



News Release

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FOR IMMEDIATE RELEASE

Milkman Unlimited Debuts Nielsen BDS Airplay Charts

Toronto, Ontario, September 8, 2009: Nielsen Entertainment Canada announced it is teaming up with Milkman Unlimited to bring Nielsen BDS airplay charts to the popular Canadian radio industry website. Debuting this week, six Canadian BDS format charts will run in the Charts section of www.milkmanunlimited.com. The 50 position charts include the Canadian All Format Spins Chart, AC, CHR, Rock, Country and Hot AC.

The partnership will expand the availability of the BDS format charts which in January of this year were designated the Canadian Charts of Record by the CRTC. Nielsen BDS charts are published weekly and will be available on the MilkmanUnlimited.com site on Wednesdays. The charts, which also appear in the weekly Billboard Canadian Update e-product, are managed by Nielsen BDS' Paul Tuch.

"This relationship with MMU leverages Nielsen BDS's proprietary data, charts and information resources in support of the Canadian broadcast and entertainment industry" says Vanessa Thomas, Managing Dir. Nielsen Entertainment Canada. "We believe it's a great fit for both parties."

"We're thrilled to partner with Nielsen BDS and have this important piece of content available through our website" says John Mielke, founder and president of MilkmanUnLimited.com. "It's a natural extension to the various services we've offered to the Canadian radio industry since 1996, and will, without a doubt, be of great value to the many stations who visit MMU daily now, and in the future. This, as they say, is #1 with a bullet!"

The partnership includes co-branding the www.MilkmanUnlimited.com website and leading radio research tool www.bdsradio.ca.

Nielsen Broadcast Data Systems, a business of The Nielsen Company, is the world's leading provider of airplay tracking for the entertainment industry. Employing a patented digital pattern recognition technology, Nielsen BDS captures in excess of 100 million music performances and advertisements annually on more than 2,000 radio stations, satellite radio and cable music channels in over 140 markets in the U.S. (including Puerto Rico) and 30 Canadian markets.

About MilkmanUnLimited.com

MilkmanUnLimited.com was founded in 1996, and continues to be maintained by Ottawa based radio broadcaster John Mielke. Currently over 57,000 visitors per month log on to MilkmanUnLimited.com for the latest radio industry news, as well as countless job opportunities posted daily. MMU also provides notification of the site's latest updates via a subscriber based daily newsletter as well as Twitter.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit www.nielsen.com.