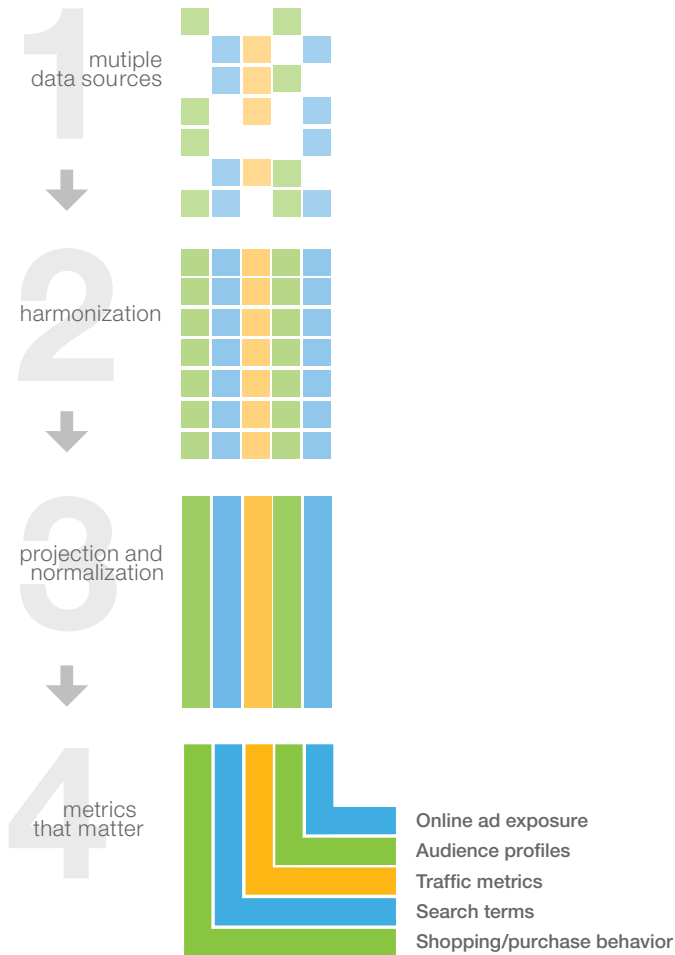


Overview of Data Methodology and Practices

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, a Kantar Media company, has both the data methodology and products designed to connect the dots from data to insights to marketing actions that resonate with today's consumers. Compete's data provides the precision and granularity 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. 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.

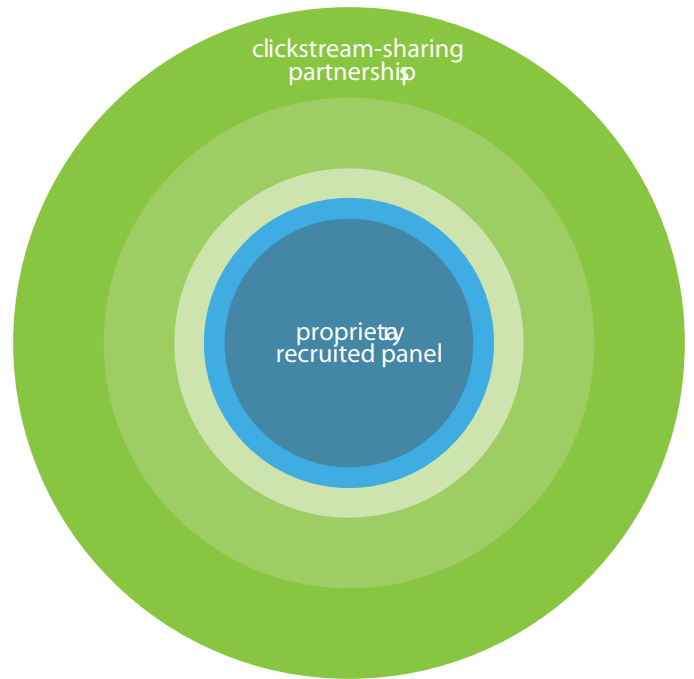
For example, Compete works with a leading wireless carrier to measure, strategize and act on new insights drawn from consumers' online behaviors. Specifically, the carrier relies on Compete to:

- develop efficient media plans that target consumer and business segments;
- measure how effectively its display ads and landing pages achieve brand and sales goals;
- create new online user experiences and promotional strategies that maximize conversion on its website and at retail locations; and
- 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 data collected from recruited panelists and licensed clickstream data from partners, resulting in a very large and representative online consumer research panel;
2. **Harmonization algorithms** – proprietary processes and technology that work together to integrate Compete’s multiple data sources into a unified online consumer research 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.

providing rich opportunities for marketers to combine online data with other media sources such as mobile, offline



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’ continually evolving behaviors in order to identify and target profitable segments, to gauge the penetration of the latest website, 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 utilizing a unique multi-source approach to panel construction that provides more precision and granularity than other approaches. Compete combines a proprietary recruited panel with a wide variety of other data sources including licensed data and data gathered through application partnerships. By combining multiple data sources, Compete can create insights and measure cross-media while mitigating the bias common to single source panels. In addition, Compete can more easily integrate new data relevant sources as they emerge,

purchase, and online census measurement (not sure of wording here).

This approach to integrated panel composition provides marketers with the most accurate metrics across the largest set of websites in the industry. Compete currently has panels for the US, UK, France and with more countries being added in 2012.

At the core of Compete’s clickstream panel is a proprietary, consumer research panel where data is collected directly through our consumer research panel, recruiting partnerships with trusted entities and sister Kantar research panels, such as Lightspeed Research, or through Compete’s proprietary technology integration with partner applications.

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,

demographic, and behavioral distribution of these clickstream-sharing partnerships allows the Compete panel to be representative of the internet browser population for each country. 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:

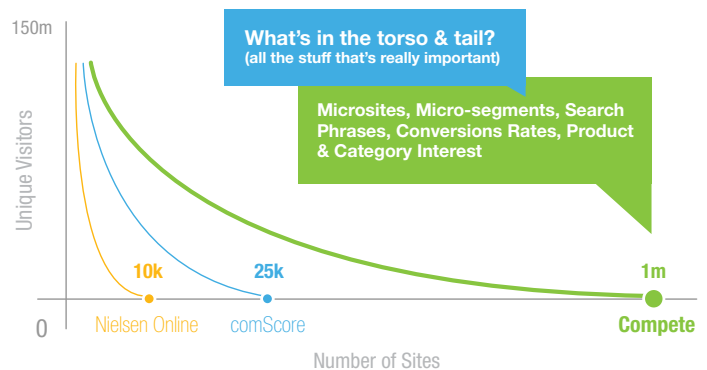
- the large size of the panel provides the coverage and granularity needed to uncover behavioral insights and targeting opportunities that are impossible with small sized panels;
- the diversity of data sources ensures that the unified panel is representative of the consumer segments marketers need to 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 offline data, mobile internet usage, return path data from TV set-top boxes and directly measured web analytics data leveraging web beacons, into its existing methodologies..

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 that deciphers noisy information. 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 the online behavior of other panelists. The end result is a single, unified online consumer measurement panel that is representative of the internet browser population.

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 self-learning, meaning that they adapt over time to address the industry's need for continuous and accurate digital media measurement.



Projecting to the Population: Normalization and Projection

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. Compete's normalization system was initially 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 variations in consumer demographics, behaviors, , internet technologies and data collection methods.

The normalization process begins with a country-specific, industry-standard population benchmark which is updated monthly and is administered independently from Compete's consumer research panel. The information collected in these surveys can include geographic and demographic profiles, household characteristics, technology usage, internet connection, and internet location. The resulting data from the benchmark survey creates an accurate depiction of the internet browser population for a given country for that month; this serves as the basis for Compete's audience and behavioral projections. The clickstream data from Compete's consumer research panel is then weighted using the benchmark survey. During this process Compete's normalization system triangulates specific audience metrics across its entire panel to homogenize behavioral variations that are natural and unavoidable in a single data source.

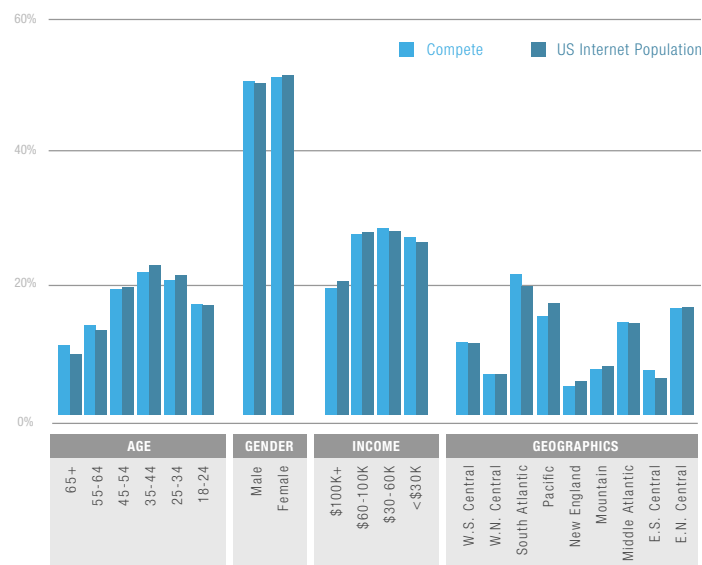
Compete also accounts for aberrational gaps that occur in measurement due to technical interruptions or abrupt changes in panelist lifestyles. These may include work time-off, computer crashes or replacements and other events that cause abrupt changes in user behavior. Compete handles these "panel inactives" by applying a seasonal and inter-period adjustment algorithm to respondents who exhibit aberrations in usage. Compete's

normalization algorithms are integrated into final estimates coincident with Compete's delivery schedule.

Compete's patented 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.

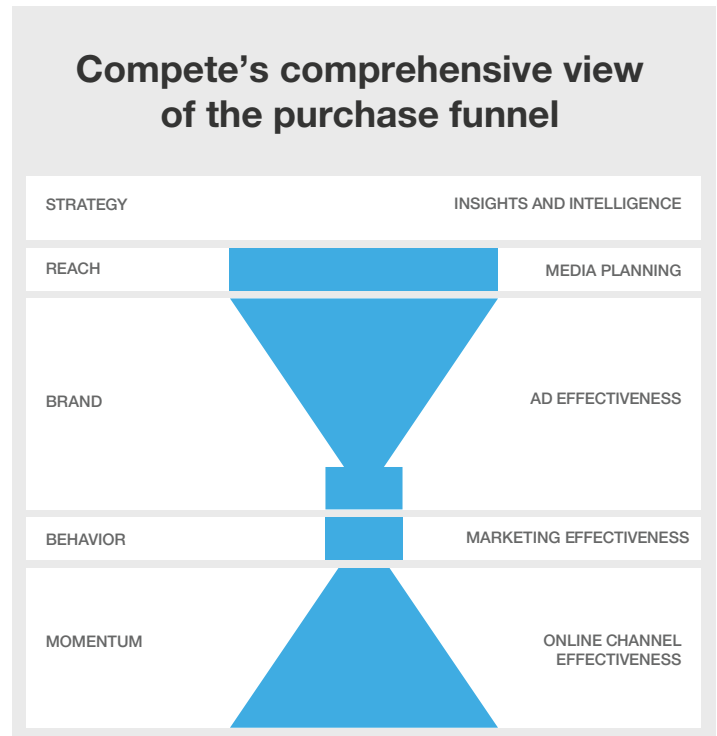
Media planning – The Compete Media Planner™ (CMP) provides agencies with the ability to develop media plans based on actual consumer behavior. Media planners have typically made their best efforts using tools that recommend sites based on survey response data gathered from a small sample of consumers. In contrast, CMP scores sites using actual online behaviors of consumers, delivering a new level of depth and precision in media planning.

Ad effectiveness – Compete's Ad R/F™ and Ad Impact™ solution provide advertisers and agencies with tools for measuring the effectiveness of their online display advertising. Ad R/F allows marketers to validate both the reach and the frequency of their ad campaigns during and after the campaign. Ad Impact measures the changes in consumer behavior for consumers that were exposed to

the campaign, and can measure changes in key measures such as viewthrough, conversion and branded search activity.

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, Kantar Retail 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.