

Paper No. 20100712

Available on Website: www.roymorgan.com

On July 28, 2010

**Roy Morgan Research and Effective Measure International are
pleased to announce their partnership for the creation of a new
standard in Internet Measurement**

Roy Morgan Research – the ‘gold standard’ in market research in Australia and Effective Measure International – the industry standard in online audience measurement in South East Asia, have created a strategic partnership which will see them working together to develop a totally new internet measurement methodology and system.

Targeted at product suppliers, retailers, publisher and advertising agencies, the new offering will incorporate Effective Measure International technology with the power and depth of Roy Morgan Single Source.

Effective Measure International’s patented methodology addresses Cookie deletion and audience ‘over estimation’ which has been a concern of the industry for many years.

Michele Levine, Roy Morgan Research CEO says:

“The launch of our joint venture offering will herald a new era of web measurement and understanding in Australia, offering a completely unbiased and accurate picture of internet usage. Effective Measure International is the leading provider of internet measurement in South East Asia and we are the ‘gold-standard’ for consumer profiling in Australia. Our hybrid internet measurement system will set a new standard in internet measurement.”

The product development partnership reflects our shared commitment to supply transparent, 360° views of Australians in their online and offline behaviour and activity.

Over the next few months the Roy Morgan Research, Effective Measure International partnership will be working closely with existing customers to shape this new offering, ensuring that it meets the needs of all the different stakeholders in the marketplace.

James Robertson, Effective Measure International Founder and SVP Market Development added:

“This exciting new partnership is the culmination of many months of productive and continued discussions with key players within the industry. It heralds an exciting new chapter in understanding how consumers engage with digital content, their behaviour both online and offline through the power of Single Source and will offer publishers unique insight into their digital audience. For the very first time, Advertisers will have access to detailed demographic, lifestyle and attitudinal information across all online properties in Australia, offering reliable and exciting insights into how best they can reach their target audience.”

About Roy Morgan Research:

Roy Morgan Research is the largest independent Australian market research company, with offices in each state of Australia, as well as in New Zealand, the United States, the United Kingdom and Indonesia.

A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has almost 70 years' experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of Single Source information on multi media, readership, financial behaviour, voting intentions and consumer confidence.

Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

About Effective Measure International:

Effective Measure International is a world leading Digital Audience Measurement solution, headquartered in Australia, with offices in Dubai, Palo Alto, Melbourne, Manila and Bangkok.

Led by a team of world respected Audience Measurement professionals, Effective Measure is the de-facto standard for audience measurement in Middle East, North Africa and South East Asia, measuring over 1,000 websites.

For further details contact:

Michele Levine, Chief Executive, Roy Morgan Research

Office (0)3 9224 5215 Facsimile (0)3 9629 1250 Mobile (0) 411 129 093

E-mail: Michele.Levine@roymorgan.com