



## News Release

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### **YOU VOTE, WE REPORT**

#### **The Hollywood Reporter and Nielsen PreView Team Up to Present “MyTHR”**

*MyTHR Enables Users to Select Industry Topics They Most Want to Read About*

Los Angeles, CA (June 2, 2008) -- The Hollywood Reporter and Nielsen PreView are redefining the relationship between reporters and their audience with the announcement of **MyTHR**, a groundbreaking new service that enables [THR.com](http://THR.com) visitors to select the industry topics they would most like to see featured in The Hollywood Reporter. Nielsen PreView, which launched in March 2008, is the first of its kind research portal that enables members to share in the cost, creation and insights associated with conducting entertainment research. Based on member feedback, Nielsen PreView draws upon Nielsen's extensive marketing and media information sources, including some of the world's largest informational databases and leading industry experts to create original, multi-disciplinary research for its members. Through MyTHR, Nielsen PreView and sister publication, The Hollywood Reporter, will provide THR.com visitors an opportunity to weigh in on what matters most to them, which will then be featured in an in-depth article. The Hollywood Reporter is published by Nielsen Business Media.

“With MyTHR, you vote and we report,” said Eric Mika, Publisher of The Hollywood Reporter. “This exciting new feature empowers our audience and provides yet another way for us to interact and find out what interests them. The ability to then respond with unmatched insights, data and analysis that is exclusive to The Nielsen Company further illustrates The Reporter’s ability to super-serve today’s global entertainment community on multiple platforms.”

“In this brave new 2.0 world where networked intelligence and technology meet and collide, serving the needs of an entire entertainment community jointly with THR was the next step in the evolution of research,” said Ann Marie Dumais, Senior Vice President, Nielsen PreView. “This is about using technology to enable the connectivity between researchers, writers, and readers. By purposely colliding the challenges of a readership base, against the vast informational assets of Nielsen, and applying the prowess of THR’s editorial staff, we together will answer the challenges facing the entertainment industry today and tomorrow.”

Powered by [NielsenPreView.com](http://NielsenPreView.com), the MyTHR module will reside on the homepage of THR.com and will feature a new theme every month with four corresponding topic selections. At the click of a button, visitors may vote for the topic that most interests them. After voting ends for the given month, a corresponding article focusing on the subject that generated the most interest will later appear in The Hollywood Reporter.

The featured theme for the month of June is technology, with these four topic choices:

- 1) Current state of streaming and downloading television content;
- 2) High-definition household – choices they make and what it implies for the future;
- 3) New Internet-enabled mobile phones and the new behavior they breed;
- 4) Complete digital footprint of America.

The article on the first “winning” topic will appear in The Hollywood Reporter and on THR.com in late July.

#### **About *The Hollywood Reporter***

Now in its 78th year, The Hollywood Reporter covers the business of the global entertainment industry via a network of media outlets. They include the print daily and weekly editions, the web site, various electronic-media offerings, and high-profile events such as the annual Key Art Awards and Women in Entertainment. The Reporter’s team of reporters and news editors number more than 60, with representatives in most of the world’s major cities. The first Hollywood-based daily trade newspaper covering the entertainment industry began publishing September 3, 1930. Its founder was William R. Wilkerson, who remained publisher and Editor-in-Chief of the paper for more than 30 years.

The Hollywood Reporter is published by Nielsen Business Media, part of The Nielsen Company, a global information and media company.

#### **About Nielsen PreView™**

Nielsen PreView provides shared industry research on a collective and cost effective basis to all interested members. [www.NielsenPreView.com](http://www.NielsenPreView.com) members guide research topics by rating, commenting and voting on current and future studies. Based on member feedback, Nielsen PreView links, models and analyzes various Nielsen informational assets to provide members a shared resource of insight and direction. Being a part of The Nielsen Company enables Nielsen PreView to have access to some of the world’s leading experts and largest global data sources – measuring consumer’s movie, music, TV, Internet and book preferences, as well as product and lifestyle behavior.

#### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit [www.nielsen.com](http://www.nielsen.com).

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