

## Nielsen Publication Guidelines For Use of Licensed Materials

Please be aware of the following mandatory requirements which apply to all Nielsen licensed materials used for publication purposes in any medium or venue (including advertisements).

### Information Scope

You may include information regarding your organization’s products currently being licensed from Nielsen in advertisements or other published materials. If additional or new information is desired for such publications, this must be requested and negotiated with Nielsen directly, and sufficiently in advance of any publication deadlines to allow for contract production and data source implementation.

### Naming Competitors

It is not permissible to include competitor names or competitor brand-level specifics from Nielsen licensed materials for publication. For comparative charts or graphs used to indicate market share or product position, non-identifiable competitor descriptions should be used. For example, if ACME Company is the publishing organization or product, the competitors might be identified as ‘x’, ‘y’ and ‘z’, or a pie chart with ACME Company and “all others” are acceptable to demonstrate your position relative to others.

### Correct Usage of the Nielsen Name – “Nielsen”

In 2007 ACNielsen was rebranded globally and became “The Nielsen Company.” For sourcing purposes, “Nielsen” is sufficient.

### Sourcing Guidelines

When using Nielsen licensed materials for publication purposes, the appropriate sourcing information is mandatory. There are four components all of which must be included in a source line for Nielsen data. In order of appearance these are as follows:

1. Nielsen’s name must always lead the source line
2. The Product/Database source – typically either MarketTrack or Homescan, but may also be PanelViews, i.e., Beverage Study or Dairy Case Study
3. Region and channel information – Region - e.g., National, West, Quebec. Channel - e.g., Grocery Banner, All Channels (Note: As the definition of “All Channels” may vary, it is strongly recommended that the detailed channels comprising it also be provided.)
4. Time period referenced – month/day/year and the timeframe, i.e., YTD, 52 Weeks Ending, 4 Weeks Ending, etc.

Examples of incomplete source lines along with the corrected version for Nielsen licensed materials are noted in the table below:

Incomplete Source Information:	Correct Sourcing Information:
Nielsen, L52W to Jun 2008	Nielsen MarketTrack, National All Channels, Latest 52 Weeks Ending June 14, 2008
Nielsen, YTD to Jun 2008	Nielsen MarketTrack, National Grocery Banner, YTD to June 15, 2008
Nielsen Monitor Data 2008	Nielsen MarketTrack, National All Channels, Latest 12 Weeks Ending October 21, 2008
Nielsen Consumer Panel	Nielsen Homescan, National All Channels, 52 Weeks Ending January 22, 2008
Nielsen Health & Wellness Study 2008	Nielsen PanelViews, Health & Wellness Study 2008
Nielsen, Frozen Entrees 275 gm	Nielsen MarketTrack, Frozen Entrees Closed Grouping, National All Channels, Latest 52 Weeks Ending November 4, 2008