DIGITAL TERMS

GLOSSARY

2013

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

ACTIVE DIGITAL MEDIA UNIVERSE

People who are 2+ and used an Internet enabled computer within the time period.

ACTIVE REACH (%)

The percentage of all active 2+ unique persons who visited the site or used the application. 'Active' is defined as anyone who used an Internet-enabled computer within the time period measured.

AD-SUPPORTED

A designation for a Brand or Channel. Based on whether the site and/or application have advertising on most of its sections. If 'Ad-Supported' only is checked within the Report Controls, the results will exclude any non-ad-supported Brand and Channel.

BRAND

A Brand may be a branded subsidiary or a brand of a Property that has a consistent collection of branded content of the Internet.

BROADBAND

Connection speeds greater than 56k. Also referred to as high-speed internet.

CHANNEL

A Channel is the lowest level of the hierarchical structure for Web properties. Channels can be loosely defined as destinations on the web where editorial consistency is focused on specific viewer interest such as auctions or weather.

COMPOSITION %:

The number of unique persons falling into a specific demographic target expressed as a percentage of the total number of persons visiting the site or using the application. For example, "45% of the persons that went to Website A during the month of December were women."

COMP INDEX BY UA

The likelihood that the demographic target will be found on a particular site. For example, an index of 657 indicates the value is 557% more likely. (657 − 100 = 557% more likely)

COVERAGE

The reach percentage of website visitors or target audience members that exhibit a given behavior.

COVERAGE %

The percentage of unique persons falling within a specific demographic target that visited a particular Website or used a particular application. For example, "12% of all 18-24 year olds visited Website A during the month of December."

CUSTOM ROLLUP

A Client-specified aggregation of pages and applications. These do not have any set branding rules. Some Clients choose to build a Custom Rollup that can better reflect their total audience than our hierarchy.

CURRENT DIGITAL MEDIA UNIVERSE

People who are 2+ and had access to (but did not necessarily use) an Internet-enabled computer within the time period.

DOMAIN

A group of unique sites or web pages that begin with the same domain.suffix address. For example, netratings.com. Usually represents a site and can include multiple subdomains.

DURATION OF A WEB PAGE VIEWED

Average duration of time that a web page was viewed per person over the specified reporting period.

INDEX

The probability that website visitors or target audience members will exhibit a given behavior when compared to the overall online adult population.

INTERNET APPLICATION

An Internet Application is any computer file ending in .exe that is primarily marketed for use in conjunction with the Internet. Only "in focus" applications are counted towards reported unique audience and associated metrics.

For example, If a media player launches upon system start-up, but only sits in the task bar it is not considered an active use of the application. Once a user opens any application into an "active" or in-focus window, that user is counted toward unique audience and associated metrics. Internet Application categories include the following: Instant Messengers, Media Players, Media Sharing, ISP Applications (non-browsing), Wireless content systems, Web Phones, News & Information toolbars (ESPN Bottom Line), Connected Games, Proprietary AOL, Weather, Auction Assistants, and Shopping Assistants. Although the tracking meter tracks all types of applications, many are not considered to be "Internet" applications. These include basic software such as word processing, database, project management, spreadsheet, etc., installer programs, operating systems or other system's software (e.g. printing, cookie washers, FTP, etc.), adult and flash applications, software that exclusively sends or blocks advertising, and most games. Because the meter only tracks applications launched with an executable program ending in " .exe" plug-ins are not tracked, and are not included in the definition of Digital Media (e.g., Google Toolbar, Yahoo Companion, embedded media players, etc.).

MARKETVIEW

This is the name used by Nielsen//NetRatings for site classification. Includes the three levels (Parent, Brand, Channel) as well as Category and Subcategory.

PARENT

The Parent can be described as a company that owns enough voting stock in another firm to control management and operations by influencing or electing its board of directors. The Parent company is a consolidation or group of domains and URLs that are owned by the company, the company's subsidiaries and operating units. In addition, a Parent may be an organization, government agency, private group, corporation, or other institution, which has controlling interest in each domain and URL with in the consolidation. If a Parent or subsidiary wishes to include domains and sites which are not controlled or owned by them, then proof of ownership or letter of traffic transfer must be on file with Nielsen and signed by a legal officer of the controlling interest of a domain. There must be a legitimate and reasonable business reason for this request.

PC TIME SPENT (AVERAGE USAGE)

Average time spent during active computer sessions per person for the specified reporting period.

RANK

The ranking of the metric to its left for the specified time period. "For the month of June, Company XYZ was ranked number one in terms of unique audience during the given time frame."

RETENTION RATE % (LOYALTY REPORTS)

The percentage of unique person visiting Website A last month who also visited Website A this month. For example, 41.4% of those who visited Website A in September also visited Website A in October. Another way to look at this is that Website A managed to retain 41.4% of last month's visitors this month. Therefore 58.6% of last month's visitors were lost and were replaced with new visitors this month.

SESSIONS

A session is defined as a continuous series of URL requests, running applications, or AOL proprietary online service page requests. Logging off or 30 minutes of computer inactivity ends a session. (Differs slightly from a Visit which only considers URL requests)

SHARE OF ACTIVE DAYS (LOYALTY REPORTS):

The number of days individuals visited a Website, expressed as a percentage of the total number of days they were active on the web for the specified reporting period. For example, if an individual was on the web 7 days in a month and visited Website A in 4 of those days then their Share of Active Days % would equal (4/7) = 0.57, or 57%.

STREAMS

Number of streams viewed online.

STREAMS PER VIEWER

Streams divided by Unique Viewers.

SHARE OF STREAMS

Streams for entity divided into Total Streams.

SUBDOMAIN

A group of unique sites or web pages that begin with the same Subdomain, domain. suffix address – e.g., login.netratings.com. Usually represents a section of a site.

TARGET (DEMOGRAPHICS)

The specific values or segments within a demographic category. For example, males are a target segment within the gender category.

TOTAL INTERNET AUDIENCE SAMPLE

The total number of panelists under measurement, or in-tab, for the reporting period specified. The reported audience estimates are based on a sample of persons that have access to the Internet from a personal computer and use a Windows-based platform.

UNDUPLICATED AUDIENCE

The total number of unique persons that have visited any one, or more, of the Websites selected (applies to the Unduplicated Audience query in Select Views).

UNIQUE AUDIENCE

The total number of unique persons that have visited a Website or used an application at least once in the specified reporting period. Persons visiting the same Website or using the same application more than one time in the reporting period are only counted once.

UNIVERSE REACH (%)

The percentage of all Internet-accessible 2+ unique persons who visited the site or used the application. 'Internet-accessible' is defined as anyone who had access to an Internet-enabled computer within the time period.

VISIT

A visit is defined as a continuous series of URL requests. A gap of 30 minutes between URL requests would end a visit. (Differs slightly from a Session which also considers running applications or AOL proprietary online service page requests)

WEB PAGE VIEWS

The total number of times a Web page has requested by a user. Page views are counted only when they fully load into the users browser window. Pages accessed from the user's local cache are included in page view counts. Unique pages will be counted each time they are requested.

ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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