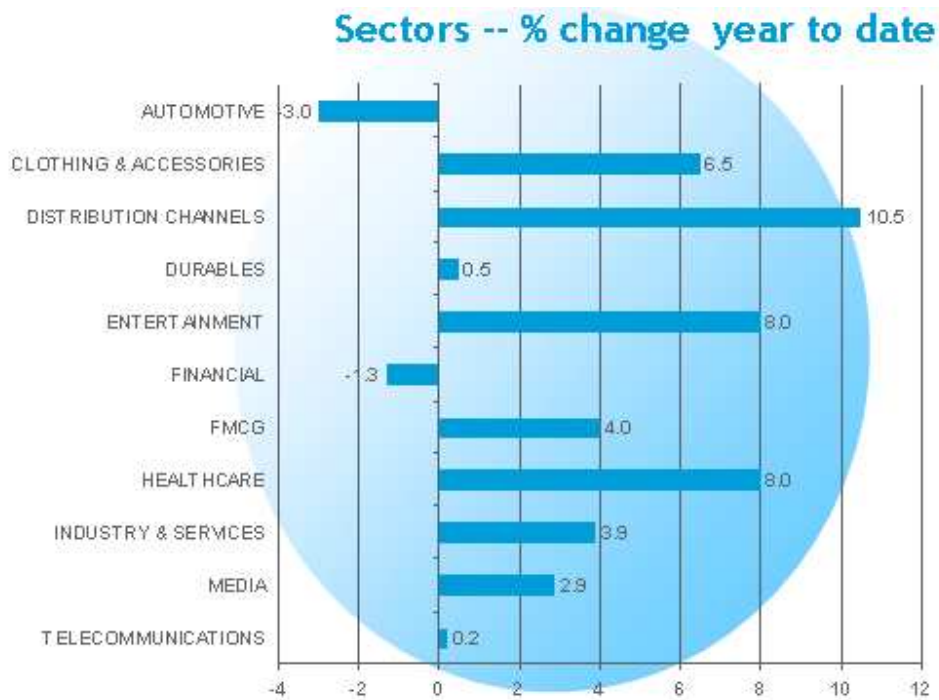


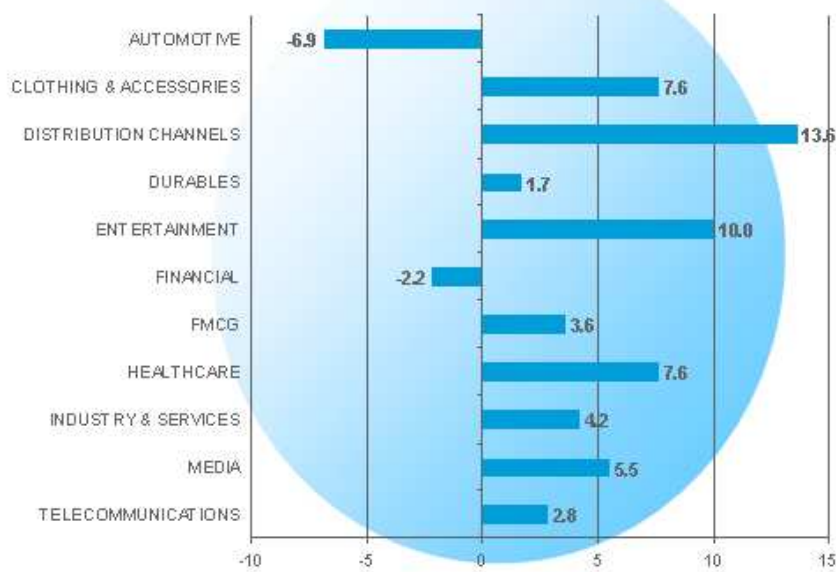
Sector trends after the third quarter of 2008

As a result of the worsening global economic situation, the high price of raw materials and the credit crunch starting to show its effects, both the Automotive and the Financial sectors have been reducing their advertising budgets in January to September 2008 compared to the same period last year. The exception to this overall trend is shown in Asia Pacific where the two are growing. All other macro-sectors have increased their media spend, with Clothing, Distribution Channels, Entertainment and Healthcare showing growth higher than 5 percent. Within the regions, the trends are more mixed; while Media is the only sector declining in Asia Pacific and Telecommunication the only one with a negative sign in North America, Entertainment, Clothing and Distribution Channels are the only ones increasing their advertising spend in Europe.

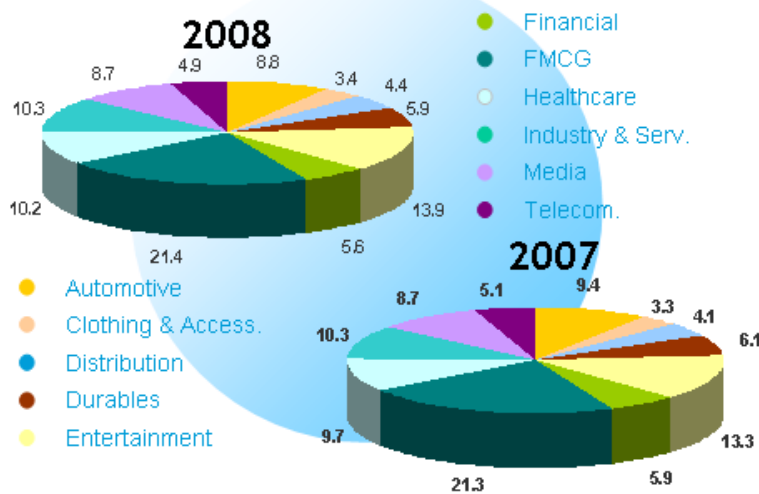


In Q3 2008 Automotive and Financial are cutting down on advertising expenditure compared to the same quarter last year. However, while the decrease of Financial advertising is mainly due to the downturn of this sector's advertising in the European region, Automotive is declining everywhere. All other sectors have been increasing their advertising activity during July to September 2008 versus the same period 2007; the overall positive trend of these is however the result of more mixed trends within the regions. Distribution Channels and Entertainment see a growth everywhere. Telecommunications are growing mainly in Asia Pacific but are stable in Europe and only slightly declining in North America. FMCG and Healthcare are investing more than the previous year in both North America and Asia Pacific, while they are showing a decline in the European region.

Sectors -- % change last quarter



Sectors -- % Share of Spend -- year to date





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 harmonized to enable quick strategic insight into the competitive advertising arena. Through a local network of subsidiaries and partnerships, coverage represents and unsurpassable 85 percent of the world's advertising expenditure and comes with over 10 years' experience in providing international advertising services.

*Global AdView Pulse reports on advertising expenditure for Australia, Belgium, Canada, China, Germany, Hong Kong, Indonesia, Italy, Japan, Malaysia, The Netherlands, New Zealand, Norway, Philippines, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Kingdom, United States of America.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, 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

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