



# Global AdView Pulse

## Your connection to global advertising trends

When it comes to global advertising trends, have you got your finger on the Pulse? Nielsen's Global AdView Pulse is the definitive measure of global advertising trends, across 26 markets. Global AdView Pulse gives a rich, actionable update of what is happening in the world of advertising.

At a global level, the report provides harmonized information on general global market trends, broken down by media and categories. An analysis of advertising trends in each country is also provided, including a ranking of top 20 advertisers. To complement the figures, the report is enriched with insights from market experts, and balanced with basic macro-economic indicators and long-term advertising trends.

All major media types are covered: Television, Print, Radio, Outdoor, Cinema and Internet.

### Key Benefits:

- **Rich:** Only Nielsen looks beyond the numbers to provide a rich, comprehensive analysis by category and advertiser and a new perspective on how trends are shaping the market.
- **Insightful:** Nielsen has partnered with global and local advertising industry experts, to take the industry's pulse.
- **Effective:** An easy-to-follow look and feel make it easy to find the insights you need, when you need them.



### Methodology

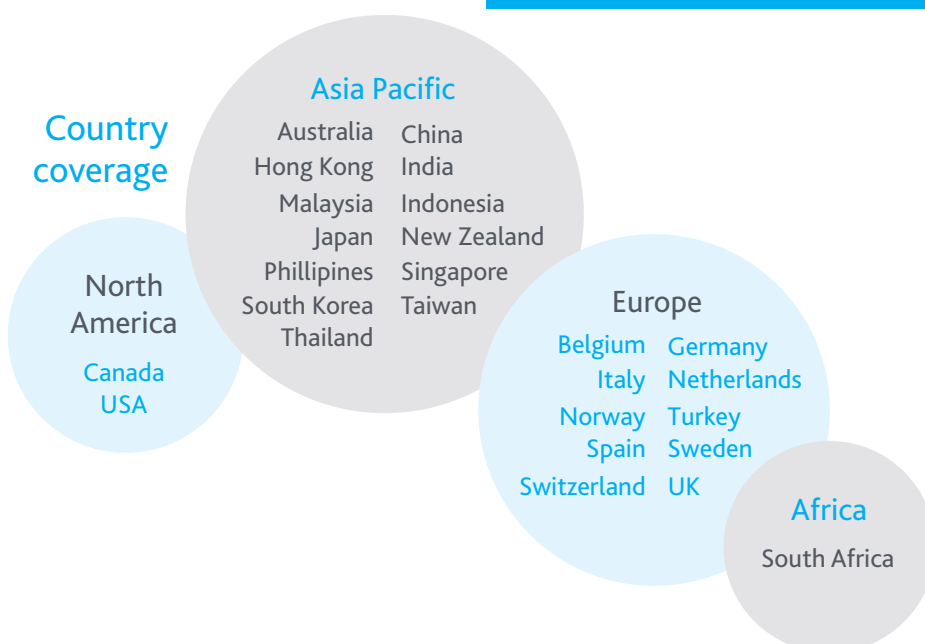
Global AdView Pulse reports on 26 countries in 4 regions across the globe, providing insights across North America, Asia Pacific, Europe and Africa. Trends are kept consistent across categories, currencies and time through a harmonization process:

- Local information is harmonized into one common currency (USD) using a fixed exchange rate
- Trends are reported on a year-to-date vs previous year-to-date, and quarter vs same quarter previous year basis

### FREQUENCY

Quarterly:

June	containing the data from January to March
September	containing the data from January to June
December	containing the data from January to September
March	containing the data from January to December



To find out more, contact us at [globaladview@nielsen.com](mailto:globaladview@nielsen.com) or visit our website [www.nielsenglobaladview.com](http://www.nielsenglobaladview.com)

# Order Form

## Contact Details

Client \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Invoice Address \_\_\_\_\_

Email Delivery \_\_\_\_\_

Authorised Business Unit \_\_\_\_\_

Authorise Business Unit Address \_\_\_\_\_

## Service Specification

<b>Countries</b>	Australia, Belgium, Canada, China, Germany, Hong Kong, India, Indonesia, Italy, Japan, Malaysia, The Netherlands, New Zealand, Norway, Philippines, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Kingdom, United States of America		
<b>Period</b>	<input type="checkbox"/> * Full Year: 4,750 USD	<input type="checkbox"/> * Quarter 1: 1,500 USD	<input type="checkbox"/> * Quarter 2: 2,250 USD
	<input type="checkbox"/> * Quarter 3: 2,750 USD	<input type="checkbox"/> * Quarter 4: 3,500 USD	* mark appropriate option
<b>Data Description</b>	Global AdView Pulse		
<b>Price</b>	USD		

## Financial Information

<b>VAT Number</b> (i.e. GB 1234 56789)			
<b>Purchase Order Number</b>			
<i>The Purchase Order number will be quoted on the invoice for this report Please note that payment will be due within 30 days of receipt of this signed agreement form</i>			
<b>Sign</b>		<b>Date</b>	
By signing this Order Form, I agree to the Nielsen Global AdView Terms and Conditions			

# Terms and Conditions

## Agreement

contract between the Supplier and Client

## Supplier

known as The Nielsen Company and or Nielsen Global AdView

## Client

Business directly subscribing to the product

## Client of Client

any company that the "Client" is actively serving

## Product

Global AdView Pulse in its entirety to which the client has an active subscription

## Licensed Materials

all text and data content available as part of the product

## Business Unit

authorised office address of client subscribing to the "product"

## Authorised User

means such employee(s) of the "Business Unit" whose place of employment is located at, or controlled from the authorized "Business Unit"

## 1. Access to the Product(s)

- 1.1 The client may nominate one authorized business unit.
- 1.2 Each authorized Business Unit may access the product and use the licenced materials in accordance with the following restrictions:
- 1.3 Each authorized Business Unit may access the product and use licenced materials in performing their duties for the client and only in the following manner: -
  - 1.3.1 Save single copies to local devices: To save a single copy of the product for future reference to a computer hard drive or similar

storage medium, provided that the product cannot be accessed/shared by any other business unit.

- 1.3.2 Print: To print out extracts from the product for their own reference only
  - 1.3.3 Photocopy: To make photocopies of the product for their reference only or for sharing with colleagues within the authorized business unit
- 1.4 Use of Extracts: to incorporate extracts from the product into reports written by the authorized user(s) and to make such reports available but only to the following:
    - 1.4.1 To other employees of the authorized business unit
    - 1.4.2 To clients of the client on condition that all such distribution excludes the source data (excel file) and the format in which is was received if supplied in soft copy (CD)
    - 1.4.3 The authorized users will ensure that any reproduction of the Licenced Materials will include the following notice "Copyright The Nielsen Company source Nielsen Global AdView

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  - 2.1.2 including the Licenced Materials on any corporate intranet, extranet or any web based product or service

operated by or for the authorized business unit

- 2.1.3 any use which involves an Authorised User acting as a central distributor of items to other Employees of the Client whether such Employees are located at the authorized business unit or otherwise
  - 2.1.4 using the Licenced Materials to compile a database of, or re-creating the whole or substantial part of the licenced materials by making repeated and systematic copies of the licenced materials (all or in parts)
  - 2.1.5 sub-licensing any of the rights granted under this agreement
- 2.2 The supplier reserves the right to monitor usage of the product to ensure that the authorized business unit and its authorized users are acting within the terms of clauses 1 and 2 and may contact the client/authorized business unit to verify usage should it have reasonable grounds for suspecting a breach of this Agreement may have occurred.
  - 2.3 The client/authorized business unit will make each authorized user aware of the rights and restrictions governing the access and use of the licenced materials as contained in this Agreement and will be responsible for ensuring that all Authorised Business Units/Users comply with them

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