NIELSEN MUSIC AND TUNESAT TO DELIVER MOST COMPREHENSIVE AUDIO RECOGNITION SOLUTION TO EUROPEAN MUSIC INDUSTRY

Nielsen Music and TuneSat LLC are very pleased to announce their collaboration across Europe. Nielsen Music, the leading market research partner for the music industry, will be working with TuneSat to deliver to their clients the most comprehensive music identification solution.

The monitoring and tracking of song or copyright usage has become of the utmost importance for the music sector. Nielsen Music has long been at the forefront of this advance using proven music recognition technology to monitor airplay data (songs played on radio and music TV) on over 850 channels across Europe. TuneSat, in an increasingly noisy world, deftly detects music use just about anywhere, including under dialogue, sound effects, or voiceovers, in full duration - even in the noisiest of environments - providing unrivaled and accurate reporting information to it's clients.

By working together Nielsen and TuneSat are looking to develop new products, services and solutions for the industry across Europe. By leveraging Nielsen's infrastructure, this re-seller agreement will benefit the industry by expanding TuneSat's footprint across Europe and connecting their technology with Nielsen's detailed local understanding.

Across 20 European countries, Nielsen Music work closely with over 450 clients, providing realtime music recognitions on radio and music TV. Web services, reports, charts and a network of highly knowledgeable consultants on the ground provide an unrivalled music industry knowledge and experience. Adding to Nielsen's expertise with their own, TuneSat provide access to worldwide detection data, available 24/7/365 through a secure online portal in as little as an hour after broadcast. Detailed reports provide valuable information about how much music was used, when and where including a downloadable recording of the captured detection. TuneSat is actively monitoring on behalf of clients in the U.S., UK, France, Germany, and Italy with more than 200 channels with more territories and internet monitoring to come.

Jean Littolff, MD for Nielsen Music says *"Nielsen Music offer services which best support the complex needs of the industry, including those of Performing Rights Organisations, publishers and rights holders. We are European leaders in airplay music recognition with a quality proven product endorsed by the most demanding clients. This agreement means that the industry receives from Nielsen Music and TuneSat the ultimate solution; a fully comprehensive music recognition service, with the most accurate information."*

Chris Woods, EVP/COO of TuneSat LLC adds *"TuneSat continues to set the bar in offering the*

most accurate audio identification solutions. We're meeting the growing demands for accountability and transparency by providing forensic TV and web based performance data to rights holders and administrators around the world. As we rapidly expand our global footprint, TuneSat is proud to collaborate with Nielsen in offering the most advanced audio monitoring and reporting services."

Working with TuneSat will add another key measurement tool to the portfolio available from Nielsen - which also allows clients to access, interrogate and understand digital download sales (and physical in some countries), internet behaviours, consumer generated media (buzz), advertising and has significant global consumer and ad-hoc research capabilities.

TuneSat LLC is based in New York City. For more information, please visit
http://www.tunesat.com/

Nielsen Music is a part of The Nielsen Company, a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related assets. The privately held company has a presence in approximately 100 countries, with headquarters in New York, U.S.A. For more information please view www.nielsen.com

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