



The Nielsen Company  
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## News Release

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### **NIELSEN TO REPORT U.S. RATINGS FOR GOLTV ON ITS SPANISH-LANGUAGE CABLE SERVICE**

**New York, NY, September 25, 2007**—The Nielsen Company and Go!TV, the 24-hour soccer cable channel, today announced that they have reached an agreement to report program ratings in Nielsen's U.S. Hispanic cable service, known as the Nielsen Homevideo Index Hispanic (NHIH) Service. This agreement is effective October 1, 2007.

Go!TV's ratings will be derived from the Hispanic sub-sample of Nielsen's National People Meter panel. About 1,300 Hispanic households are included in the Hispanic subsample.

Prior to this, the network was receiving access to quarterly Nielsen Hispanic data for their internal use but was not published to the marketplace.

"From Go!TV's inception, we have always strived to be leaders in the marketplace and our agreement with Nielsen is yet another testament to this. Beyond the growing demand by clients who are requiring increased measurability, we would like a means to more effectively illustrate our growth and following, something we will now be better able to do," said Rodrigo Lombello, COO of Go!TV.

With the new agreement, Go!TV will be one of only four fully-rated Spanish Language cable networks that will be accessible to national clients. The network will receive an NHIH Hispanic Cable Pocketpiece book which covers various programs and dayparts and will be distributed to all Hispanic clients nationally. Other services include NHIH English language Cable Network Reports, monthly sample characteristics report, rights to publishing data and access to Nielsen's Galaxy Software.

"We welcome Go!TV to our roster of clients who report program ratings through NHIH," said Doug Darfield, Nielsen's Senior Vice President, Hispanic Services. "The increased interest in Spanish-language programming has created a demand for more detailed ratings reporting for a wide variety of Spanish-language programmers and this agreement is a response to that need."

On August 27, Nielsen announced that it was retiring its National Hispanic People Meter (NPMH) panel, a separate Hispanic-only sample established in 1992, and that it would be using the larger National People Meter sample for all national television ratings reporting. The NHIH service draws upon Hispanic panelists in the National People Meter sample.

### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

### **About GoTV**

GoTV, the All Soccer Network, is where soccer lives in the US 24/7 all 365 days of the year. Delivering more than 1,000 unique matches each year from around the world, GoTV offers the most live soccer with exclusive rights to games for some of the best leagues in the world including Spain, Germany, Colombia, El Salvador, Guatemala, Honduras and Uruguay. GoTV also offers its viewers superiorly produced proprietary shows including GoIPREMIUM, American Soccer Powered by Navy, "Ole, La Liga", Hallo Bundesliga, 45/45, Mexico Lindo y Futbol, GoTV News and Futbol Mundial; as well as key friendlies from around the world and tournaments such as Copa Del Rey, South American World Cup Qualifiers and Central American Champions Cup among others.