Growing Client Base Fosters New and Timely Nielsen Media Index Report

Contributed by The Nielsen Company
Wednesday, 15 August 2007

August 16, 2007, Hong Kong: Nielsen Media Hong Kong has launched a new, quarterly reporting format for its longest-established multi-media currency for media owners, agencies and advertisers, Media Index.

The enhancement to Nielsenâ€™s data delivery schedule comes in response to client demand as well as Nielsen Media Indexâ€™s fast growing client base over the past year.

â€œWe are pleased to be able to deliver our Media Index study to client in a more timely manner,â€• said Helen Pemberton, Director, Nielsen Media Research, The Nielsen Company, Hong Kong. â€œIt is our clientsâ€™ valuable, long-term support that made it possible for us to introduce this Quarterly Report.â€•

The Media Index Quarterly Reports covering media consumption and demographic information over a rolling 12-month period will complement the regular Mid-Year and Year- End reports available in September and March respectively every year. The Quarterly Report as at March 2007 is available if clients want to back track the 12-month rolling results for the first quarter of 2007.

A Nielsen service since the 1960s, Media Index is conducted over a 12-month period via face to face interviews with more than 5,000 individuals aged 12-64. Media Index is a unique single-source multi-media survey that provides insights into media habits, lifestyles, attitudes and product consumption of consumers across seven cities in Asia Pacific.

â€œThe first quarterly media index results evidenced the importance for clients to keep their finger on the pulse of changes throughout the year and respond to market opportunities with a more timely and effective marketing plan,â€• Pemberton added. â€œFollowing many key improvements to the survey over the past 18 months, offering the additional quarterly reports is just another of the steps that Nielsen Media is taking to enhance the Media Index service. We are also looking at alternative methodology, such as online data collection, to make this long-established industry currency more reflective of consumer trends and more appropriate for the Hong Kong market.â€•

About The Nielsen Company
The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), business publications (Billboard, The Hollywood Reporter, Adweek) and trade shows. The privately held company has more than 42,000 employees and is active in more than