The information also enables them to make more efficient marketing and communication decisions.

332 South Michigan Avenue
Suite 900
Chicago, IL 60604
us.cision.com

Stephen Debruyn
Vice President, Marketing
email: stephen.debruyn@cision.com
tel: [1] 312 986 4974

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	●
	Radio	●
	Television	●
Used by	Web	●
	Advertisers	●
	Content distributors	
	Content providers	
Used for	Media agencies	●
	Competitive intelligence	●
	Customer experience	
	Independent verification	

comScore

comScore is a global provider of Internet consumer behavior insights that help clients drive more efficient marketing, sales and trading strategies. The company's audience measurement services report details of online media usage, visitor demographics and online buying power for home, work and university audiences across local US markets, as well as markets worldwide.

comScore provides insight into site traffic, usage intensity, search engine usage, qualitative consumer information, online buying power, local market measurement, competitive intelligence and worldwide Internet trends. The company has established a global panel of consumers, all of whom have given it permission to confidentially capture their online behavior including web browsing and transactions, online video consumption, widget consumption and ad impressions. Some panelists allow comScore to monitor both their home and work computers, so the company can understand overlapping usage between these locations and adjust for it.

Clients use the panel to conduct research studies focused on a wide range of online and offline issues including customer satisfaction, purchase intent, barriers to purchasing specific brands, attitudes about competitive products and services, and brand usage behavior.

comScore's May 2008 acquisition of M:Metrics, a mobile tracking company, has expanded its capabilities in measurement of mobile media, including consumption of mobile content and applications, as well as benchmarking performance of mobile operators, handset original equipment manufacturers, platform vendors and media companies.

11465 Sunset Hills Road
Suite 200
Reston, VA 20190
comscore.com

Erin Hunter
Executive Vice President
email: ehunter@comscore.com
tel: [1] 650 244 5408

Measured media platforms	Film	
	Games	
	Mobile	●
	Out-of-home	
	Print	
	Radio	
	Television	
	Web	●
Used by	Advertisers	●
	Content distributors	●
	Content providers	●
Used for	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	●

Concurrent

The line of products from Concurrent’s Everstream provides enterprise-level data collection, reporting, analytics and business intelligence services for cable and broadband providers. The company’s software and services enable providers to measure and monetize their digital service offerings through information about subscribers’ choices and experiences, and provide a distributed ad campaign management solution for iTV and broadband platforms. They help marketing, programming, advertising and operations teams analyze usage, revenue and quality of interactive services to improve the overall customer experience.

Concurrent’s Everstream measurement services collect anonymized usage and consumption data for video on demand (VOD), linear and Internet streaming through a widely deployed platform. The company provides both detailed and aggregated usage and revenue information across on-demand and interactive video offerings, and also offers analytical report and dashboard templates for measuring iTV service consumption across channels and interactive applications. The templates demonstrate metrics such as views by households, views by demographic, views by postal/zip code, share of active audience, share of total audience, viewing time per household and activity per day part.

Through Everstream, Concurrent provides detailed, proprietary data to its clients, as well as aggregated and summarized data across its client base for comparative purposes. As of January 2008, Concurrent measured approximately 26 million North American digital television subscribers—80% of the 32 million VOD-enabled subscriber markets—through its installations with twelve cable broadband operators.

4375 River Green Parkway
Suite 100
Duluth, GA 30096
everstream.com

Tim Dodge
Vice President,
Sales and Marketing, On-Demand
email: tim.dodge@ccur.com
tel: [1] 678 258 4102

Measured media platforms	Film	
	Games	
	Mobile	
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Used by	Web	●
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	Independent verification	

Coremetrics

Coremetrics provides advertisers and marketers around the world and across industries with web analytics and digital marketing tools to improve search engine bid management, email marketing, industry benchmarking and consumer recommendations. Coremetrics' data enables companies to acquire customers more cost-effectively, increase conversion rates and grow lifetime customer value.

The company segments customers based on a wide range of criteria, including participation in social media activities like posting reviews or watching video content, and automatically tracks and reports referrals, conversions and orders across shopping portals and comparison shopping engines.

Coremetrics uses unique website tags to provide a detailed history of each visitor's behavior on a client's site. The method captures every click of a visitor over time and stores the data in a secure database. Each time the visitor returns, data is added to his or her profile. This information can be used by clients to perform lifetime customer analyses and determine the effectiveness of marketing efforts.

Advertisers and marketers can use Coremetrics' services to make personalized offers and, in the aggregate, optimize offers for similar buyers. Marketers can also benefit from contextual marketing—the ability to identify and target the most valuable customers based on individual traits, lifetime visits and behavior.

1840 Gateway Drive
Suite 320
San Mateo, CA 94404
coremetrics.com

Jeff Schmidt
Vice President, Worldwide Sales
email: jschmidt@coremetrics.com
tel: [1] 650 762 1444

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
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	Television	
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	Advertisers	●
	Content distributors	●
	Content providers	●
Used for	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	

Google Analytics

Google Analytics is a free web analytics service that helps executives, marketers and website owners understand how visitors find, navigate and convert on their sites.

Customizable reports and data visualizations allow users to track visitors' interactions with their websites and monitor the performance of marketing campaigns. Users can find out which keywords drive the most profitable traffic, which ad text is the most effective and where visitors drop off during the conversion process.

Google Analytics uses first-party cookies and JavaScript code to collect traffic data and track the effectiveness of advertising, including AdWords, TV and Radio campaigns. It anonymously tracks how visitors interact with a website, including where they come from (geographically and on the web), what they search for once they are on the site and what they look at as a result, and whether they complete any of the site's conversion activities. Google Analytics can also track e-commerce transactions and provide data on how frequently specific ads, keywords, campaigns and referrals result in sales.

Users can view reports on demand, create custom report dashboards and schedule email reports for distribution to colleagues. Website owners can leverage this information to create more relevant ads, strengthen marketing initiatives and improve website content, thus leading to higher-converting websites through a better understanding of site traffic. Advertisers use Google Analytics to measure the effectiveness of their marketing investments and improve ROI.

1600 Amphitheatre Parkway
Mountain View, CA 94043
google.com/analytics

Nick Mihailovski
Strategic Account Manager
email: nm@google.com
tel: [1] 650 253 7180

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	
	Radio	●
	Television	●
Used by	Web	●
	Advertisers	●
	Content distributors	●
	Content providers	●
Used for	Media agencies	●
	Competitive intelligence	
	Customer experience	●
	Independent verification	

Hitwise

Hitwise, a wholly-owned subsidiary of Experian, is an online competitive intelligence service that provides clients with daily insights on how 25 million Internet users interact with a broad range of websites, and the tactics that competitors use to attract online customers.

Hitwise's measurement services include:

- Insight on how people have searched for products and services across all major search engines
- Clickstream reports on the upstream traffic to, and downstream traffic from, a specific website, industry or custom category
- Identification of the top-performing sites that attract desirable customers
- Insight on how customers interact with specific sections on competitors' websites
- Key demographics of a website's user base, including age, gender and geographic location (by designated market area and on a state level)
- Paid and organic search term data across numerous search term reports

Hitwise's proprietary software collects data directly from Internet service providers (ISPs) around the world on the online usage, search and conversion behavior of Internet users. The ISP data includes industry-standard metrics relating to the viewing of websites, including page requests, visits and average visit length. The data is integrated into a web-based service for clients designed to help them better plan, implement and report on a range of online marketing programs.

Marketers, advertisers, advertising agencies and website managers can use Hitwise to benchmark their performance against competitors, identify potential advertising partnerships, determine what their customers really value, segment their customers based on behavior and identify new and potential customers.

300 Park Avenue South
9th Floor
New York, NY 10010
hitwise.com

Robert Schatzel
Vice President, Business Development
email: robert.schatzel@hitwise.com
tel: [1] 212 380 2908

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	
	Radio	
	Television	
	Web	●
Used by	Advertisers	●
	Content distributors	●
	Content providers	●
	Media agencies	●
Used for	Competitive intelligence	●
	Customer experience	●
	Independent verification	●

Integrated Media Measurement Inc.

Integrated Media Measurement Inc. (IMMI) provides single-source, passive, cross-platform measurement of consumer exposure to content, ads and promotions in and out of the home. Working with networks, media agencies and advertisers, IMMI delivers real-world insights into how consumers interact with the multiple media platforms they encounter each day.

IMMI's proprietary cellphone audio-capture technology passively "fingerprints" consumer exposure to media wherever it occurs. The company's measurement system offers the industry a single-source platform for observing and understanding "3-Screen" behaviors: how the rapidly evolving content distribution landscape is changing the ways and frequency with which consumers are exposed to programs and advertising on TV, online and via mobile devices. In addition to 3-Screen measurement, IMMI also tracks theatrical and DVD film viewing, radio listening, CD listening and exposure to other, nontraditional media platforms such as in-store retail networks.

IMMI panelists carry IMMI-enabled cellphones with them inside and outside the home; any audio-based media to which they are exposed is passively converted to digital fingerprints, which are contemporaneously uploaded to IMMI's servers. These fingerprints are then matched against IMMI's database of media content and advertising activity, providing direct observation of what media IMMI's panelists are exposed to.

The company can also track consumer activity in the marketplace through proprietary beacons that identify the presence of the IMMI panelist. For example, the installation of IMMI beacons in retail locations allows clients to understand not only what messages the panelist was exposed to on each platform, but also how that exposure impacted subsequent shopping behavior. By tracking location in addition to exposure, IMMI can offer definitive behavioral analysis of the impact ads have on consumer activity.

1510 Fashion Island Boulevard
Suite 300
San Mateo, CA 94404
immi.com

Steve Walsh
Senior Vice President, Sales
email: steve@immi.com
tel: [1] 917 620 0359

Measured media platforms	Film	●
	Games	●
	Mobile	●
	Out-of-home	●
	Print	
	Radio	●
	Television	●
	Web	●
Used by	Advertisers	●
	Content distributors	●
	Content providers	●
Used for	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	●

Navic Networks

Navic Networks provides interactive television technology and services to the cable and direct-broadcast satellite television industry. The company uses a census-based approach to collect information from approximately 35 million set-top boxes in North America.

Navic provides accurate, real-time measurement of television programming, commercial viewership and application usage. The company obtains its information through the set-top box, tracks tuner position anonymously and collects data through bandwidth-efficient use of the existing return path. Viewership information is transmitted back to a centralized data center for storage and processing where it can be cross-referenced to program lineup information for a detailed record of viewing behavior.

Advertisers use Navic's information to target viewers with relevant advertising and develop interactive advertising destinations. Programmers can create, distribute, deploy and manage all aspects of their enhanced television programming and use the technology to create on-demand applications, where the viewer can browse interactive content, search for videos of interest or manage an on-demand video session.

201 Jones Road
Waltham, MA 02451
navic.tv

John Hoctor
Vice President, Business Development
and Marketing
email: jhoctor@navic.tv
tel: [1] 781 398 4600

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	
	Radio	
	Television	●
Used by	Web	
	Advertisers	●
	Content distributors	●
	Content providers	●
Used for	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	●

The Nielsen Company

The Nielsen Company is a global provider of media and marketing information, product purchasing behavior, audience measurement and business media products and services. Services provide clients with a complete view of their customers and their markets through a combination of insight, audience and media intelligence, analytical tools and integrated marketing solutions.

The company's media measurement services measure audiences for most digital, print, online and out-of-home media, including television, Internet, video games, music, box office, DVD, video on demand, books, sports, outdoor and mobile devices. Clients receive:

- Results about advertising effectiveness, ad expenditures, product placement and creative content
- Audience size and demographic data across a variety of media distribution platforms
- Media planning tools and information services
- Advertising rate and circulation data across multiple media platforms

Nielsen data derives from a combination of audience panels (e.g., for television, mobile and Internet) and transactions (e.g., for music, film and print). The information enables advertisers, media planners and buyers, and content providers and distributors to understand consumer behavior across all their media and entertainment platforms, set the value of commercial time and space, monitor their competitors, plan and conduct media campaigns and determine the value and effectiveness of their media and entertainment investments.

770 Broadway
New York, NY 10003-9595
nielsen.com

John Burbank
Chief Marketing Officer
email: ContactCommunications@nielsen.com
tel: [1] 646 654 5000

Measured media platforms	Film	●
	Games	●
	Mobile	●
	Out-of-home	●
	Print	●
	Radio	
	Television	●
Used by	Web	●
	Advertisers	●
	Content distributors	●
Used for	Content providers	●
	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	●

Omniture

The Omniture Online Business Optimization suite of products and services provides clients with the ability to capture, store, analyze and optimize information generated by their websites in order to better understand customer behavior, provide relevant content and improve overall marketing effectiveness. Omniture's products support multiple languages and currencies, and are delivered via an on-demand infrastructure that is designed to scale with customer needs. Built on an open platform, Omniture's partners, agencies and developers are able to easily integrate Omniture's applications with their web environments.

The company's flagship web analytics product, SiteCatalyst, provides customers with:

- One place to measure, analyze and optimize integrated data from online initiatives across multiple marketing channels
- Reports that deliver relevant insight, including site conversion, site abandonment and more profitable paths through their websites
- Personalized dashboards, alerts and bookmarks that deliver snapshots of key performance indicators
- Widespread sets of calculated and derived metrics to choose appropriate measures of success

Chief marketing officers, online advertisers and web business analysts use Omniture's suite of tools to gain business insights into the performance and efficiency of marketing and sales initiatives. Omniture helps clients better understand their customers' needs and increase revenue by improving customer service and operational efficiency.

550 East Timpanogos Circle
Orem, UT 84097
omniture.com

Aseem Chandra
Senior Vice President, Product Marketing
email: achandra@omniture.com
tel: [1] 801 932 7052

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	
	Radio	
	Television	
Used by	Web	●
	Advertisers	●
	Content distributors	●
Used for	Content providers	●
	Media agencies	●
	Competitive intelligence	
	Customer experience	●
	Independent verification	

Quantcast

Quantcast provides web content providers, advertisers, and media planners and buyers with data on audience size and demographic makeup across a large number of websites. Available at no cost, the company publishes audience statistics and site ranking information on its website enabling publishers, marketers and web media marketplace participants to gain insights on a variety of web audience characteristics.

Quantcast combines census-level media consumption events with panel-based data to generate a variety of traffic, audience, content and lifestyle affinity profiles. By combining directly measured traffic data with the panel-based demographic and browsing information, the company's algorithms can produce accurate representations of web usage.

Quantcast data can be used by media sellers to improve their inventory segmentation and help buyers move toward the addressable-audience-based models that will increasingly be the norm in digital advertising.

Quantcast's methodology can measure traditional web content, distributed media (e.g., widgets) and rich media (e.g., flash, video). The company's service enables publishers to characterize their audiences, marketers to better target their advertising, and broader marketplace participants to maintain transparent visibility of the web's audience dynamics.

400 Second Street
Suite 350
San Francisco, CA 94107
quantcast.com

Adam Gerber
Chief Marketing Officer
email: agerber@quantcast.com
tel: [1] 646 216 2055

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	
	Radio	
	Television	
Used by	Web	●
	Advertisers	●
	Content distributors	●
	Content providers	●
Used for	Media agencies	●
	Competitive intelligence	●
	Customer experience	
	Independent verification	●

Radian6 Technologies

Radian6 Technologies provides social media monitoring and analysis for marketing, communications and customer support professionals. The company's dashboard enables monitoring of all forms of social media with results appearing in real-time, so that clients can understand the effects of each post on the respective communities.

Radian6's dashboard uses analysis widgets to provide data on comments, viewership and user engagement on blogs, top video sharing sites, forums, opinion and review sites, image-sharing sites, social bookmarking sites, microblogging sites and online mainstream media. Users can build customized topic profiles on up to eight individual dashboards, create email alerts, and download real-time reports on results for integration into other documents. The platform is designed to eliminate the manual processes of monitoring and analyzing various forms of social media.

Companies use this information to understand what content is making an impact online, identify top influencers and decide on a path of engagement for each site. Agency and corporate professionals can use the information to discover new opportunities for their business and clients, pinpoint user-generated brand assets across the web and track the level of campaign buzz over time. Through social media monitoring efforts, businesses can complete a holistic view of their customer relationships and treat social media as an integral part of corporate communication strategy.

46 Dineen Drive
Suite 322
Fredericton, NB
Canada E3B 9W4
radian6.com

Richard McInnis
Sales Director
email: richard.mcinnis@radian6.com
tel: [1] 506 452 9039

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	
	Radio	
	Television	
	Web	●
Used by	Advertisers	●
	Content distributors	
	Content providers	
Used for	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	●

Rentrak

Rentrak provides services that measure, aggregate and report content performance over a variety of entertainment platforms and media technologies including television, theatrical, home entertainment, mobile and broadband video. The company uses a census-based approach to collect information from digital set-top boxes, video on demand (VOD) servers, point of sales systems and data feeds. All services are offered via web-based access to transaction data and analytical tools, which provide detailed industrywide and title-specific information.

Rentrak currently receives VOD data from all of the top 25 network operators with VOD service and is processing linear television data from approximately 2 million set-top boxes across multiple systems and network operators in 20 markets. Rentrak’s collective suite of services translates theatrical, home entertainment and television transactions into actionable data for clients.

Content providers and distributors—in linear and cable television, home entertainment and theatrical—use Rentrak’s services to better program, market and advertise their products.

One Airport Center
7700 Northeast Ambassador Place
Portland, OR 97220
rentrak.com

Laura Beecroft
Director, Corporate Marketing
email: llt@rentrak.com
tel: [1] 503 284 7581, ext. 397

Measured media platforms	Film	●
	Games	
	Mobile	●
	Out-of-home	
	Print	
	Radio	
	Television	●
	Web	●
Used by	Advertisers	●
	Content distributors	●
	Content providers	●
	Media agencies	●
Used for	Competitive intelligence	●
	Customer experience	●
	Independent verification	●

SAS Institute

SAS Institute, known historically for its broad range of business intelligence and analytical software and services, has developed a web analytics service that analyzes and reports information related to consumers' online behaviors.

SAS's web analytics solution is designed to extract volumes of web data in a variety of formats, identify unique web visitors and load this information into an open, flexible "analytic-ready" web data mart. The service also integrates online data with offline data sources to deliver an integrated customer view and uses advanced analytics to create intelligence delivered through reporting and visualization tools.

The SAS software can help clients:

- Determine how potential website customers—particularly profitable ones—get to clients' sites
- Find out at what point web users drop off or lose their way
- Learn what drives sales
- More accurately predict customer behavior so that developers can design websites for maximum customer satisfaction

Website managers and content providers can use the information to identify which events and customer profiles mean successful online sales, monitor customer behavior to find out when customers are ready to buy, improve customer retention by providing a better overall customer experience and increase margins to improve their bottom lines.

100 SAS Campus Drive
Cary, NC 27513-2414
sas.com

Jim Davis
Senior Vice President and
Chief Marketing Officer
tel: [1] 919 677 8000

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	
	Radio	
	Television	
Used by	Web	●
	Advertisers	●
	Content distributors	●
	Content providers	●
Used for	Media agencies	●
	Competitive intelligence	
	Customer experience	●
	Independent verification	

Taylor Nelson Sofres (TNS)

TNS Media measures how well marketing influences and engages consumers across all media.

The family of TNS media companies—TNS Compete, TNS Cymfony, TNS Media Intelligence, TNS Media Research and TNS TES—serve global advertisers, agencies and media companies. They provide comprehensive media and consumer research capabilities through traditional, social and digital media expertise.

TNS Media measures various forms of media—including print, radio, TV, outdoor, Internet, social media and cinema—worldwide. Their offerings, which provide comprehensive advertising, media and consumer research expertise, consist of:

- Strategic advertising intelligence, advertising expenditure, occurrence and creative data, and tracking of all coupon activity
- Digital TV audience and advertising measurement tools and intelligence derived from second-by-second return path data
- Digital intelligence and online media planning and measurement based on the online behavior of millions of consumers
- Tracking, monitoring and analysis of traditional and social media including blogs and social networks
- Marketing intelligence for entertainment and retail marketers

TNS Media combines technology, analytics and human resources to track approximately 3 million brands and to help clients around the world translate complex market data into targeted business results.

100 Park Avenue
4th Floor
New York, NY 10017
tnsmediagroup.com

Dean DeBiase
Chief Executive Officer
email: dean@tns-global.com
tel: [1] 212 991 6001

Measured media platforms	Film	●
	Games	
	Mobile	
	Out-of-home	●
	Print	●
	Radio	●
	Television	●
Used by	Web	●
	Advertisers	●
	Content distributors	●
Used for	Content providers	●
	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	●

Teletrax

Teletrax is a global media intelligence service that enables clients such as entertainment studios, news and sport organizations, TV syndicators, direct response and advertisers to determine precisely when, where and how their video is being used around the world. Approximately 1,500 television channels in 50 countries are constantly being monitored, including all 210 U.S. designated market areas, allowing media executives to keep control and better monetize their video assets.

Backed by watermarking and fingerprinting technologies from Philips, the Teletrax service allows video content to be tracked throughout its entire life cycle. Details of airing are delivered direct to the desktop via a secure, client-specific web portal, within minutes of airing.

Using Teletrax, clients such as entertainment studios, news and sports organizations, TV syndicators, direct response and advertisers, brand marketers, corporate communicators and public relations agencies can evaluate, respond to and manage broadcast information relating to their video content based on factual data.

In addition, the intelligence provides insight into: evaluation of video news reach and performance, copyright and brand management, advertising proof of performance, sponsorship evaluation, verification of airings for networks and syndicated programming, and intellectual property rights management.

708 Third Avenue
New York, NY 10017
teletrax.tv

Stephen O'Neill
SVP Sales and Business Development
email: soneill@teletrax.tv
tel: [1] 800 297 7124

Measured media platforms	Film	●
	Games	
	Mobile	
	Out-of-home	
	Print	
	Radio	
	Television	●
Used by	Web	
	Advertisers	●
	Content distributors	●
	Content providers	●
Used for	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	

TiVo

TiVo, known for its digital video recorder (DVR) equipment and services, launched its media measurement and information service in September 2006 to provide advertisers, agencies and programmers with short- and long-form video advertising metrics and anonymous information about the customers who use TiVo's DVRs.

By collecting a daily aggregate, anonymous and stratified random sample of 20,000 TiVo units, TiVo's Audience Research and Measurement (ARM) service and Power||Watch ratings service offer advertisers, agencies, and television networks second-by-second data and analysis on DVR viewing of advertising content. This insight can provide a better understanding of the types of advertisements that are most successful with consumers in TiVo households. The company also provides demographics—such as age, income, marital status and ethnicity—and viewing behavior for TiVo households.

The ARM service shows the viewership and effectiveness of advertisements by factors such as network, genre, day part, time slot, day of week and commercial pod position.

The Power||Watch ratings service provides TiVo's Stop||Watch ratings service subscribers the ability to look at TV viewing broken down by standard household demographics including income, geography, ethnicity, number of children and tenure of TiVo subscriber, among others.

Because subscribers have expressly consented to TiVo's collection of their personally identifiable viewing information, TiVo can associate household data with the viewership data and then produce program and commercial viewership reports by aggregate demographic and behavioral audience groups. All reports prepared by TiVo using this data are anonymous.

Advertisers and advertising agencies can use ARM and Power||Watch information to create more effective commercials, plan more effective and efficient media schedules, generate better brand recognition and retention rates from consumers and accelerate returns on their media investments.

2160 Gold Street
 P.O. Box 2160
 Alviso, CA 95002-2160
 tivo.com

Todd Juenger
 Vice President/General Manager, Audience
 Research and Measurement
 tel: [1] 408 519 9100

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	
	Radio	
	Television	●
Used by	Web	
	Advertisers	●
	Content distributors	●
	Content providers	●
Used for	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	●

Unica

Focused exclusively on the needs of marketers, Unica is a global provider of enterprise marketing management (EMM) software and services. Clients can use Unica's Affinium software throughout the marketing process, from planning and budgeting to project management, execution and measurement. Offered as installed software or on-demand via the Internet, Unica's services deliver EMM capabilities including web and customer analytics, cross-channel lead and campaign management, and marketing resource management.

Affinium's web analytics capabilities are designed to help website operators attract more visitors to their site, engage visitors more closely, maximize conversions online or offline and build out customer relationships one by one. The company also provides a centralized marketing system of record where marketers can manage marketing information and assets, assemble campaign components and track performance.

Unica's software helps marketers identify and act on new customer insights, as well as collaborate with each other and external agencies to deliver effective initiatives on time and on budget. Ultimately, Unica helps marketers reduce costs, boost productivity and grow revenue across relationship marketing, Internet marketing and marketing operations.

Reservoir Place North
170 Tracer Lane
Waltham, MA 02451-1379
unica.com

Paul McNulty
Senior Vice President and
Chief Marketing Officer
email: unica@unica.com
tel: [1] 781 839 8000

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	●
	Radio	
	Television	
	Web	●
Used by	Advertisers	●
	Content distributors	●
	Content providers	●
	Media agencies	●
Used for	Competitive intelligence	●
	Customer experience	●
	Independent verification	

Visible Technologies

Visible Technologies helps clients and agencies understand online conversations through its TruCast software platform. The company's TruCast solution is a web-based environment for tracking, measuring and participating across all forms of social media.

TruCast utilizes web crawlers to cull data from consumer-generated media conversations such as blogs, social networks, consumer review sites, message boards and user-created videos. The application is designed to continually monitor social media sites for relevant posts, identify the most influential consumers for a particular topic and determine the most relevant subtopics of conversations. The application also features "intelligent sentiment" technology that evaluates the positive and negative tone of these conversations. TruCast helps users identify the most influential consumers and provides a channel for clients to engage with them by publishing real-time, personally tailored responses.

TruCast can be used by advertisers and agencies to promote word of mouth, measure ROI of media spend, foster relationships with customers and manage crisis situations. In addition, brands, organizations and individuals concerned about their online reputation can utilize the company's search-oriented online reputation management service, TruView.

Court in the Square
401 Second Avenue South
Suite 101
Seattle, WA 98104
visibletechnologies.com

Blake Cahill
Vice President, Marketing
email: blake@visibletechnologies.com
tel: [1] 206 838 1178

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	
	Radio	
	Television	
	Web	●
Used by	Advertisers	●
	Content distributors	
	Content providers	
Used for	Media agencies	●
	Competitive intelligence	●
	Customer experience	●
	Independent verification	●

WebTrends

WebTrends provides web analytics and online marketing solutions designed to enable global enterprises to optimize marketing campaigns and customer engagement. WebTrends Marketing Lab delivers analytics, search engine marketing and visitor intelligence solutions.

Its software can be hosted as a subscription service or delivered as an on-premise solution behind the corporate firewall. WebTrends enables chief marketing officers, online marketing managers and web business analysts to:

- Identify, attract and target visitors to drive engagement
- Segment visitors in real time based on cross-channel insight
- Optimize online and offline conversions and build relationships with customers over time
- Eliminate SEM complexity and continually improve paid search results

Website operators and marketers can use WebTrends' business solutions and client services expertise to optimize their customers' online experience, more profitably acquire new customers through search marketing automation, develop consistent marketing frameworks to prove and improve results and build lasting relationships with customers.

851 Southwest Sixth Avenue
Suite 1600
Portland, OR 97204
webtrends.com

Barry Parshall
Director of Product Management
email: barry.parshall@webtrends.com
tel: [1] 503 553 2741

Measured media platforms	Film	
	Games	
	Mobile	
	Out-of-home	
	Print	
	Radio	
	Television	
Used by	Web	●
	Advertisers	●
	Content distributors	●
	Content providers	●
Used for	Media agencies	●
	Competitive intelligence	
	Customer experience	●
	Independent verification	

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