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**NIELSEN TO DELIVER RATINGS FOR MUSIC CHOICE ON DEMAND,
THE #1 VIDEO ON DEMAND NETWORK IN THE COUNTRY**

New York, NY – July 21, 2009 - Music Choice announced today that The Nielsen Company will begin measuring programming available on Music Choice On Demand, making it the first ad-supported network to receive television ratings from Nielsen for its free On Demand offerings. Music Choice On Demand, the #1 Video On Demand network in the country, reaches over 40 million households nationwide and averages nearly 100 million On Demand transactions each month. Nielsen will provide detailed audience measurement data through its National People Meter VOD Audience Measurement service that will allow Music Choice to quantify viewing to its music videos and Originals content, as well as provide valuable audience demographics not previously available.

"Music Choice will utilize Nielsen NPM (National People Meter) data to enhance the targeting of advertising campaigns to specific demographics and further prove the value of our audience to our advertising partners," says Christina Tancredi, Executive Vice President of Music Choice. "Music Choice is continually striving to enhance our offering to our clients, and partnering with Nielsen to provide demographics from the same panel that is the source for the most widely-accepted television currency is a natural next step."

"A short time ago we announced a major initiative to measure, analyze and understand audience preferences, regardless of delivery platform to the viewer," said Scott Brown, Senior Vice President, Digital Platforms & Media Strategy, The Nielsen Company. "VOD measurement is an integral part of this overall strategy and we are delighted to partner with Music Choice as a key client leader collectively demonstrating with Nielsen the deep value of VOD. Their unique insights into advertiser supported VOD offerings will be extremely beneficial as we continue to expand Nielsen's measurement of this key component of the evolving television landscape."

About Music Choice®

Music Choice is the award-winning, multi-platform music network that reaches millions of consumers nationwide through their TVs, PCs, and cell phones. Music Choice programs both video and audio music channels, produces Original music shows, and films in-studio artist performances and interviews. Headquartered in Horsham, PA, Music Choice is a partnership among subsidiaries of Microsoft Corporation, Motorola, Inc., Sony Corporation of America, EMI Music and several leading U.S. cable providers: Adelphia Cable Communications, Comcast Cable Communications, Cox Communications and Time Warner Cable. MUSIC CHOICE® is a registered trademark of Music Choice. Visit the Music Choice website at <http://www.musicchoice.com>.