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Corporate Communications /
Investor Relations



04030061

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Subject ADR file nr. 82-2876

SUPPL

Dear Sirs,

Please find enclosed a press release dated May 3, 2004:

VNU ACQUIRES FULL OWNERSHIP OF MUSIC CONTROL AND AIRCHECK.

With kind regards,
VNU bv

Rob de Meel
SVP

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THOMSON
FINANCIAL



Press release

Date

May 3, 2004

VNU ACQUIRES FULL OWNERSHIP OF MUSIC CONTROL AND AIRCHECK

Haarlem, The Netherlands – VNU, a leading global information and media company, today announced that it has purchased the remaining stake in its two European-based radio airplay-monitoring businesses, Music Control and Aircheck. Together they represented a total revenue of EUR 6.5 million in 2003.

Music Control is a radio airplay-monitoring business based in Germany and Ireland. Prior to the purchase, VNU owned a minority stake in the company. Music Control operates in Germany, Italy, Switzerland, Austria, UK, Spain, Portugal, France, Belgium, Ireland, Scandinavia, Greece and Mexico. Its major clients are record labels, recording industry associations and radio stations.

Aircheck is a radio airplay-monitoring business operating in the Netherlands. Aircheck monitors the airplay output of 20 radio stations. Prior to the purchase, VNU owned a majority stake in the company.

Both businesses will remain part of Nielsen Entertainment, which is part of VNU's Media Measurement & Information Group.

"The acquisition of these two radio airplay-monitoring businesses helps bolster Nielsen Entertainment's international reach and Nielsen Music," said Michael P. Connors, Chairman and CEO of VNU's Media Measurement & Information Group. "It is another step in providing our clients with a wider array of information to help their businesses."

Both transactions have been approved by the relevant regulatory authorities.

VNU

VNU is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media measurement and information (Nielsen Media Research), business information (Billboard, The Hollywood Reporter, Computing, Intermediar) and directory publishing (Golden Pages).

VNU is active in more than 100 countries, with headquarters in Haarlem, The Netherlands and New York, USA. The company employs 38,000 people. Total revenues amounted to EUR 3.9 billion in 2003. VNU is listed on the Euronext Amsterdam (ASE: VNU) stock exchange. For more information, please visit the VNU website at www.vnu.com

VNU Media Measurement and Information Group

The Media Measurement & Information Group is part of VNU and is the global leader in information services for the media and entertainment industries. Active in more than 40 major



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markets worldwide and powered by leading-edge technology and specialized expertise, the Group serves the information and marketing needs of the television and radio industries, advertisers, agencies, media planners, music companies, publishers, motion-picture studios, distributors and exhibitors, and the Internet industry.

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