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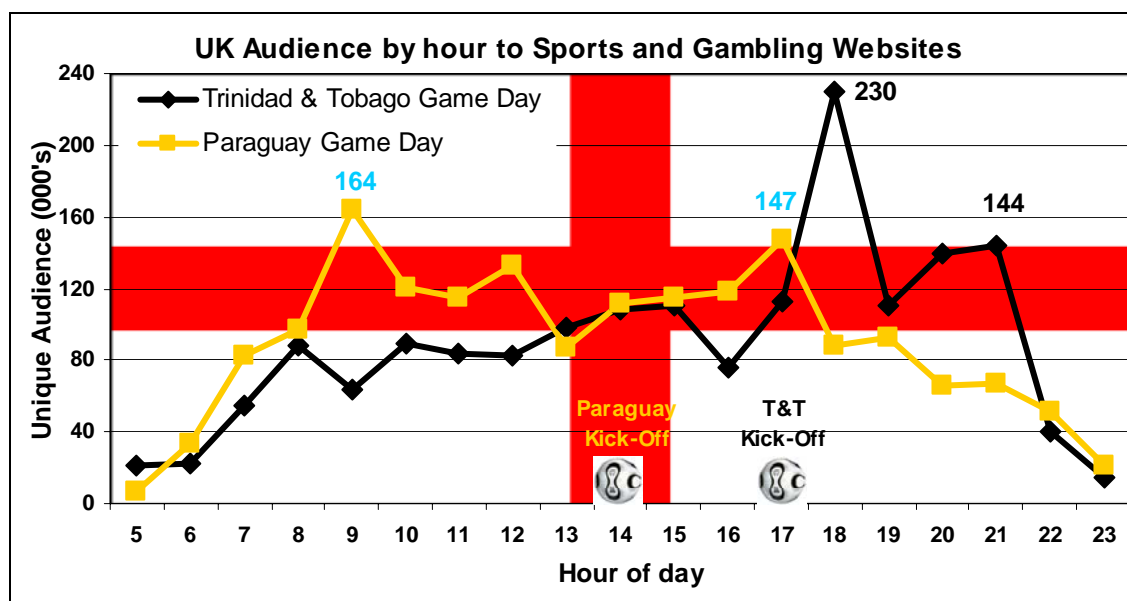
16TH JUNE 2006

QUARTER OF A MILLION SPORTS FANS ONLINE FOR CROUCH WINNER AGAINST TRINIDAD & TOBAGO

Nielsen//NetRatings, the leading provider of Internet research, today reveals how the second half of England's victory over Trinidad & Tobago in the 2006 FIFA World Cup™ saw almost a quarter of a million UK fans visiting sports and gambling websites.

UK Audience to sports and gambling websites peaked during England's second half

- 230,000 people visited a sports or gambling website between 6pm and 7pm on Thursday 15th June
- As with the day of the Paraguay game, one in ten people online on Thursday 15th June (885,000) visited a sports or gambling website
- Sports and gambling websites saw a 40% increase, overall, in visitors on Thursday 15th June compared to the average Thursday traffic



E.g. Audience peaked between the hours of 6pm and 7pm – 230,000 people - and again at 9pm to 10pm with 144,000 people
 Source: Nielsen//NetRatings NetView Custom Analytics, selected sports and gambling websites including Internet applications
 Saturday 10th and Thursday 15th June 2006

Alex Burmaster, European Internet Analyst at Nielsen//NetRatings comments “The difference in peak online sports times in relation to England kick-off times varies immensely between weekday and weekend matches. The Paraguay game was on a Saturday and we saw a peak audience five hours before kick-off as fans went online for news early before going off to watch the action.

However, the Trinidad game was at 5pm on Thursday when many people were still at work and the peak in audience occurred during the second half. We suspect this was due to the fact that some companies did not allow their workforce to leave early and there was much publicity about people not being allowed to access England games whilst at work, therefore, at 6pm and with not enough time to get home or pubs being too busy, thousands of fans turned to the Internet to follow the game in the second half or to place a bet on the outcome. This again highlights how key the Internet has become for many people when it comes to following sports events.”



Most popular sports and gambling websites on the day of England's match against T&T

- BBC Sport was again the most popular sports website, this time with 449,000 Unique Visitors, a decrease on Saturday's Paraguay game
- However, William Hill the most popular gambling website with 54,000 Unique Visitors experienced an increase over England's first game – suggesting that during a workday the Internet is a more feasible option for betting than the high-street

Rank	Brand / Site	Unique Audience (000's) Thursday 15 th June	Time per Person (Minutes)
Total		885	10
1	BBC Sport	449	9
2	Premium TV*	123	2
3	SkySports	88	2
4	William Hill	54	2
5	Sporting Life	48	3
6	FIFA World Cup	48	7
7	Bet365	42	29
8	Football365	41	2
9	Yahoo! Sports	40	2
10	Times	35	1

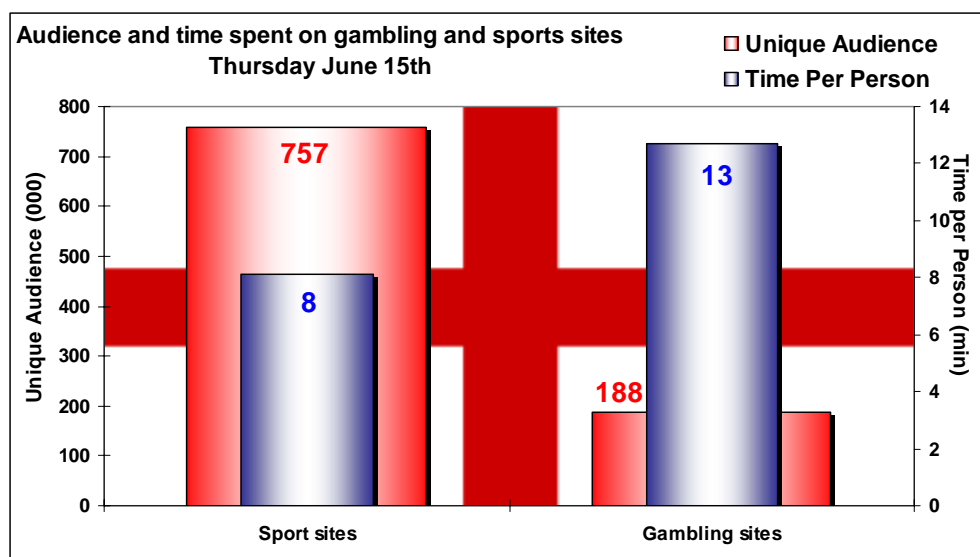
E.g. 449,000 people visited BBC Sport on Thursday 15th June, averaging 9 minutes per person

Source: Nielsen//NetRatings NetView Custom Analytics, selected football and gambling websites including Internet applications

*Premium TV is a publisher of Premier League and Football League club websites

Gambling activity greater than sports activity

- Sports fans averaged eight minutes online, gambling fans averaged 13 minutes
- Bet365 was the 'stickiest' site – its visitors averaging 29 minutes – over three times as long as the second most stickiest site, BBC Sport



E.g. 757,000 people visited Sports sites averaging 8 minutes during the day

Source: Nielsen//NetRatings NetView Custom Analytics, selected football and gambling websites including Internet applications

Burmester concludes "Whilst sports sites were four times as popular as gambling websites during the day of the England match against Trinidad & Tobago, visitors to the latter spend over one and a half times longer, showing that gambling on sport online is a significantly more compelling activity than actually following it or reading about it online!"

As England has now qualified for the next phase we expect to see an increase in all online sports and gambling visitors if captain David Beckham's prediction is correct that England's performances will improve as they hopefully progress through the knockout stages successfully."



ENDS

EDITOR'S NOTES

Please source all information to Nielsen//NetRatings.

Nielsen//NetRatings will be releasing daily and weekly data regularly throughout the 2006 World Cup focusing on the key matches and events. Sites, channels and brands in this research are from a customised selection from our NetView consumer panel that has been compiled by Nielsen//NetRatings especially for the World Cup. The analysis covers the most popular sports and betting websites and does not include all sports and gambling websites that are visited by the UK audience during this period. Information is available for the media on other countries including Germany, Spain, Italy, Australia and Brazil.

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About Nielsen//NetRatings

Nielsen//NetRatings is a global leader in Internet media and market research, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on Website usage, online advertising, consumer attitudes and competitive analysis.

For more information, please visit www.nielsen-netratings.com