



> Insight into online audience behaviour

NETVIEW OFFERS A COMPREHENSIVE PERSPECTIVE ON THE ONLINE CONSUMER, WITH ANALYSIS OF CONSUMER BEHAVIOUR, TRENDS AND DETAILED DEMOGRAPHICS.

The internet has evolved from a technological novelty to an integral part of today's modern lifestyle. It has drastically changed our media consumption, communication, leisure and purchasing habits.

Drawn from the world's largest Internet panel generated through random digital dial (RDD) recruitment, NetView represents more than 50 years of best practices in audience measurement research and provides the most comprehensive view of the Internet audience, their demographic profile and their activity in the Digital Media Universe. Additionally, NetView is the only service in the industry that tracks all PC user activity and offers a complete view of desktop behaviour on key platforms, including media players, instant message services and other internet applications.

- > Learn about the online universe, the market and the online media consumer
- > Identify your online target audience
- > Evaluate usage of emerging applications and technology
- > Assess your advertising potential and plan your strategy

Nielsen//NetRatings' NetView is a flexible web based reporting tool that is easy to use, allowing immediate custom queries and extensive drill-downs to get to the heart of the data. Reports are available monthly and quarterly, so you always have access to the most up-to-date audience information.

In addition, as a client you have direct access to our analytics team and thereby to years of experience in market research, media measurement and internet research. Our analysts can assist you in translating raw NetView data into custom reports which can form a strong foundation for your strategic business decisions.

NetView Benefits

> Keep Abreast of Online Developments

Understand the web from a market view perspective. Analyse the traffic of internet brands and their channels, follow the latest trends in new content and technology uptake by country, category and website, and understand online consumer behaviour and engagement.

> Identify and Understand Your Audience

NetView will assist you in pinpointing your target audience and finding the websites through which you will reach them. Obtain a complete view of your audience's desktop behaviour and multi-platform usage, including applications ranging from instant messaging to file sharing services.

> Optimise Your Media Buying

Solidify your media buying and strategic business decisions by analysing your target audience's online behaviour, their reach, demographics and engagement through NetView's comprehensive referral and destination traffic metrics and its capability to filter ad-supported sites only for easy advertising-related review.

> Identify Revenue Opportunities

Apply your increased affinity with the internet market and your online audience to support your business' strategic decisions and identify new business opportunities, partnerships and alliances.



Easy-to-use, template-driven queries into the NetView database allow you to specify what audience information you want to view in a custom report.

The NetView audience reports offer insight into:

Site Metrics

- > Unique audience, page views, time spent
- > Access location
- > Trends over various periods up to 13 months
- > Cumulative reach across multiple sites

Demographic Profiles

- > Key demographics and reach across key gender and age breakdowns
- > Demographic targeting
- > Audience profiles

Audience Summary

- > Active universe profile
- > Daily and hourly traffic
- > Average usage

NetView includes a Report Manager section that allows for easy access to automatically updated saved site lists, reports and target audiences.

NetView's user-friendly interface allows you to:

Compile and Manage Site Lists Easily

- > Comprehensive site search covers all reported levels
- > Search includes unique audience and category information for easier site recognition
- > Use the Report Results function to build a site list
- > Save up to 20 site lists for future usage

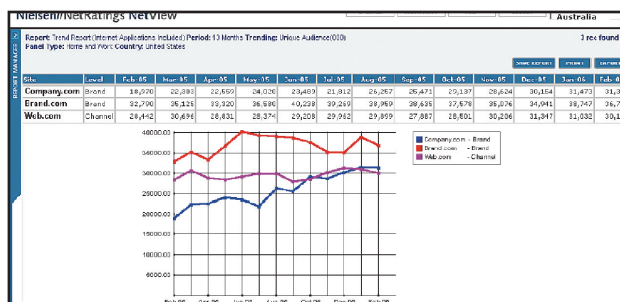
Access Reports Efficiently

- > Decide on a site list and run multiple reports on it
- > Save up to 100 online properties per report
- > Access the last 20 reports with just one click

Focus on Relevant Reports

- > Filter results to advertising supported sites only
- > Obtain print-friendly views
- > Select from various export options for every report

Active Reach (%)	Universe Reach (%)	Rank	Web Page Views (K)	Time Spent (Min)	Pages Per Session	Time Per Page (Sec)
56.23	69.89	6/9	296,721,141	1/6	52.05	207/4
67.70	49.17	1	29,348,854	1	16.13	293
60.71	44.10	3	12,161,385	4	15.76	139
69.01	47.86	4	11,656,516	5	13.31	131
48.56	36.27	8	6,001,399	6	19.22	94
34.25	25.08	6	12,539,252	3	6.98	239
34.35	37.67	8	824,391	20	7.26	21
22.70	16.49	9	1,655,363	11	6.39	48
22.43	16.29	11	238,687	68	4.79	15
31.80	18.65	13	674,381	10	6.61	58



Site Name	Category	Demographic	Audience	Category	Industry
Internet Tools/Web Services	Business	Business	212,385	Business/Internet Services	Internet Tools/Web Services
Web Hosting	Business	Business	35,701	Business/Internet Services	Web Hosting
WebMD	Parent	Parent	11,100	Parent	Health, Fitness & Nutrition
WebMD	Brand	Brand	10,614	Parent/Internet Services	Health, Fitness & Nutrition
Neqa Web Services	Brand	Brand	6,150	Parent/Internet Services	Web Hosting
My Web Search	Channel	Channel	7,165	Search Engines/Portals & Communities	Search
Fun Web Products Network	Channel	Channel	6,199	Computers & Consumer Electronics	Software/Management
Webshots	Brand	Brand	6,721	Computers & Consumer Electronics	Web Hosting
Washlog, Inc. Network	Brand	Brand	6,774	News & Information	Business/News & Information
InfoSpace Web Search	Brand	Brand	4,188	Search Engines/Portals & Communities	Search
FreeWebs.com	Parent	Parent	4,290	Parent	Web Hosting
FreeWebs.com	Brand	Brand	4,195	Business/Internet Services	Web Hosting
Netplan-Webster	Parent	Parent	3,561	Parent	Web Hosting