



Multi-cultural Advertising

The Nielsen Company takes a close look at advertising targeted towards Spanish-Language and African-American segments.

Advertising by Medium

Advertising spending in Spanish-Language media for the first three quarters of 2008 reached \$4.3 billion. In total, ad revenue targeted towards this group increased by 2.7% compared to the same time period in 2007. Most spending was concentrated on broadcast television, which grew almost 1%. The largest change was seen in cable spending which shot up 49% — a direct result of Nielsen adding three more Spanish-Language networks to its monitoring service.

On the other hand, advertising towards African-Americans is shrinking for the same time period. Overall, advertisers have cut back 5.3%, with the greatest decrease seen in Network TV (30%). Spot Radio is the only area of growth.

Nielsen Spotlight:

Multi-cultural Advertising

| Spanish-Language Media | Q1-Q3 2007 (\$ mil) | Q1-Q3 2008 (\$ mil) | % Change |
|-------------------------------|---------------------|---------------------|-------------|
| Spanish-Language Broadcast TV | \$2,227.8 | \$2,244.0 | 0.7% |
| Spanish-Language Cable TV | \$154.9 | \$230.8 | 49.0% |
| Spot TV | \$1,178.1 | \$1,221.4 | 3.7% |
| Spot Radio | \$439.8 | \$411.2 | -6.5% |
| National Magazine | \$111.2 | \$127.5 | 14.6% |
| Local Newspaper | \$80.6 | \$70.2 | -12.9% |
| Local Magazine | \$1.2 | \$1.0 | -16.3% |
| Total | \$4,193.7 | \$4,306.1 | 2.7% |

Source: The Nielsen Company

| Top 10 Spanish-Language Advertisers | Q1-Q3 2007 (\$ mil) | Q1-Q3 2008 (\$ mil) | % Change |
|-------------------------------------|---------------------|---------------------|-----------|
| Procter & Gamble Co. | \$118.1 | \$133.2 | 13% |
| Broadcasting Media Partners Inc. | \$91.9 | \$90.9 | -1% |
| AT&T Inc. | \$96.4 | \$88.8 | -8% |
| Lexicon Marketing Corp. | \$120.7 | \$82.5 | -32% |
| General Motors Corp. | \$76.6 | \$82.1 | 7% |
| McDonalds Corp. | \$76.1 | \$80.7 | 6% |
| Toyota Motor Corp. | \$73.0 | \$77.6 | 6% |
| Johnson & Johnson | \$67.4 | \$77.2 | 14% |
| Verizon Communications Inc. | \$61.7 | \$73.8 | 20% |
| DirectTV Group Inc. | \$13.0 | \$63.6 | 388% |
| Total Top 10 | \$795.0 | \$850.3 | 7% |

Source: The Nielsen Company

Top Advertisers

Procter & Gamble was the largest advertiser across all Spanish-Language media for Q1-3 2008 (approximately \$133.2 million), increasing 13% over last year. Almost all mainstream advertisers increased spending (except AT&T, -8%). The two Spanish-Language companies on the list - Broadcast Media Partners (Univision's parent company) and Lexicon Marketing - reduced budgets.

Procter & Gamble again tops the list as the largest advertiser for African-American media from January – September 2008 (\$63.3 million). Despite a 10% decrease in its ad spending from the previous 9-month period, P&G still spent almost twice as much as the second largest advertiser, Johnson & Johnson.

| African-American Media | Q1-Q3 2007 (\$ mil) | Q1-Q3 2008 (\$ mil) | % Change |
|------------------------|---------------------|---------------------|--------------|
| Cable TV | \$658.0 | \$636.8 | -3.2% |
| Spot Radio | \$564.4 | \$580.3 | 2.8% |
| National Magazine | \$417.9 | \$389.1 | -6.9% |
| Broadcast TV | \$153.0 | \$107.1 | -29.9% |
| Syndicated TV | \$101.3 | \$81.5 | -19.6% |
| Total | \$1,894.5 | \$1,794.8 | -5.3% |

Source: The Nielsen Company

| Top 10 African-American Advertisers | Q1-Q3 2007 (\$ mil) | Q1-Q3 2008 (\$ mil) | % Change |
|-------------------------------------|---------------------|---------------------|-----------|
| Procter & Gamble Co. | \$70.3 | \$63.3 | -10% |
| Johnson & Johnson | \$29.1 | \$33.9 | 17% |
| Wal-Mart Stores Inc. | \$12.0 | \$27.6 | 130% |
| General Motors Corp. | \$28.8 | \$26.5 | -8% |
| Verizon Communications Inc. | \$22.1 | \$24.7 | 12% |
| McDonalds Corp. | \$28.5 | \$23.4 | -18% |
| PepsiCo Inc. | \$17.3 | \$19.8 | 14% |
| L'Oreal SA | \$19.2 | \$19.1 | -1% |
| U.S. Government | \$20.5 | \$18.7 | -9% |
| National Amusements Inc. | \$22.7 | \$18.0 | -20% |
| Total Top 10 | \$270.5 | \$274.9 | 2% |

Source: The Nielsen Company

Wal-Mart has more than doubled their spending to reach African-Americans, boosting ad budgets a significant 130%, making the company the third largest advertiser.

Top Advertising Categories

Advertisers spending on Spanish-Language media within the top ten categories reached more than \$1.7 billion in the first three quarters of 2008. The Automotive category (Factory and Dealer Associations), which spent \$417.2 million, had by far the most spending. Advertisers in that category spent \$193 million more than the number two category, Wireless Telephone Services (\$224.5 million). Spending for the Automotive category (Factory, Dealer Associations, Local Dealerships) declined a total of \$64.7 million, and is the only category to reduce spending. All other categories showed healthy gains.



Nielsen Spotlight: Multi-cultural Advertising

Although Automotive topped the list with the most spending, Satellite Communications Services had the most significant percentage increase within the top ten categories (+154%). DirecTV was the main contributor to the category's dramatic increase, spending \$64.2 million on Spanish-Language media, compared to \$13 million last year. Dish Network (\$26.8 million) and AT&T (\$4.8 million) are the second and third ranked Satellite Communications companies targeting Spanish-Language segments.

The top product categories advertising to African-Americans are listed in the chart below. Spending was \$452.2 million for January to September 2008, a 9% decline over the prior period. Most product categories decreased spending, ranging from -6% for Quick Service Restaurants to Auto Insurance cutting back 27%.

Department Stores, which increased spending 29%, had the largest percent gain of all the top ten categories. As mentioned previously, Wal-Mart more than doubled its spending in African-American media vehicles. Target increased spending 26% to \$3.9 million, and Kohl's spent 80% more than last year to reach \$2 million.

Nielsen Mobile Advertising

According to Nielsen Online, which measures mobile media and advertising behavior, multi-cultural mobile data users may see more mobile advertising and be more likely than the typical subscriber to be open to mobile advertising. As of second quarter 2008, Hispanic mobile data users were 37% more likely than a typical mobile data user to recall seeing any mobile ad in the quarter; African-American subscribers were 30% more likely. Hispanic mobile data users were 44% more likely and African American mobile data users 33% more likely to find mobile advertising acceptable. Overall, the opportunity for mobile marketing appears to be particularly strong amongst certain multicultural segments whose use of mobile media, as with all mobile subscribers, is expanding quickly.

| Top Spanish-Language Product Categories | Q1 - Q3 2007 (\$ mil) | Q1 - Q3 2008 (\$ mil) | % Change |
|---|-----------------------|-----------------------|-----------|
| Automotive (Factory & Dealer Assoc.) | \$465.7 | \$417.2 | -10% |
| Quick Service Restaurants | \$205.2 | \$224.5 | 9% |
| Wireless Telephone Services | \$220.7 | \$223.7 | 1% |
| Department Stores | \$165.1 | \$190.1 | 15% |
| Direct Response Products | \$131.3 | \$160.9 | 23% |
| Beer | \$112.4 | \$126.0 | 12% |
| Auto Insurance | \$78.1 | \$109.2 | 40% |
| Auto Dealerships | \$124.1 | \$108.0 | -13% |
| Satellite Communication Svcs. | \$37.5 | \$95.4 | 154% |
| Motion Pictures | \$76.6 | \$84.9 | 11% |
| Total Top 10 | \$1,616.7 | \$1,739.7 | 8% |

Source: The Nielsen Company

| Top African-American Product Categories | Q1 - Q3 2007 (\$ mil) | Q1 - Q3 2008 (\$ mil) | % Change |
|---|-----------------------|-----------------------|------------|
| Automotive | \$113.1 | \$89.6 | -21% |
| Quick Service Restaurants | \$66.5 | \$62.4 | -6% |
| Department Stores | \$41.4 | \$53.3 | 29% |
| Motion Pictures | \$64.1 | \$51.2 | -20% |
| Pharmaceutical | \$40.2 | \$42.1 | 5% |
| Wireless Telephone Services | \$51.4 | \$41.2 | -20% |
| Direct Response Products | \$31.7 | \$32.2 | 2% |
| Auto Insurance | \$36.9 | \$27.0 | -27% |
| Restaurants | \$23.8 | \$26.8 | 12% |
| Auto Dealerships | \$30.5 | \$26.5 | -13% |
| Total Top 10 | \$499.5 | \$452.2 | -9% |

Source: The Nielsen Company

| Index of Mobile Advertising Recall and Receptivity by Race & Ethnicity • Q2 2008 | | |
|--|----------------------------|------------------------------------|
| | Hispanic Mobile Data Users | African-American Mobile Data Users |
| Recall Seeing Any Mobile Ad | 137 | 130 |
| Agree: Mobile Advertising is Acceptable | 144 | 133 |
| Agree: Don't Mind Mobile Advertising That is Relevant to my Interests | 138 | 162 |

Source: The Nielsen Company
Recall of any mobile ad and receptivity to the medium is indexed against all mobile data subscribers (100).

Nielsen Spotlight:

Multi-cultural Advertising

| Top 10 Sites for People of Hispanic Origin Ranked by Unique Audience Composition % for September 2008 | | |
|---|---------------------------------|-----------------------|
| Site | Unique Audience Composition (%) | Unique Audience (000) |
| Batanga Network | 37.8 | 504 |
| New York Lottery | 33.8 | 424 |
| Metropolitan Transportation Authority | 32.7 | 542 |
| Gaia Online | 31.4 | 382 |
| WordReference.com | 29.1 | 497 |
| Optimum | 26.2 | 468 |
| NickJr | 21.8 | 843 |
| Taleo | 21.1 | 1037 |
| Woot! | 21 | 477 |
| Conduit.com | 21 | 415 |

| Top 10 Sites for African Americans Ranked by Unique Audience Composition % (September 2008) | | |
|---|---------------------------------|-----------------------|
| Site | Unique Audience Composition (%) | Unique Audience (000) |
| BlackPlanet | 77.6 | 793 |
| zSHARE | 35.8 | 409 |
| Imeem | 29.6 | 551 |
| Watch-Movies.net | 27.7 | 633 |
| USAJOBS | 27.0 | 701 |
| Job.com | 24.9 | 625 |
| JobsOnline | 24.3 | 384 |
| Zango | 23.0 | 708 |
| BlackVoices | 21.9 | 841 |
| WorldWinner | 21.9 | 509 |

Nielsen Online

The top websites that African-Americans visited in September 2008 are listed below. That month, 77.6% of the visitors to BlackPlanet were African-American. BlackVoices had the largest unique audience with 841,000 African-American visitors. Four sites are entertainment-based, where visitors can play online games, or download music, videos or software (zSHARE, Imeem, Zango, World Winner). Three of the top 10 sites are employment-related (USAJOBS, Job.com, JobsOnline).

The top website for people of Hispanic origin was Taleo, with over 1 million visitors in September 2008. Batanga, a site that offers free Latin music, videos, and radio, had the greatest Hispanic Audience – 37.8%.

About Multi-Cultural Media Measurement at Nielsen

Nielsen Monitor-Plus offers clients a complete view of multi-cultural advertising, measuring the following media:

Spanish-Language advertising:

- 5 broadcast networks, 5 cable networks
- 53 local television stations across 27 markets
- 74 radio stations across 24 markets
- 8 local newspapers across 5 markets
- 20 national magazines

African American advertising:

- **Radio:** 92 stations across 28 markets. The following formats were included: Black News & Talk, Gospel, Urban Reggaeton, Smooth Jazz, Urban, Urban AC, and Urban Oldies.
- **Network & Syndication TV:** Programs with an African American audience comp of 50% or greater, plus the following programs of interest: "Showtime at the Apollo" and "Judge Mathis," as well as three television networks (19 programs) and 19 Syndication programs.
- **National Magazines:** 12 national magazines
- **Cable TV:** BET & TV One, as well as 77 programs across 18 additional networks provided the program achieves an African American audience comp of 50% or greater and African American p2+ projection of 100,000 or greater.

Please contact your Nielsen representative today for advertising information on any product category that interests you.