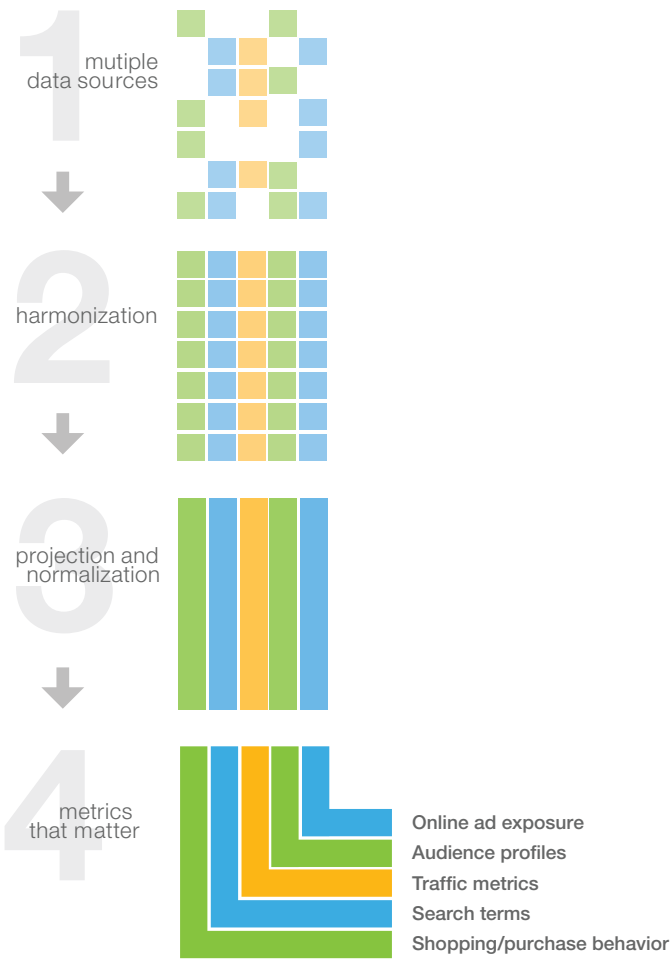


Overview of Data Methodology and Practices

Compete, a Kantar Media Company
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Navigating the Digital Universe

As our universe grows more digital, marketers are finding that the data from traditional research providers are not comprehensive or timely enough to improve their advertising, engagement or ROI. Consumers are transitioning from the couch to the driver's seat when it comes to shopping, socializing, viewing and even creating their own media online. And marketing and media strategists who once relied on plan-and-place tactics are now actively seeking a more nimble, look-listen-respond approach. But existing audience measurement currencies like demographics and reach are not sufficient to keep pace with new consumers-in-motion. The old way simply doesn't work in the new world.

Compete's data methodology and products are designed to connect the dots from insights to marketing actions that resonate with today's consumers. Compete's data provide the large sample size and resulting granularity that make it possible to uncover new metrics and insights that chart the entire purchase pathway: from exposure to search and digital media campaigns to website engagement to online/offline conversion. Drawing from the largest online consumer panel in the industry, Compete combines a multi-data source approach, state-of-the-art harmonization algorithms, and advanced normalization techniques to provide advertisers, media companies, and agencies with the metrics they need to achieve new levels of marketing success.

Compete's approach helps clients drive site traffic, build their brands and increase sales. And through collaborations with sister WPP and Kantar companies such as TNS, DynamicLogic, 24/7 Real Media, Wunderman, Group M, Kantar Retail, and the Media Innovation Group, Compete's clients are able to gain far more comprehensive and integrated insights. This constellation of partnerships expands Compete's capabilities and helps marketers confidently navigate their expanding digital universe.

Reaching Consumers in Motion

Online consumer behaviors create new digital research that can offer a highly quantifiable depiction of daily life as it's come to be lived. While the marketing/advertising industry recognizes these digital breadcrumbs as opportunities for true engagement, traditional demographic-based media planning and buying metrics can't fully capture the dynamism of consumers. Inputs like CPM and CPC are helpful for establishing a currency for media investments, but are only narrow entry points for a marketplace demanding richer insights about differentiated audiences and marketing impact.

Compete provides a wide spectrum of actionable metrics and insight-based products that help marketers develop, execute, and measure their digital media strategies. These products track success and failure along every point in the consumer purchase pathway from early consideration to online and offline purchase to loyalty and satisfaction.

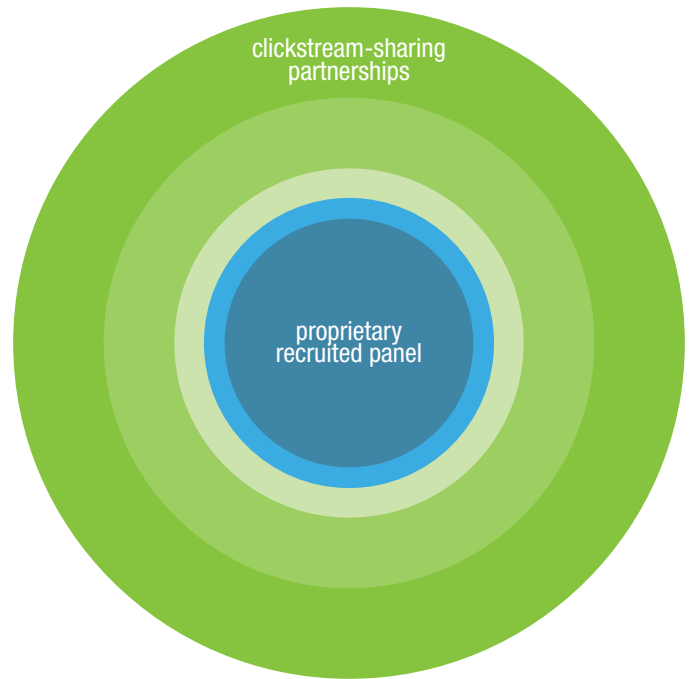
For example, Compete works with a leading wireless carrier to measure, strategize and act on new insights drawn from consumers' online behaviors. Specifically, the carrier relies on Compete:

- *to develop efficient media plans that target consumer and business segments;*
- *to measure how effectively its display ads and landing pages achieve brand and sales goals;*
- *to create new online user experiences and promotional strategies that maximize conversion on its website and at retail locations; and*
- *to create digital programs that reduce subscriber churn.*

Compete's data methodology is unique in the industry and is designed to provide comprehensive, granular insights that advertisers, agencies and media companies can use to build their businesses. Compete's methodology includes four distinct components:

1. **Multi-source panel** – combines both recruited panelists and licensed clickstream data from partners, resulting in a very large and representative online consumer panel;
2. **Harmonization algorithms** – proprietary processes and technology that work together to integrate Compete’s multiple data sources into a unified online consumer panel;
3. **Sophisticated normalization techniques** – unique processes that weight, calibrate and project metrics across panel sources resulting in accurate base audience measurement data;
4. **Metrics that matter** – analytics on site visitation, audience profiles, media exposure, search term usage, cross-shopping, conversion, competitive behaviors, and audience segmentation.

partnership with Lightspeed Research in October 2009 and expects to begin reporting on these panels by April 2010.



Bigger is Better: Compete’s Multi-Source Panel

Depicting consumer activities across millions of websites in a timely and reliable manner poses a substantial market research challenge. Marketers need accurate measurement of consumers’ constantly evolving behaviors at ever-smaller internet outposts in order to identify and target profitable segments, to gauge the penetration of the latest micro-site, or to stay abreast of traffic trends on rivals’ social media brand pages. Meeting this measurement need is simply not possible using traditional audience measurement providers, because these panels fall short of providing the necessary level of detail.

Compete solves this problem by maintaining the largest online consumer panel in the industry, totaling 2,000,000 consumers in the United States. Compete’s unique multi-source panel combines proprietary, recruited panels with licensed clickstream data resulting in a unified panel that is an order of magnitude larger than Comscore and Nielsen. This size advantage provides marketers with the deepest metrics across the largest set of websites in the industry. Compete began international panel operations in

At the core of Compete’s panel is a 350,000-person proprietary, recruited consumer panel that has opted in to install Compete’s online meter software on their computers. These panelists are recruited online, through email and partner marketing, and from within sister Kantar research panels including Lightspeed Research and the TNS Sixth Dimension panel. When a consumer agrees to participate, he or she will complete a short registration questionnaire before joining the panel. After completing the questionnaire, all panelists must provide permission to Compete to analyze their clickstream data before they install the online meter on their computers. Once installed, the online meter delineates clickstream behaviors at the individual level. Prior to transmission to Compete, personally identifiable information is filtered from the clickstream.

Recruited panelists are directed to www.consumerinput.com to learn about the information Compete collects, how it is used and how they will be compensated for their

participation in the panel. Consumer Input also serves as the brand for opt-in client surveys.

Additionally, Compete licenses clickstream data representing millions of consumers from internet service providers and application service providers to increase the size and diversity of its panel. The geographic and demographic distribution of these clickstream-sharing partnerships is representative of the U.S. internet browser population. Each month, Compete adds consumers from each data source to achieve its goal of 2,000,000 representative panelists.

As part of their individual agreements with Compete, clickstream-sharing partners are required to have customer permission to collect and license their clickstream data in exchange for the use of their respective applications or services. Partners must meet Compete's privacy requirements, and must also satisfy Compete's technical and business process standards to ensure their clickstream data adheres to strict data type, format, quality, and timeliness specifications.

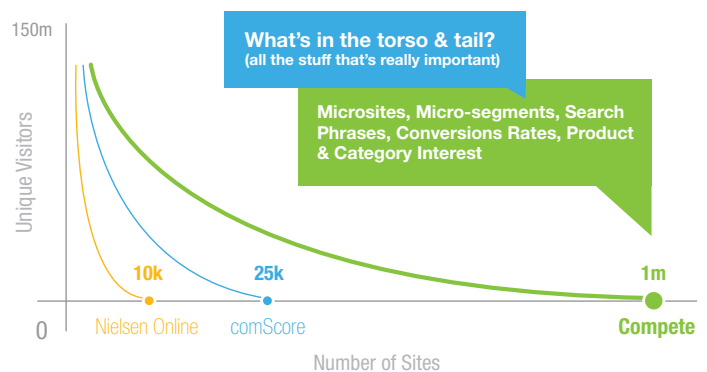
Compete integrates its proprietary and licensed data into a single, unified online panel. Compete's multi-source approach offers distinct benefits compared to other panel-based measurement providers:

- *the size of the panel provides the granularity needed to uncover behavioral insights and targeting opportunities that are impossible with smaller panels;*
- *the diversity of different data sources ensures that the unified panel is representative of the consumer segments marketers need to measure and target;*
- *the diversity of sources enables Compete to isolate the bias of any single source, and then provides a basis for addressing that bias; and*
- *Compete's technology infrastructure and data management processes prepare the way for integrating new data sources, including mobile internet usage, return path data from cable set-*

top boxes and directly measured web analytics data leveraging web beacons, into its existing methodologies. As Compete's data sources change over time, Compete has created processes to gradually add and remove sources over time to ensure that a panel change does not create bias.

The Whole is Greater: Harmonization

Transforming raw consumer clickstreams from multiple sources into accurate and actionable metrics for marketing and media planning requires a rigorous process. Compete's harmonization algorithms are the transformational system that unifies the data collected from Compete's proprietary and licensed sources. The algorithms perform three specific functions: first, on a daily basis, the algorithms process the incoming clickstreams from each individual data source into sessions to reflect household and individual internet activities; second, algorithms combine the clickstreams, converting heterogeneous feeds into a homogeneous, unified dataset; and third, the algorithms use data inference techniques to identify and populate any missing demographic cells according to similarities in internet usage among other panelists. The end result is a single, unified online consumer measurement panel that is representative of the internet browser population in the United States



Compete's harmonization algorithms integrate data from each panel source to create a unified panel with complete demographic and behavioral records for all panelists. At

minimum, each panelist is assigned an anonymous and unique user identifier which is mapped to age, income, gender and geographic buckets based on the profiles of panelists. Panelist demographic and geographic information is gathered during initial registration, in subsequent surveys, via third-party data appends, and/or via inferences that are based on panelists with similar, known internet behaviors

Like Compete’s multi-source panel, the harmonization algorithms are versatile, meaning that they adapt over time to address the industry’s need for continuous and accurate digital media measurement.

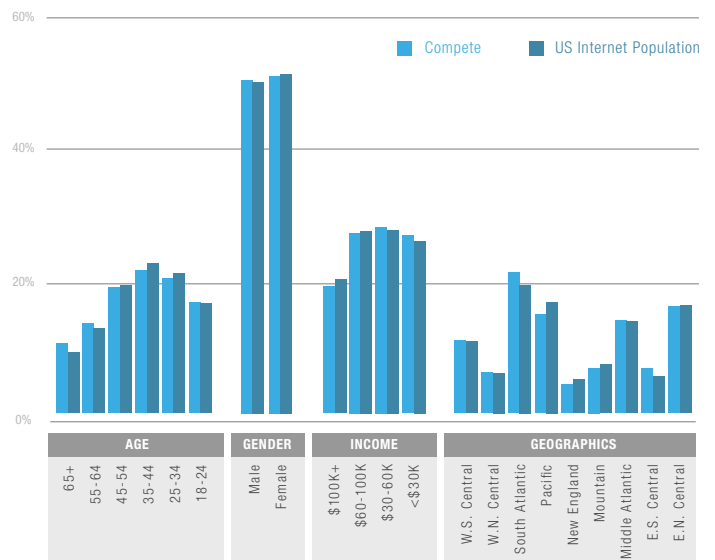
Projecting to the Population: Projection and Normalization

Once the harmonization algorithms transform the diverse inputs into a cohesive and unified panel, the next step in Compete’s data methodology is to weight the raw data so that final projections are representative of internet behavior in the United States. Compete’s normalization system was developed by leading experts in the fields of marketing, media and data research in 2000. Compete periodically updates its underlying normalization models to account for changes in consumer demographics, behaviors, and internet technologies.

The normalization process begins with a 4,000-person omnibus survey of the U.S. internet population which is updated monthly and is administered independently from Compete’s consumer research panel. The information collected in this survey includes geographic and demographic profiles, household characteristics, technology usage, internet connection, and internet location. The resulting data from the omnibus survey creates an accurate depiction of the internet browser population for that month; this serves as the basis for Compete’s audience and behavioral projections.

The clickstream data from Compete’s consumer panel is then weighted to match the total internet population using the weights depicted by the omnibus survey. During this process Compete’s normalization system triangulates specific audience metrics -- such as site visitation, search activity, and online purchases -- across its entire panel to adjust for geographic and online behavioral biases that are natural and unavoidable in single data sources. Additional adjustments are made to correct for any bias associated with recruiting programs that offer rewards or coupons.

Compete also accounts for aberrational gaps that occur in measurement due to technical interruptions or abrupt changes in panelist lifestyles. These may include work time-off, computer crashes or replacements and other events that cause abrupt changes in user behavior. Compete handles these “panel inactives” by applying a seasonal and inter-period adjustment algorithm to respondents who exhibit precipitous drops in usage. Compete’s normalization factors are integrated into final estimates coincident with Compete’s weekly and monthly reporting schedule.



Compete’s normalization process has been proven over the past ten years across more than one thousand client relationships that span advertisers, agencies,

and publishers. This third component of Compete’s data methodology has been extended to support new capabilities over time, including cross media studies and matching with external databases like frequent shopper programs, credit profile databases, and transactional databases.

Combined with multi-source data and harmonization algorithms, the Compete normalization process creates data that meet the high quality threshold required for trusted, reliable consumer and media research.

Insights, Actions, ROI: Metrics That Matter

The Compete data methodology has been designed to help companies navigate their ever-expanding digital universe with confidence. Compete’s offerings help advertisers improve online engagement and conversion, as well as apply online consumer insights to develop more effective “offline” advertising campaigns. Compete has incorporated these same high-value and differentiated insights into products that agencies and publishers can now use to target and sell media more effectively. And Compete’s client service teams work closely with clients to ensure they gain the maximum business impact from their relationship with Compete.

Compete’s client service teams support the digital strategies of leading brands in the automotive, consumer electronics, financial services, packaged goods, pharmaceutical, retail, telecom, and travel industries; the largest advertising, media and direct marketing agencies; and the fastest growing search engines, portals, ad networks and online media sites.

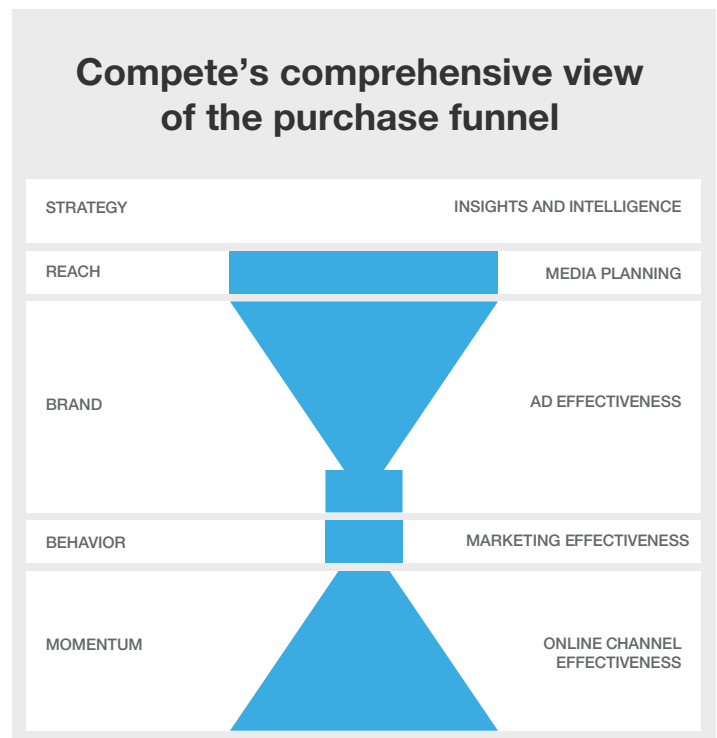
Compete’s product offering includes:

Audience insights and Competitive intelligence – Compete PRO, found at www.compete.com, is the most

comprehensive and fastest growing online measurement service in the industry. Advertisers, agencies and publishers rely on Compete PRO for daily and monthly digital intelligence, audience profiles, and search marketing metrics across the top one million websites.

Media planning – Compete’s Behavior Match provides agencies with a new ability to develop media plans that are based on more than 300 standard segments, plus customized segments that precisely match their clients’ segmentation schemas. Publishers use Behavior Match to understand how the composition of their properties indexes against other online properties for key advertiser categories.

Ad effectiveness – Compete’s Ad Impact solution measures how display advertising helps to drive brand and sales metrics beyond basic impressions and click-



throughs. Using an exposed-control methodology, Ad Impact measures changes in consumer behavior for key measures such as viewthrough, conversion, brand-term search activity, and visits to consideration, social media and/or competitor sites.

Marketing effectiveness – Marketing Effectiveness

measures the impact of offline advertising and promotional campaigns on creating demand in high consideration product categories such as the automotive and mobile device/handset markets; marketers use this service to gain valuable new insights into their advertising effectiveness, brand awareness, and competitive position.

Web effectiveness – Online Channel Effectiveness

enables marketers to optimize their customer acquisition, search marketing, and online sales, service, and loyalty programs. By benchmarking web effectiveness versus direct rivals across industry-relevant metrics, marketers can invest in the most effective customer acquisition and website development initiatives.

Holistic marketing measurement – For large global

brands with integrated digital, traditional and social media strategies, measuring the influence and interplay of each tactic on brand equity and sales is critical.

Compete partners with other Kantar companies including Dynamic Logic, Cymfony, Cannondale and TNS to create comprehensive and actionable insights for brand managers to measure marketing performance across all customer touchpoints.

Compete's data, products and client service teams generate new insights that help clients optimize their digital strategies across a wide array of touch points within the digital purchase pathway. By expanding the focus from impressions and clicks to a more holistic view that includes branding, sales, and loyalty, Compete helps marketers increase the returns from their search, advertising, and website investments.