

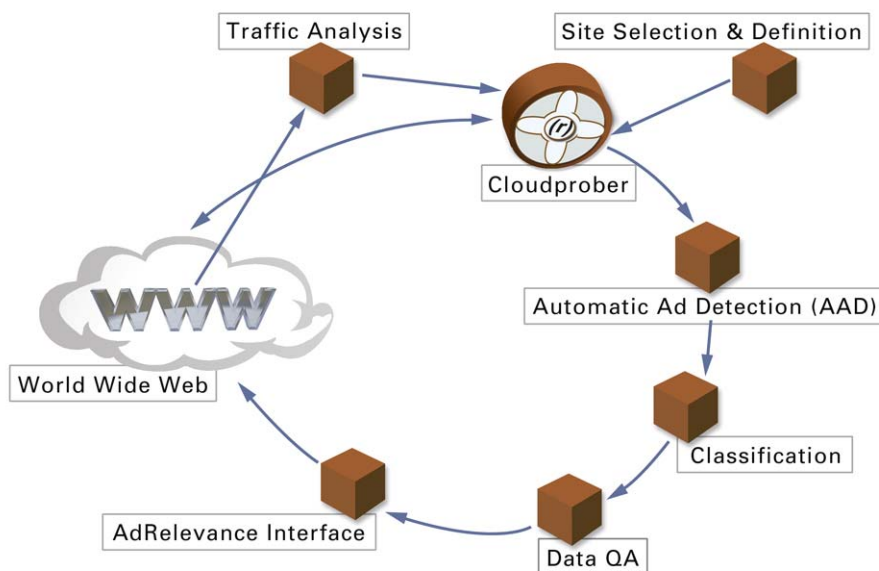


AdRelevance Methodology Overview

AdRelevance technology is constantly developing to keep in step with the ever evolving online advertising environment. NetRatings has on-going initiatives to further enhance or extend our technological capabilities and market coverage.

Our Process

The graphic below illustrates our weekly workflow and steps involved in processing reporting.



Traffic Analysis

AdRelevance utilizes weekly traffic data from audience measurement sources. This data is used to verify traffic and establish probability sampling rates to fuel our intelligent agent, Cloudprober, for the sites that our service reports on. Traffic analysis plays a vital role in calculating our impression and spending estimation for online advertising activity.

Site Selection and Definition

AdRelevance bases site selection on NetView traffic figures, specific client requests and from tracking industry developments. Selected and requested sites are reviewed by our teams to ensure that there is sufficient coverage for us to project against. Selected sites must meet our criteria for coverage, which includes: (1) adequate and consistent NetView panel visitations (2) are ad supported and (3) accessible via an Internet browser. AdRelevance does not currently support reporting within desktop applications, instant messaging or media players.

Our coverage is always growing and changing based upon our weekly findings and additions. Please refer to the Data Update section within our Client Center regarding any changes in our definitions or contact your account services team.



Cloudprober

AdRelevance has developed proprietary algorithms directing our intelligent agent to web pages at varying rates to obtain a representative sample of a site's advertising activity. Our Cloudprober then accurately assesses how frequently any ad appears.

Automatic Ad Detection

Once the Cloudprober calls on a web page ("fetch"), AdRelevance's technology invokes Automatic Ad Detection ("ADD") protocols to extract all advertisements that appeared within the page during its visit.

Classification Engine

Once the advertising creative has been extracted, AdRelevance analyzes it via our auto-classification engine, which is then validated by human encoders. The end result is a rich catalog of advertising activity that can be queried via our reporting features.

Data Quality Assurance

Our Data Quality Assurance ("DQA") teams ensure the accuracy and integrity of the vast amounts of data collected on a weekly basis. Unusual or outlying data points are routinely investigated in order to calibrate our system to adapt to an ever-changing environment.

Estimated Impressions

Pulling our Cloudprober activity and Automatic Ad Detection process together, we develop a model that reflects ad appearance frequency. The equation for this is:

$$\text{Ad Frequency} = \text{Observations} / \text{Number of Pages Sampled}$$

Probing rates are calibrated against the observed traffic patterns and weighted against NetView page view data. AdRelevance uses page views for ad supported sections, projected against a US audience. The equation for calculating our estimated impression rates are:

$$\text{Impressions} = \text{Ad Frequency} \times \text{Total Page Visits}$$

Estimated Spending

The general formula for calculating estimated spending is:

$$\text{Estimated Spend} = \text{CPM} \times \text{Impressions}$$

The estimated dollar value for a given campaign, site, industry or advertiser is calculated by using statistical models analyzing estimated CPM values against a site's genre, ad dimension, technology and delivery format.

Our predictive modeling approach is designed to mimic factors taken into account when media buyers are negotiating "true" CPM rates by weighting against four (4) key variables into our estimated CPM equation. The actual equation is:

$$(\text{Genre Banner Average}) \times (\text{Ad Dimension}) \times (\text{Delivery Type}) + 5^x(\text{Technology Type})$$



1. Genre Banner Average

Reflecting a base estimated CPM for ad units appearing on any of 31 genre site categories. Estimated genre CPMs range from \$1 for the Web Hosting genre to \$25 for the Computing and Technology – IT genre. The mean CPM across all genres is currently \$4.75; the median is \$3.60.

AdRelevance’s current genre categories are not parallel to NetView at this time. Our currently categorical structure is reflective of advertising definitions.

2. Ad Dimension

AdRelevance currently has fifteen (15) distinct values for each IAB standard dimension and values assigned for non-standard sizes. Values range from 0.6 for micro-bars (88x31) to 1.8 for a large rectangle (336x280). For ads not served in page (e.g., pop-ups), this variable defaults to 1 and a premium value is accounted for by our Ad Delivery and Technology variables.

3. Ad Delivery

Ads are delivered in a variety ways. AdRelevance assigns one of four (4) distinct values dependent upon how the ad was delivered to the web page visited. Values are: 1 for in-page, 2 for pop-up and pop-under and 3 for overpage and transitionals and 4 for expanding

4. Ad Technology

Assigning one of two values depending upon the format types used to create the ad unit, covering standard image types (GIF, JPEG), standard Flash and rich media vendor providers. Our current values are 0 for non-branded technologies (e.g., standard image and Flash) and 1 for branded rich media formats. AdRelevance does not currently estimate or assign values for sponsored search link activity.

Sponsored Search Link Reporting

AdRelevance began reporting on Sponsored Search Link impressions in August 2005. Our current reporting parameters cover only impression level data for Yahoo, Google, MSN and Ask; estimated spend is not associated with this reporting. Syndicated sponsored search link activity views available for both Yahoo and Google platforms only.

Our data collection process begins each with our traffic analysis, whereby we review the search phrases used by our panel sources to create a large sample of keyword search phrases. Each week, our Cloudprober emulates user behavior by visiting our reported search sites and picks up the resultant sponsored search link advertising triggered by the search phrases. For syndicated search, our Cloudprober picks up sponsored search links that appear on the ad supported pages that we normally track for display advertising inventory and reports that into our service by the associated ad platform.



Values Not Covered by AdRelevance

AdRelevance currently does not provide estimated spend or impressions for the following advertising packages: sponsorships, promotions, sweepstakes, partnerships, ads served within applications or players, barter impressions, performance based and affiliate advertising. While AdRelevance does provide impression level reporting for sponsored search link advertising within a select group of ad platforms, it does not provide estimated spend for this ad technology.

Site Hierarchy

AdRelevance classifies the properties we report on a site and sub-site basis. Our hierarchy is not parallel to our NetView or MarketView dictionary. Sub-sites are created only when a specific site channel has enough ad supported traffic for our service to accurately project against. Site definitions can include additional pages that are branded under any given site's structure.

AdContacts Methodology

In addition to our own internal research resources, NetRatings formed a strategic partnership with LexisNexis® Red Books® as our third-party AdContacts' database content resource. NetRatings' relationship with Red Books® leverages their market expertise in corporate contact intelligence gathering, incorporates their current database content into our own, and provides us with a means for continual quarterly data updates. You can learn more about Red Books' process and methodology at www.redbooks.com