



Nielsen  
Media Research

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## **NIELSEN MEDIA RESEARCH ACQUIRES BBC – A DUTCH ADVERTISING INTELLIGENCE COMPANY**

**NEW YORK, May 31, 2005** – Nielsen Media Research International, an operating unit of VNU, today announced that it has acquired BBC De Media en Reclame Bank B.V. (BBC), a leading advertising intelligence company in the Netherlands. Financial details were not disclosed.

BBC is the market leader for advertising expenditure data in the Netherlands offering the most comprehensive and detailed intelligence covering most of the Dutch advertising market. It currently monitors all types of media including newspapers, magazines, television, radio, internet, direct mail and cinema across all business sectors. Their database contains both expenditure and creative information. BBC's information is made available through general publications, custom analyses and state-of-the-art software solutions. Their Adfinders database contains details from 145,000 advertisers and more than 300,000 products in more than 1,000 titles.

“The addition of BBC further strengthens our ability to serve clients worldwide,” said Robert McCann, Chairman and CEO, Nielsen Media Research International. “BBC already has a well-respected reputation for advertising and media intelligence in the Netherlands and this will certainly bring additional excitement to our AIS business segment which has historically been one of our strongest.”

Dutch Newspaper Publishers Association Chairman Kees Spaan said, “Having seen the company grow to its current level of turnover, we decided it was the right moment for BBC to operate in a more international and business oriented environment.”

BBC will remain based in Amsterdam, the Netherlands. It will be re-branded Nielsen Media Research and managed by its current Director and Chief Executive Officer Ben van der Werf.

Nielsen Media Research is the global leader in providing competitive advertising intelligence in 30 markets worldwide. Through a network of affiliates, advertising expenditure coverage is extended to more than 70 countries, representing 85% of the world's advertising spending.

### **About Nielsen Media Research**

Nielsen Media Research is the leading provider of television audience measurement and related services, worldwide. In the United States, Nielsen's National People Meter service provides audience estimates for all national program sources, including broadcast networks, cable networks, Spanish language networks, and national syndicators. Outside the U.S. and through international partnerships, Nielsen Media Research operates TV ratings panels in 45 markets, and offers radio audience measurement, print readership, direct mail measurement and customized media research services. Nielsen Media Research also provides competitive advertising intelligence information in the U.S. and in 29 markets worldwide. Through a network

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For more information, please visit: [www.nielsenmedia.com](http://www.nielsenmedia.com)

Nielsen Media Research is a unit of VNU Media Measurement and Information. VNU is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media measurement and information (Nielsen Media Research) and business information (Billboard, The Hollywood Reporter, Computing, Intermediar). VNU is active in more than 100 countries, with headquarters in Haarlem, the Netherlands and New York, USA. The company employs 38,000 people. Total revenues amounted to EUR 3.8 billion in 2004. VNU is listed on the Euronext Amsterdam (ASE: VNU) stock exchange.

For more information, please visit the VNU website at: [www.vnu.com](http://www.vnu.com)

For more information on the Dutch Newspaper Publishers Association, please contact Ph.J. Alberdingk Thijm (+ 31 20 5928811) or T. Nauta (+ 31 20 4309171)

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