

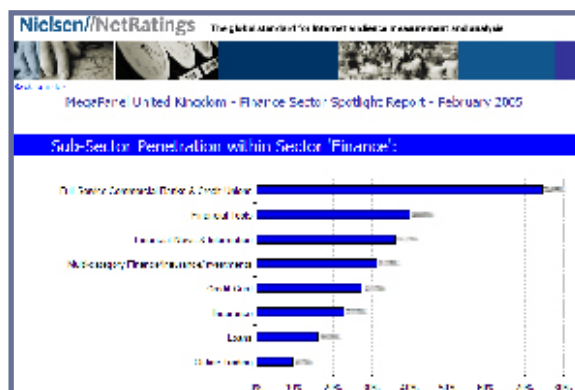
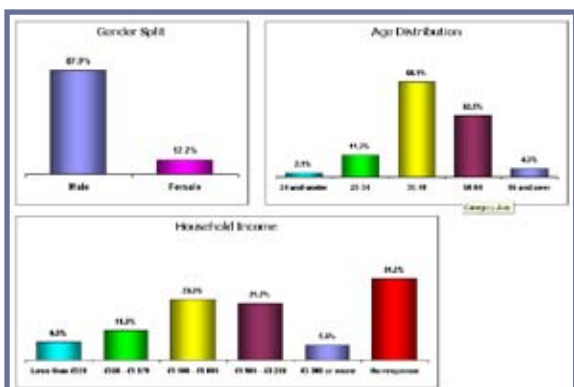
Sector Spotlight Reports

The Nielsen//NetRatings Sector Spotlight reports provide at-a-glance metrics for busy online professionals to understand how they and other players in a specific sector are performing online.

Focused on helping you understand and benefit from the growth in online audiences who are prepared to research and search, book and buy online, the reports cover the following sectors:

- Financial Services (over 850 websites)
- Travel (over 1500 websites)
- Automotive (over 470 websites)

The Sector Spotlight reports provide unrivalled depth and breadth of coverage from the leading Internet research company. They contain demographic profiles on online consumers, including age, gender and income levels.



- > Detailed coding allows you to classify the respective sector into sub-sectors.
- > Instantly compare your market position with that of your competition.
- > Follow trends of all sub-sectors to evaluate new business opportunities.



A Guide to MegaPanel®

Nielsen//NetRatings is the leading provider of Internet audience measurement, research and analysis, providing Europe's Internet players with research products and services covering every aspect of the online landscape since 1999.

We have MegaPanels in three European markets – the UK, France and Germany. The panels were introduced in 2003 in response to increasing demand from companies who were too small to appear in the NetRatings 'NetView' consumer panel ratings service.

The MegaPanels are recruited in local language, managed using our industry standard methodologies and reported to our exacting standards.

Uniquely, Nielsen//NetRatings use NetView consumer panels to quality control the large sample on the

MegaPanels, which ensures our sample is accurate, bias-free and a solid basis for business decision-making. This means that the data in both products is consistent, although the two panels are designed for different uses: NetView is for detailed demographic targeting for media planning; and MegaPanel is for comprehensive market intelligence and as a research platform for additional surveys.

As a company committed to becoming the leading provider of Internet media and market research, we have evolved our product portfolio as the online market has evolved. Should you be interested in other kinds of information, such as site centric analysis, media planning and measurement, advertising intelligence, or custom research, NetRatings can help.

Über Nielsen//NetRatings

Nielsen//NetRatings is the global standard in digital media measurement and analysis and the industry's premier source for online advertising intelligence. We cover 70 percent of the world's Internet usage and lead the industry in tracking digital media usage -- including streaming media, instant messaging and proprietary services -- to give you a complete view of the digital media and online world.

For more information, please call us on +44 (0)20 7014 0590 or e-mail Info_uk@netratings.com

Nielsen//NetRatings
77 St. John Street
London
EC1M 4AN

www.nielsen-netratings.com