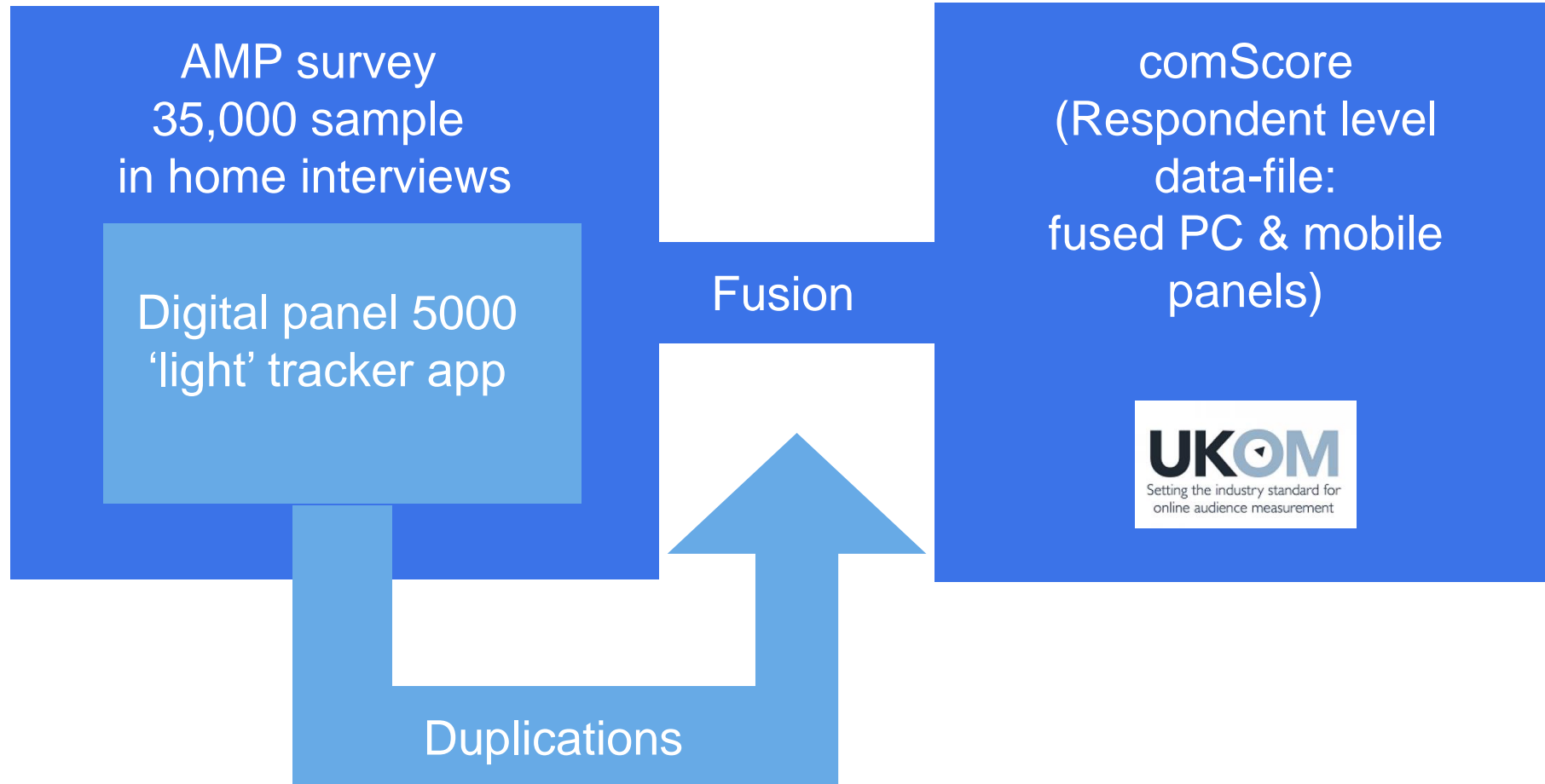




# AMP Key Slides



# World Leading Methodology



# AMP Benefits

		Vs.	
• De-duplicated R&F FOR ALL PLATFORMS	✗		✓
• Single source data to understand how audiences consume different platforms	✗		✓
• Improved estimates of brand reach & duplication	✗		✓
• Daily, weekly and monthly reach	✗		✓
• Future-proofed for new platforms & devices	✗		✓
• Significantly more advertiser websites	✗		✓
• Reporting newsbrand sections across print and digital	✗		✓
• More print/pc/mobile brands	28		90+

# AMP Features

 National Readership Survey	 amp
32,000 face to face in home interview	35,000 face to face in home interview
Random probability sample	Random probability sample
Print first questionnaire	Brand first questionnaire
No digital panel	Digital panel providing single source data for duplication
No questions on attitude/engagement	Questions on attitude/engagement
Fusion with comScore	Fusion with comScore
Quarterly data	Quarterly data