



Press Release

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GfK's media research awarded further contracts in the Netherlands

Nuremberg, February 2, 2012 – Intomart GfK has extended its contract for radio audience measurement in the Netherlands from January 2012 for another four years. The company has also been recording national internet audiences since January, which will continue for the next three years.

At the beginning of December, Intomart GfK was awarded an extension by the Dutch radio association NLO for the continued measurement of radio audience figures. From January 1, 2012 until December 31, 2015, GfK will record the audiences of radio programs and stations using its patented "GfK Hybrid Model for Radio". This new approach combines the results of two different audience panels. In the Diary Panel, around 7.500 listeners register, either online or on paper, their radio consumption in blocks of 15 minutes on a daily basis. In the Mediawatch panel, 325 consumers wear a passive electronic meter, built in a wristwatch, for a week at a time. This device records the current radio program being listened to by the wearer several times per a minute. Through this combination of two data sources, GfK is able to offer the Dutch radio market precise minute-by-minute information on audiences for the first time, providing valuable information for both program makers and advertisers. This year, Intomart GfK will also introduce a smartphone e-diary for members of its Diary Panel, which means that it will be able to provide a better picture of radio listening habits of the younger, more urban and increasingly mobile generation in future.

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In addition to measuring TV, radio and print audiences in the Netherlands, Intomart GfK also started to provide the national currency for internet use from January 2012. At the end of October, the association for the internet industry JIC STIR commissioned a working partnership between GfK and the US internet research company comScore which will involve collecting official audience data for Dutch websites and online advertising in the Netherlands. The new internet audience monitoring is based on a fusion of two online panels, making it possible to compute the number of pages visited but also the profiles of the visitors and the reach within target groups. This weekly reporting will provide advertisers and media agencies with a com-



prehensive insight into the impact and effectiveness of their advertising activities on Dutch websites.

Further information: Stefan Raum, Global Head of Audience Measurement, tel. +49 911 395-2939, stefan.raum@gfk.com

About GfK

GfK is one of the world's largest research companies, with 11,000 experts working to discover new insights about the way people live, think and shop, in over 100 markets, every day. GfK is constantly innovating to use the latest technologies and the smartest methodologies to give its clients the clearest understanding of the most important people in the world: their customers. In 2010, GfK's sales amounted to EUR 1.29 billion.

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