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## Digital Signage Connection

### Adspace Digital Mall Network Ranks Number One in Age 12+ 28-Day Gross Exposures

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For the first time ever, Adspace Networks has been added to Nielsen's Fourth Screen Network Audience Report, the only quarterly, multi-client syndicated audience report for digital place-based networks. The data - which measures audience exposures for video networks in out-of-home locations - offer agencies and networks an easier way to compare place-based advertising audiences to TV, Internet and Mobile.

The Second quarter 2011 report further shows the specific strength of Adspace Networks, owner and operator of their own in-mall digital network comprised of 122 (at the end of Q2) Class A malls across the country, with the company ranking number one in Age 12+ 28-Day Gross Exposures (among six networks that measure comparably on 12+ demos).

This is the first time that Nielsen has included mall media in the Fourth Screen Report, marking a major milestone in the place-based video industry. The report was assembled using Nielsen's integrated approach of combining traffic and transaction data with demographic and qualitative data. For Adspace Networks and the other mall-based video networks, the traffic data are provided by Scarborough and modeled by Nielsen

to produce gross exposures and an average minute audience for each network.

It is a big step to be in the Fourth Screen Report," said Bill Ketcham,

executive vice president and chief marketing officer, Adspace Networks, New York. "It gives us more credibility in the media planning and buying community. We always struggled with how to explain our audience metrics in the context of other media. Now, Nielsen's accurate audience estimates will allow us to have comparable video metrics."

"The Fourth Screen Report provides uniform measurement in a fragmented marketplace, creating a level playing field," said Dave Barnett, managing director, Kinetic. "This is one more data point that increases the validity of digital media, and Nielsen gives it tremendous credibility."

The Adspace Digital Mall Network reaches 26.8 million unique visitors over a four-week period, according to the report. Additionally, the report shows particular strength among teens, young adults and women. The 12-24 age demographic represents 48 percent of Adspace viewing, more than double the demo's percent of the U.S. population. Females age 12-34 represent 50 percent of Adspace viewing, also double their percent of the U.S. population.

"The Fourth Screen Report is particularly encouraging because it confirms our over-delivery of teen, young adult, and female demographics," Ketcham said. "The younger demos are hard to reach, and we deliver them with real scale and efficiency."

#### Gross Minute Exposures (X Spots/Hour) Over 28 Days

Network	Spots/Hour	Total 12+
Adspace	15	215,476,705
Access - Mallvision	12	127,359,653
Akoo OOH TV	3	42,918,053
CNN Airport	1	28,205,719
Best Buy	2-10	22,860,092
Outcast: PumpTop	15.3	17,999,496
indoorDIRECT	15/2	13,719,388

“The inclusion of mall media in the latest Fourth Screen Report really represents the further validation of the medium itself,” said Paul Lindstrom, senior vice president, Nielsen On-Location. “What we aim to accomplish in this product is the best possible audience measurement for this particular medium. The use of Scarborough data by Nielsen is just the right way to measure the mall-going audience. It’s a clear commitment of the research industry to do what is best for its clients.”