



**FOR IMMEDIATE RELEASE**

**Contacts:**

Nathalie Fleury

JBoss, Inc.

(404) 467-8555

[nathalie.fleury@jboss.com](mailto:nathalie.fleury@jboss.com)

Chantal Yang

Schwartz Communications

(781) 684-0770

[jboss@schwartz-pr.com](mailto:jboss@schwartz-pr.com)

**NIELSEN MEDIA RESEARCH STANDARDIZES ON JBOSS  
FOR INTEGRATING DATA INTO CRITICAL REPORTING SYSTEMS**

*JBoss Measures up to Nielsen Media Research's Integration Demands,  
Becomes Application Server of Choice for World-Famous TV Rating Organization*

**ATLANTA—August 10, 2004**—Nielsen Media Research, the leading provider of television audience measurement, has selected and deployed JBoss®, the industry's only certified J2EE™ compatible open source application server, from JBoss, Inc., the Professional Open Source company. Nielsen Media Research is running several internal and external J2EE applications in production on JBoss, a flexible, cost-effective platform for developing business applications. JBoss integrates with commercial database technologies to allow clients to analyze Nielsen's core television audience measurement data.

Kamal Nasser, vice president of information technology at Nielsen Media Research, oversees best practices for application development and integration for the company. After performing rigorous internal testing on the JBoss platform, Nielsen Media Research has selected JBoss as a preferred application server for its IT team, according to Nasser.

"JBoss has proven itself as a lightweight, open framework ideal for running enterprise applications," said Nasser. "JBoss provides simple and transparent programming models to our developers, allowing them to easily integrate J2EE-based applications into our existing technology infrastructure. With JBoss, Inc. standing behind it with expert technical support and performance on par with proprietary servers, the JBoss Application Server is a safe choice that is fast becoming a critical component of our J2EE environment."

The JBoss Application Server delivers the performance, stability and scalability of commercial software but at the low cost of a true open source solution, making it safe and reliable for even the most mission-critical enterprise applications. To help its IT group accelerate the deployment of new Java applications, Nielsen Media Research is also taking advantage of training courses from JBoss, taught by the product experts who develop and shape the technical evolution of the JBoss platform.

### **About Nielsen Media Research**

Nielsen Media Research is the leading provider of television audience measurement and related services, worldwide. Additional information is available at [www.nielsenmedia.com](http://www.nielsenmedia.com). Nielsen Media Research is part of the VNU Media Measurement & Information Group, a global leader in information services for the media and entertainment industries. The Group serves the information and marketing needs of the television and radio broadcasters, advertisers, agencies, media planners, music companies, publishers, motion-picture studios, distributors and exhibitors, and the Internet industry. VNU is active in more than 100 countries, spread across all continents. VNU employs more than 35,000 people and has annual revenues of approximately EUR 4 billion. Additional information is available at: [www.vnu.com](http://www.vnu.com).

### **About JBoss, Inc.**

Through its Professional Open Source model, JBoss, Inc. is making open source a safe choice for the enterprise. The JBoss team of technical experts drives core development of freely distributed open source software products and stands behind them with 24x7 production support, development support, training, consulting and documentation. The company's federation of open source middleware now includes Tomcat, Hibernate, JGroups, JBossCache, Nukes on JBoss and the JBoss Application Server, the industry's fastest growing J2EE application server in use, with over five million downloads. Corporate Express, La Quinta and Nielsen Media Research, among others, rely on JBoss products for mission-critical enterprise applications. Partners who embed or bundle JBoss products and resell JBoss services include Apple, Computer Associates, HP, Novell and Unisys. JBoss has headquarters in Atlanta, Ga. and Neuchâtel, Switzerland. For additional information, please visit [www.jboss.com](http://www.jboss.com).

###

*JBoss is a registered trademark of JBoss, Inc. Java and J2EE are registered trademarks of Sun Microsystems, Inc., in the United States and other countries. All other trademarks or registered trademarks herein are property of their respective owners.*