



Nielsen Online

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News Release

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Taiwan Online Display Advertising Activity Reported for the First Time ***Nielsen Online Launches AdRelevance in Taiwan***

Sydney, 31 July 2008 — Nielsen Online, the global standard for internet audience measurement and analysis, will be launching its AdRelevance service in Taiwan. This will see the release of much anticipated intelligence on the country's online display advertising activity for the first time.

With its successful introductions and overwhelming client support of the online display advertising monitoring service in Australia, New Zealand, China, Japan, Hong Kong and Singapore, Nielsen Online will now be supporting, for the first time ever, the local Taiwanese market. AdRelevance is a worldwide service, and provides daily updated online advertising intelligence for the US, fourteen European countries and seven Asia Pacific markets in total.

The first round of AdRelevance insights in Taiwan collected over June 2008 reveals that 2,678 campaigns were run during the month (See Table 1). These campaigns consisted of 5,606 banners run by 816 advertisers. Also, Table 2 lists the top 10 advertisers for the month of June 2008.

Table 1: Taiwan's Online Display Advertising Activity – April till June 2008

Period	Number of campaigns	Number of advertisers	Number of banners
2008, April	1680	620	3723
2008, May	2144	776	4970
2008, June	2678	816	5606

Source: AdRelevance – 2008/07/30

Table 2: Top 10 Advertisers – June 2008

	Advertisers	Number of campaigns	Number of banners
1	Pccenter Information	106	170
2	Lccnet	43	64
3	Wells Information	35	70



4	Chunghwa Telecom	33	108
5	Gjun Information	32	88
6	Citigroup	31	50
7	TutorABC	30	91
8	Cathay Financial Holding	28	51
9	Jaysanlyn Real Estate	27	55
10	PayEasy	26	38

Source AdRelevance - 2008/07/30

Lisa Cousens, Regional Development Director, Asia Pacific, comments: "We are very pleased to be launching in Taiwan, increasing our AdRelevance data coverage to seven Asia Pacific markets. The online advertising intelligence data has been much anticipated by online industry players across the region as it supports the full online ad planning, management and evaluation process. The reporting delivers detailed data on the number of campaigns, the composition of media schedules as well as the ad creatives, equipping clients with a better understanding of online campaign performance. In addition, AdRelevance distributes real-time email alerts that provide clients with tactical information on competitive and market activity."

Tina Teng, Executive Director, Nielsen Media Research Taiwan adds: "We strongly believe that the introduction of the service in Taiwan will make an enormous contribution to the development of the countries' online advertising market. It has proven itself in the rest of Asia as an essential tool for optimising your online advertising strategy."

After much market anticipation, Nielsen Online will be educating the Taiwan audience today at a seminar entitled 'AdRelevance – Revealing Taiwan's Online Advertising DNA' and will demonstrate on how data from the service can be used to study research intelligence on online display advertising activity.

So what is AdRelevance?

AdRelevance is an online advertising tracking system based on spidering technology and a team of advertising categorisers employed by Nielsen Online. It gives detailed insight into which companies and brands are advertising online, which websites are running campaigns and what type of advertising, creative content, duration and frequency those campaigns entail.

And how does it work?

AdRelevance's spiders behave as if they are Taiwanese internet users surfing the web. They continuously visit hundreds of commercial sites and search the HTML information for click counters, which indicate that an advertisement is present on the page. The spiders examine the creative and register it in the database, meaning an updated version is available every day. Dedicated Nielsen Online processing staff process the data in order to categorise and summarise it for final presentation to the market.

What are the benefits?

Online visitors in Taiwan represent an appealing audience for advertisers and their advertising agencies who can use AdRelevance to see where, what and when their competitors are advertising online and optimise their own campaigns accordingly. In addition, website owners who offer online advertising space can understand through AdRelevance what advertising is running on competitive sites and which advertisers and sectors are most active, which enables targeted sales efforts and will lead to maximized ROI.



Please contact Sonia Liang (sonia.liang@nielsen.com) or Tina Teng (tina.teng@nielsen.com) in Taiwan for additional information about AdRelevance.

Editor's note: Please source all information to Nielsen Online.

About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

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