



# Reaching the Elite

Measuring the viewership of those who matter

The Nielsen  
Annual Client Conference

Date: May 16, 2007



Realising opportunities in the

*dynamic*

Retail, Media and Consumer environment



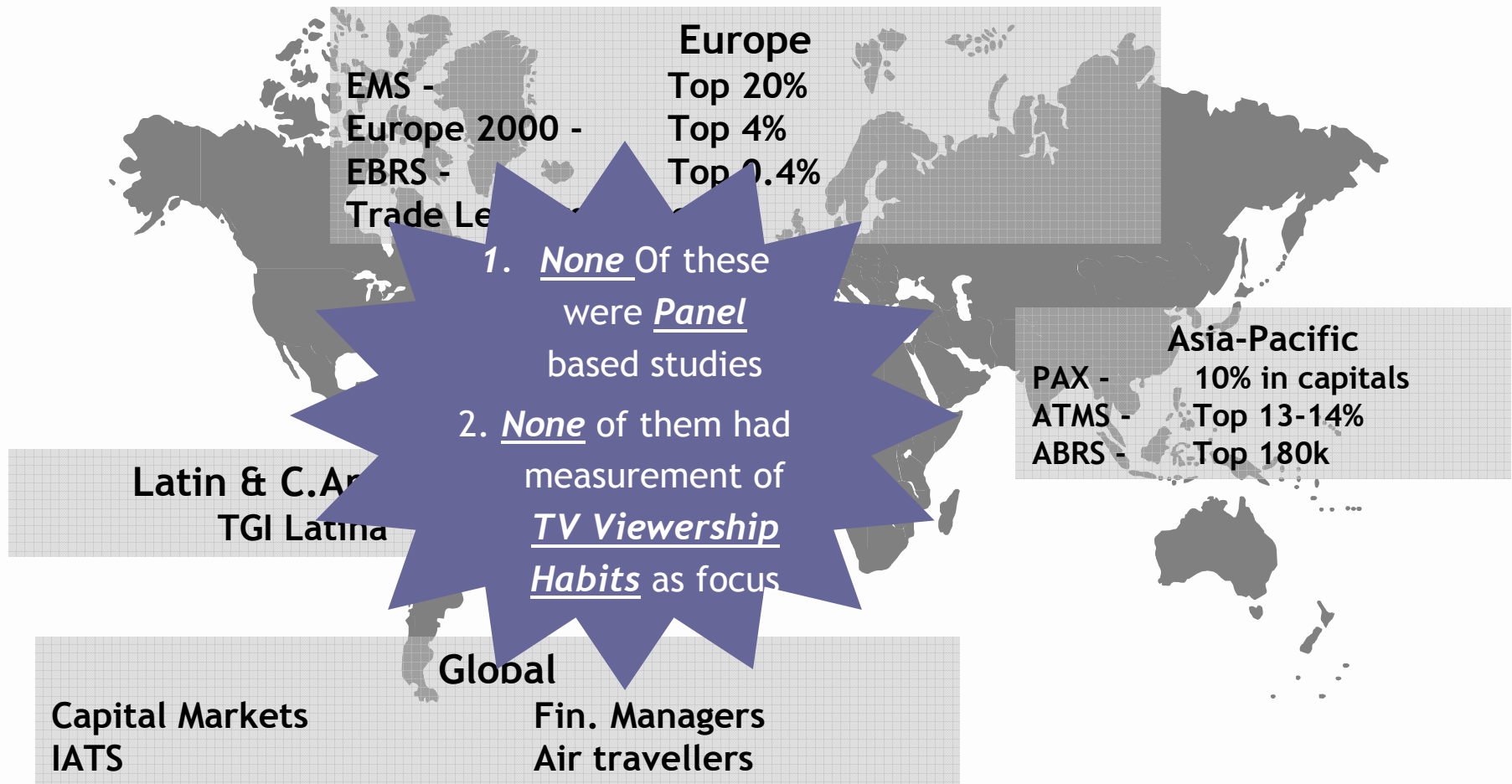
## The Objective

*“To create a Top-end TV panel, an up-market panel to understand the viewing characteristics of the **Elite**”*

## Precedence of Upscale, up-market Studies

# India & Abroad

# Other Syndicated Upmarket Surveys are not Peoplemeter Panels



TAM India has created HISTORY!!!



# First **Elite** Online Peoplemeter Panel in the World!!!



# Slicing Upscale (Best Variable)

SEC A1

&

Air Conditioner

&

Personal Computer

&

Car



# Thank You!!!

A Tam Media research Presentation

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