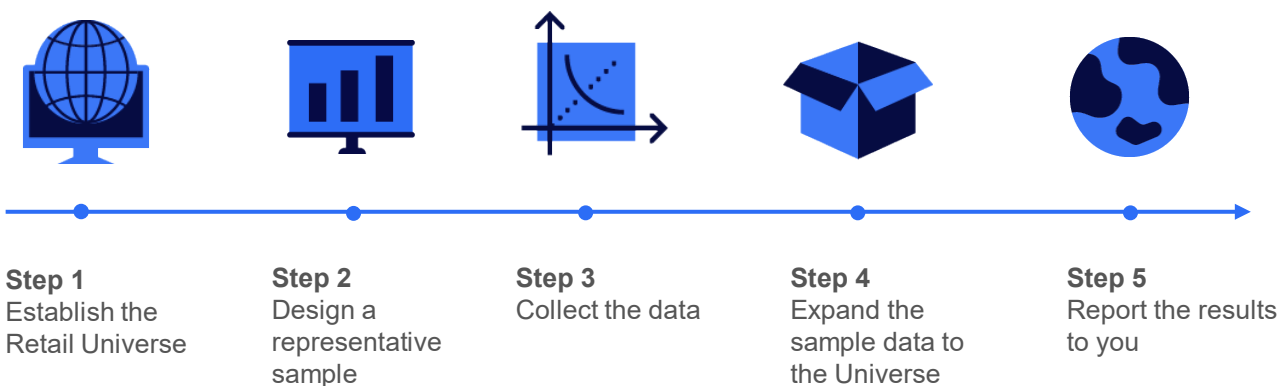


How does NIQ ensure data quality?



What do we do?

At NIQ, we apply a set of global standards to the statistical procedures known as WatchBuilder Standards in our Retail Measurement Services (RMS) in order to:

- Create greater harmonization of the global NIQ services.
- Provide our clients with consistent information and quality.
- Develop and install global standards for core products that are competitively superior.
- Establish an environment that accommodates different and changing market conditions.
- Create a sound infrastructure for evolution of core products and profitable growth.

Where do our standards come from?

All of our standards are:

- Derived from the NIQ Statistical Policies.
- Best Demonstrated Practices to meet Client expectations about Statistical Quality.
- Stated in terms of required processes that minimize risk of wrong statistical decisions.
- Provided in a framework for continuous improvement.
- Defined by NIQ's most experienced statisticians.
- Based on NIQ's valuable proprietary knowledge in practical marketing research application.

What does this mean for you?

You should have:

- Clear expectations about Statistical Quality.
- A better understanding of your NIQ data.
- Enhanced utilization of your data.
- Increased confidence in NIQ.
- A clearer perception of NIQ's value.

For specific information about how these standards apply to your brands, markets and regions, connect with your local, regional and global teams.