NBC Universal Signs Agreement with Simmons Research

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NBC Universal Signs Agreement with Simmons Research as Network Moves towards Behavioral Targeting

NBC Can Now Identify Prospects Based on Consumer Viewing Habits

FORT LAUDERDALE, Fla. â€“ February 7, 2006 â€“ Simmons Research, an Experian company and leading authority on the behavior of the American consumer, today announced it has signed a deal to provide NBC Universal with Television (TV) BehaviorGraphics, Simmonsâ€™ innovative behavior targeting technology. This deal signifies the importance NBC Universal places on alternative behavioral metrics in describing the viewers their networks are delivering to their advertisers. It also shows that one of the biggest and best in television supports the growing theory that behavioral targeting may play a significant role in sales and marketing measurement.

â€œThis agreement is a big win for NBC Universal as well as Simmonsâ€• said Chris Wilson, president and COO of Simmons Research. â€œNBC gets to learn more about their audience than ever before and Simmons proves that it remains a leader in the behavioral targeting and consumer research industries.â€•Â

TV BehaviorGraphics is a behavioral targeting system that merges the Nielsen National Television Index (NTI) with the Simmons National Consumer Survey (NCS) to identify the best prospects for products and services based on consumersâ€™ viewing of broadcast and cable television programs. TV BehaviorGraphics is currently available for adults aged 18 and over, kids ages 6 to 11, teens ages 12 to 17, and Hispanics.

â€œThis agreement with BehaviorGraphics is part of our overall initiative to develop new metrics for sales and marketing, allowing us to better serve our clients,â€• said Alan Wurtzel, president of Research and Media Development for NBC Universal. â€œWe believe behavioral targeting is an important part of that approach.â€•

â€œViewers are much more complicated than simple demographics,â€• noted Bill Livek, co-CEO of Simmons Research. â€œTv viewers who are of the same age and gender may have completely opposite tastes. The key is identifying those differences and only behavioral targeting gives you that.â€•

For Simmons Research, NBC Universal adds to a growing list of major television and cable networks that are making Simmonsâ€™ TV BehaviorGraphics their primary means of identifying their audiences.

For more information, please contact Dave Aneckstein at (954) 427-4104, ext. 148 or DaveA@smrb.com. Also, visit us at www.smrb.com.

Simmons Research
Simmons Research, an Experian Company, has been a leading chronicler of the American consumer for over 50 years. From the products that all Americans buy and the brands we prefer, to our Internet shopping behaviors, attitudes, lifestyles and media that we use, Simmons measures over 30,000 American consumers each year using statistically projectable samples. Simmons' samples include the largest representation of all Americans, including, Hispanic, African American, Asian and other consumers and are used by over 500 clients worldwide to provide the most complete picture available on America's consumers.

NBC Universal
NBC Universal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% controlled by Vivendi Universal.