



GEMIUSGEO

GEOLOCATION DATABASE

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About the gemiusGeo Product

gemiusGeo is a unique database that identifies geographical regions, cities and towns on the basis of computer IP numbers. The methodology of the geolocating module designed by Gemius' specialists allows for precise identification of the connection location place from which a given Internet user is accessing.

The geolocation database contains IP addresses ascribed to particular countries, regions, cities, and towns. The database can be used in a variety of ways. For example, the module serves as the basis for geographic location of users in research studies measuring web site traffic, such as in the gemiusTraffic study. Those who use gemiusGeo receive information on where their Internet users connect from. The gemiusGeo location module is also used in the NetSprint search algorithm.

Benefits from the gemiusGeo Product

- **Localize Content**

gemiusGeo is the easiest way for content providers to localize their content. Local information on your web site (e.g. weather forecasts, news, contact data to local branches, or timetables of local services) can increase the daily usability of your web site and influence its traffic. A larger number of users (both new and returning), translates into greater attractiveness of your site, especially in the eyes of advertisers.

- **Geo-target Advertisements**

gemiusGeo is an invaluable tool in fulfilling media plans for all companies executing online advertising. Advertisers may target a given advertisement based on an individual audience member's geographic location. Thanks to the fact that geographic location of a user visiting a given web site or using a given search engine is recognized, adjustment of the displayed advertisement becomes possible.

For advertising networks gemiusGeo constitutes the basis for geotargeting according to the Client's needs. For example, advertising creative for small- and medium-sized advertisers can be precisely targeted at clients living in the same region as advertiser. This is especially

important for local advertisers, operating on local markets. The solution enables the advertiser to optimize his campaign to successfully reach the desired target group and minimize his costs.

- **Localize Language Versions**

For web sites with multiple language versions, gemiusGeo can help to automatically display the appropriate language to an Internet user. Thanks to the utilization of information from gemiusGeo, the time necessary for a user to reach information that he or she is looking for can be limited to an absolute minimum, thus increasing a web site's usability.

Characteristics of gemiusGeo

The gemiusGeo database contains **over 834 thousand records**, of which 78.7 thousand concern Polish addresses. The database is updated monthly and contains the following data:

- Starting and ending IP address,
- Country code,
- Administrative Region code,
- City code.

An IP number may be presented in decimal notation with periods (e.g. 213.134.142.22) or as a 32-bit number (e.g. 3582365206).

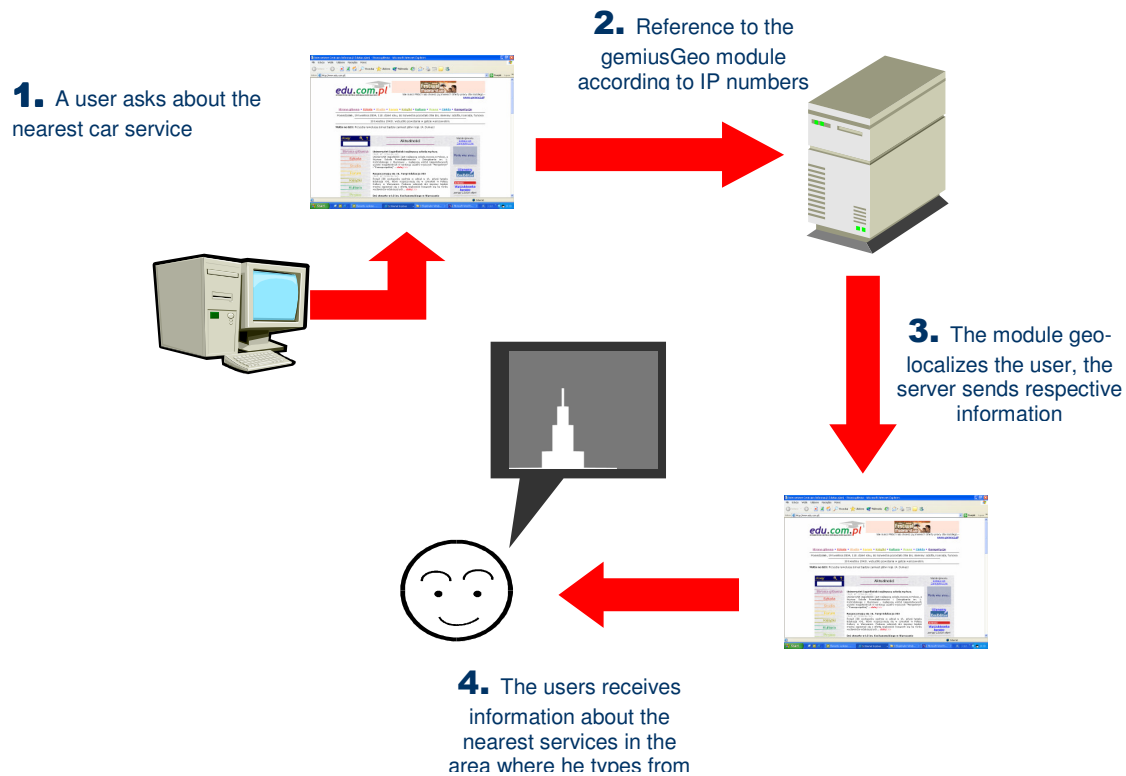
gemiusGeo is provided to clients as a CSV file or in a binary format. Upon the Client's request we can prepare an API in the following languages:

- C/C++
- Perl
- PHP
- Java
- Other proposed by the Client.

Using data from the gemiusGeo database does not require purchasing any additional equipment or software, nor the services of an IT specialist. In case of any difficulties our specialists will provide the necessary assistance.

gemiusGeo database

The gemiusGeo module constitutes a database of IP number together with the geolocation that is ascribed to them. Possible ways of utilizing the database are varied and to a great degree depend on the needs and ideas of web site creators. Using the database influences positively attractiveness of web sites, which directly translates into greater interest on the part of users as well as satisfaction of Internet users while using your service.



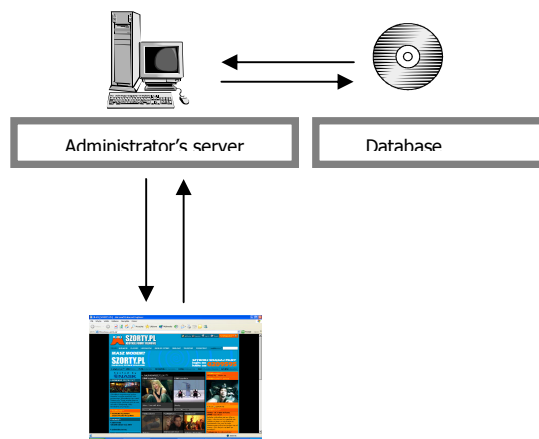
SAMPLE USE OF THE gemiusGeo MODULE

Using the geolocation Database

In order to optimize the use of the database we suggest two ways of accessing the module.

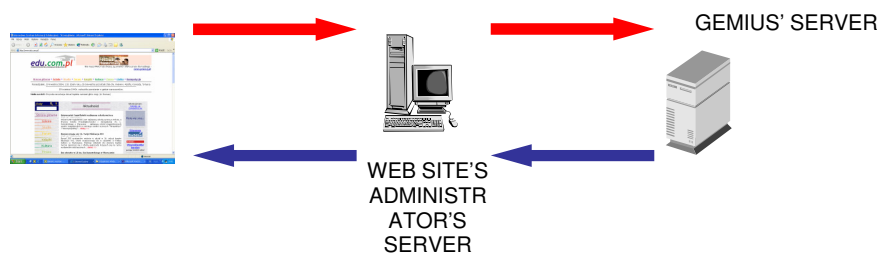
The gemiusGeo module - CD

You may buy the whole database on a CD. This solution allows for configuration of data with the server's software.



The geolocation module online

Another solution that we offer is using the gemiusGeo database online. In such a case the database is placed and updated on the Gemius' server and the user has constant and unlimited access to it. An important role has in this case time of the IP number geo-location. This is why the process of receiving information takes place in real time, which means that the user e.g. making a query from a web site, receives an instant reply.



Offer

Buying access to the gemiusGeo database you may choose one of the following options:

One off payment for the license

It allows for controlling costs of using the geolocation database as the payment takes place once in the form of a 12-month-license the amount of which is known in advance.

Fee dependent on the number of queries

One of the main advantages of the solution is the fact that the overall cost of using the database depends only on the number of downloaded records generated by Internet users.

In order to get to know exact prices please contact Gemius' International Operations Department by e-mail: contact@gemius.com or phone +48 22 874 41 00.

Information about the Company

Gemius SA is the largest online research agency in Eastern Europe. The company has been dedicated to Internet market research since its founding in 1999. By focusing the business on maximizing credibility, quality and accuracy the company has been able to grow into the largest online market research agency in Eastern Europe in less than 5 years.

Gemius SA provides a wide range of Internet research to brand name clients throughout Eastern Europe. Gemius provides data on Internet user behavior (gemiusTraffic), Internet audience profiles (gemiusProfile), or online advertising campaign effectiveness (gemiusEffect). Gemius' gemiusAudience research is the online advertising currency across Eastern Europe, where by working with key joint-industry committees and other market players Gemius provides accurate, high-quality measurement of online audiences for media planners, buyers and sellers.

The company's goal is to go beyond statistics and to provide thorough knowledge to our clients, helping them to make the most of their investments in the online marketing channel.

The company is flexible throughout the research process, both while designing the research and in its execution. Gemius clients can always count on the assistance of the company's over 100 experienced specialists. Recently, the company has also begun to organize special training seminars for advertisers on using the Gemius data in marketing strategies.

We focus on high-quality, ethical research. We adhere strictly to the codes of conduct developed by ESOMAR.

The leading Internet publishers in Poland that make up PBI (Polish Internet Research), e.g. Gazeta.pl, INTERIA.PL, Onet.pl, Rzeczpospolita and Wirtualna Polska, use gemiusTraffic's results in their everyday activity.

Selected Clients:

Education/Counseling	Motorization	Banks	Joint-ventures
<ul style="list-style-type: none"> Law and Administration Department, University of Warsaw Higher School of Linguistics Business School of the Warsaw Technical University Academic Education Center C.K.A. PricewaterhouseCoopers Poland Sp. z o.o. 	<ul style="list-style-type: none"> Toyota Fiat Hyundai Nissan Peugeot Renault 	<ul style="list-style-type: none"> Raiffeisen BPH PKO BP mBank Multibank BZ WBK 	<ul style="list-style-type: none"> Polish Internet Research (Polskie Badania Internetu PBI) Interactive Advertising Bureau (IAB) Advertising Networks Consortium (Konsorcjum Sieci Reklamowych KSR)
Media	FMCG	Insurance companies	Telecommunication
<ul style="list-style-type: none"> Agora SA Onet.pl Wirtualna Polska Interia.pl Rzeczpospolita Canal+ 	<ul style="list-style-type: none"> Nestlé Unilever Carlsberg Tchibo Gillette Procter & Gamble 	<ul style="list-style-type: none"> Allianz Commercial Union ING Amplico Nationwide PZU 	<ul style="list-style-type: none"> Era Plus GSM