

RatingPoint

Do you need your daily ratings information easy and fast?

Want to know the results before your analysts publish their reports?

Need to access an intuitive overnight reporting tool from anywhere in the world?

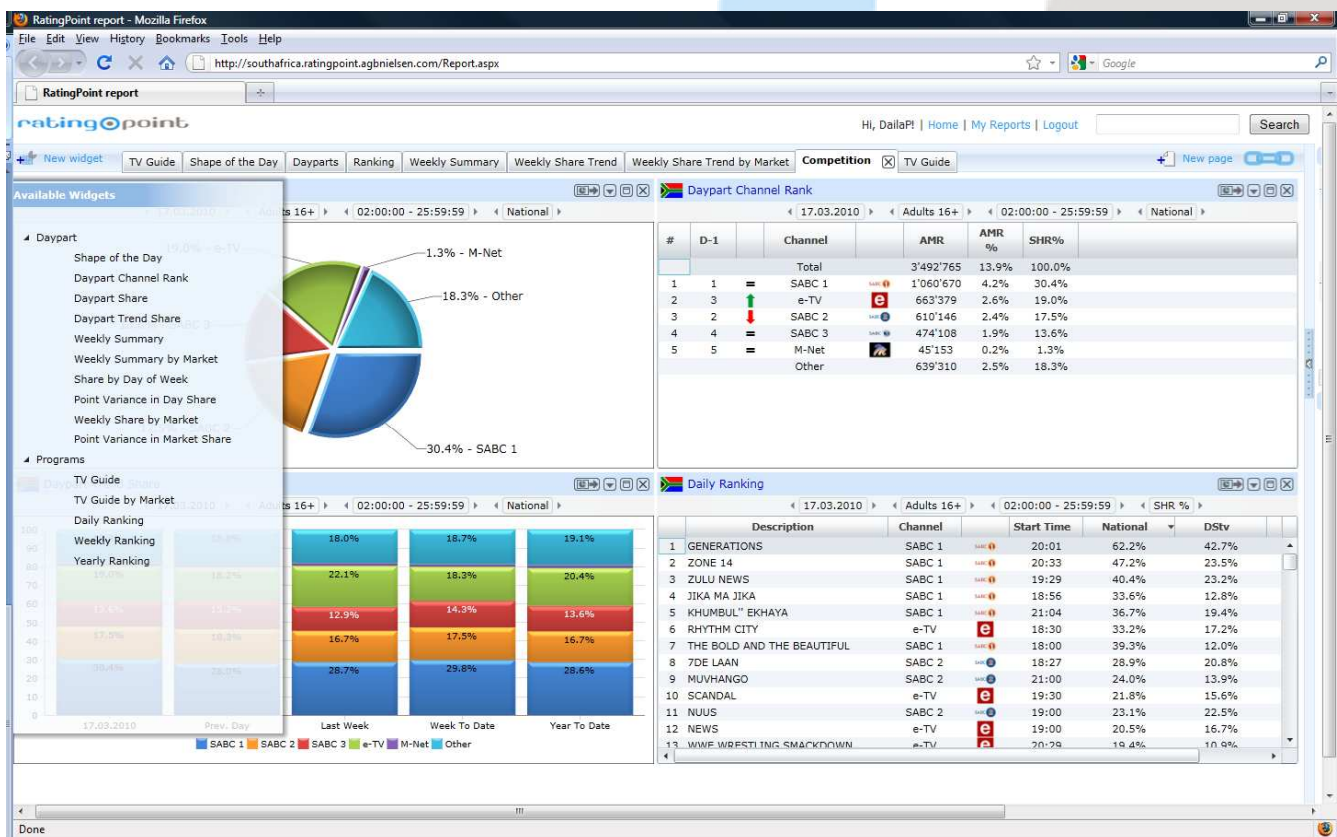
Keep your fingers on the pulse of your audience with RatingPoint!

What is RatingPoint?

RatingPoint is a new web-based media dashboard tool using the latest online technology for viewing consumer-research statistics. Data from any source or media can be considered.

Why use RatingPoint?

- It's **fast!**
The unique database provides instant results anywhere in the world.
- It's **easy** to use!
No need for training.
- It's **intuitive!**
RatingPoint understands your need for accessing top line information whilst giving you access to the full picture.
- It's **graphical** and **interactive!**
Experience a new world of information at your fingertips.



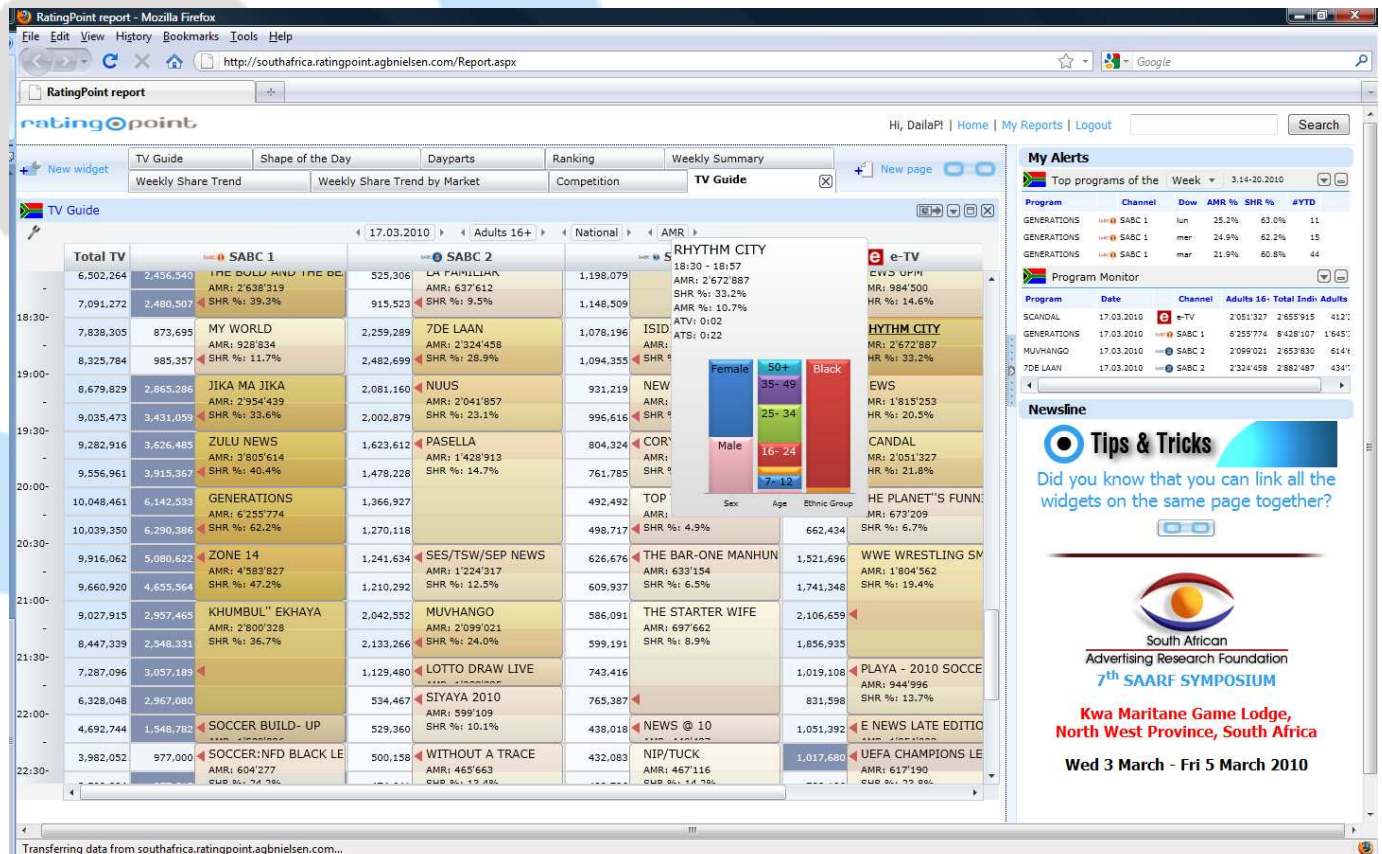
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What differentiates RatingPoint from our other software?

RatingPoint is an online reporting tool that can be accessed via the Internet from anywhere in the world. There is no need for end-users to download configuration updates, manuals, or new versions installations. It's available immediately.

What requirements are there for RatingPoint?

Users must have Internet Explorer 7 or above and they will have to install a free Microsoft web application Silverlight[®]. It's that easy!



Even though RatingPoint focuses on overnight ratings analysis, already there are a multitude of in-depth analyses that can be performed with just a click of a button.

Take note of our Alerts area which features custom reporting, letting you know when specific programmes are on-air and how they are doing. The Newsline area offers an unencumbered way of communicating directly with users about your own activities or other updates and selling opportunities.

Want to know more?

For information on RatingPoint please contact your local distributor or e-mail ratingpoint@nielsen.com