Nielsen
Media Research

Client Communication

June 1, 2005

Nielsen to Extend Preliminary Period for LPM Service in Washington and Philadelphia until June 30, 2005

At the request of many clients and the Media Rating Council (MRC), Nielsen Media Research will extend the preliminary period for Local People Meter (LPM) service in Washington DC, and Philadelphia until June 30, 2005. At that time, the existing Metered Market service in these markets will be discontinued. The LPM service for these markets had been scheduled to go live on June 2, 2005.

This extension will allow for the comparison of demographic data from the May measurement period. Accordingly, Nielsen will extend the current Metered Market service in these markets as the currency until June 30, 2005, at which time the LPM service will become the currency. Clients are advised that LPM data for Washington DC and Philadelphia remain preliminary with restrictions on use remaining in place.

It is apparent that many of our clients in these markets require more time to understand the impact that this change in methodology will have on their businesses. We see our LPM rollout schedule as part of our paramount duty to provide the most accurate and up-to-date information possible. Because we have no doubt that LPM technology is far superior to any existing alternative, we are anxious to establish it as the currency as soon as possible so that all users of the data will be able to take advantage of increased accuracy.

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