

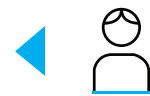
NIELSEN FANLINKS - FOR RIGHTS HOLDERS

Nielsen FanLinks combines the measured buying behaviour of 14.5K UK Households (Nielsen Homescan) with their interests and passions across sports and entertainment. This enables us to analyse actual measured purchase data by relevant sports and entertainment audiences, with multiple new and innovative applications for rights holders.

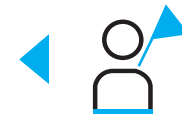
WHAT WE NOW KNOW ABOUT CONSUMERS:

FROM NIELSEN HOMESCAN

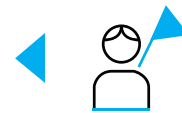
- What products people buy (**actual** purchase behavior – not recalled)
- Where they buy
- How much they buy
- Their demographics



BRAND BUYER



FAN



BRAND BUYER & FAN

FROM NIELSEN FANLINKS

- Their interests, passions and behaviour related to sports and



PROSPECTING & TARGETING

- What **categories are highly purchased** by 'my fans'? Where do they over index vs. total population / other fan groups?
- Within those categories, are there any **brands 'my fans' interact with more?**
- Which brands fit best with 'my fans' demographic profile? Can **prospective partners be identified?**



MEASUREMENT & RENEWAL

- How do **'my fans' interact with current sponsors products?** Do other fans interact differently?
- Has **'my fans' partner product purchasing changed** during the period of the partnership – Has brand penetration increased?
- How loyal are **'my fans' to competitors of my partners** - changes to loyalty or brand switching?

WHAT WE COVER



14.5K UK Households – longitudinal panel



Geographically dispersed, demographically balanced. Projected to Total UK based on census estimates



Panelists record all UPC coded purchases from ALL outlets for in-home consumption

Information collected

- Items purchased
- Date of Purchase
- Channel/Retailer
- Demographics
- Price Paid
- Total amount spent on shopping trip
- Weight of purchase
- Loyalty



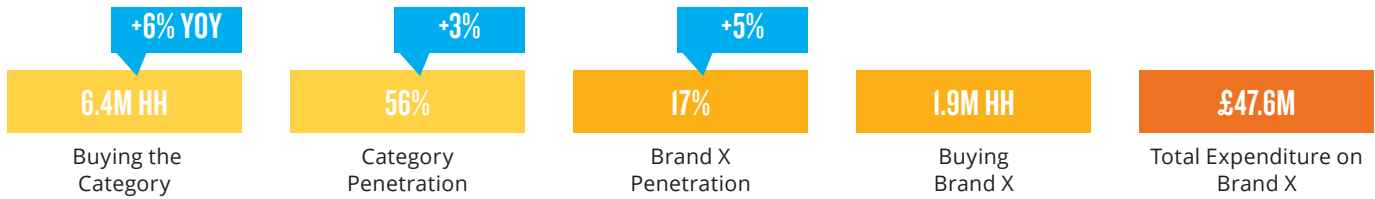
DEMONSTRATING THE POTENTIAL / RELEVANCE OF A SPORT FOR A GIVEN BRAND...



£47.6M

OF BRAND X SALES ARE FROM FOOTBALL FAN HOUSEHOLDS

FOOTBALL FAN HOUSEHOLDS



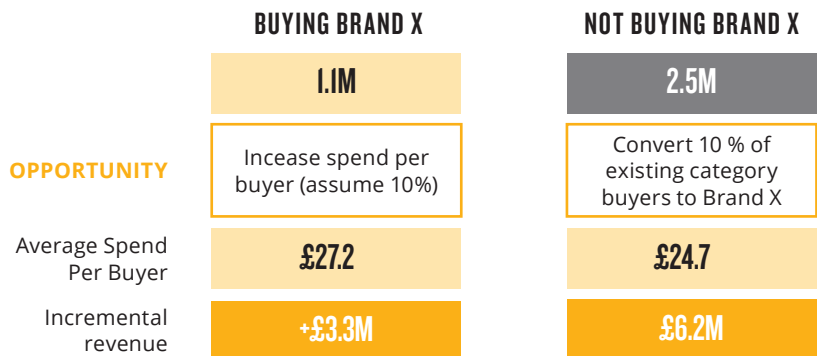
DEMONSTRATING THE POTENTIAL BUSINESS IMPACT DERIVED FROM A PARTNERSHIP...



~£10M

POTENTIAL SIZE OF BUSINESS OPPORTUNITY FOR BRAND X DRIVEN THROUGH A FOOTBALL SPONSORSHIP

3.6M FOOTBALL FAN HH BUYING THE CATEGORY



DEMONSTRATING THE BUSINESS IMPACT DERIVED FROM A PARTNERSHIP...

MLS FANS HEAVILY OVER INDEX IN THEIR LIKELIHOOD TO PURCHASE HEINEKEN **+11%** PTS FROM SEASON 1 - SEASON 2.

