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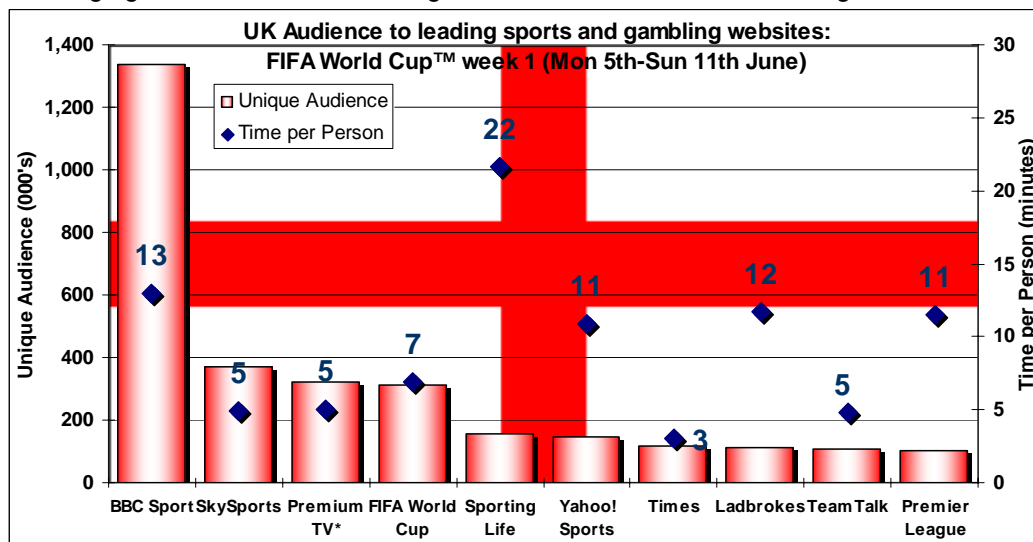
12TH JUNE 2006

2.5M UK SPORTS FANS ONLINE DURING FIRST WEEK OF 2006 FIFA WORLD CUP™

Nielsen//NetRatings, the leading provider of Internet research, today reveals how over 2.5 million UK fans flocked to sports and gambling websites during the first week of the 2006 FIFA World Cup™.

Most popular sports and gambling websites during first week of 2006 FIFA World Cup™

- One in six people (2,542,000) online in the UK during the first week of the World Cup visited a sports or gambling website
- BBC was the most popular sports website with 1.3 million Unique Visitors – almost four times as many as nearest rival Sky Sports. Ladbrokes was the most popular gambling website with 114,000 Unique Visitors
- Sports fans averaged 21 minutes online on sports or gambling sites. Betfair was the ‘stickiest’ site – its visitors averaging 1 hour 10 minutes during the week – over five times as long as BBC visitors



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

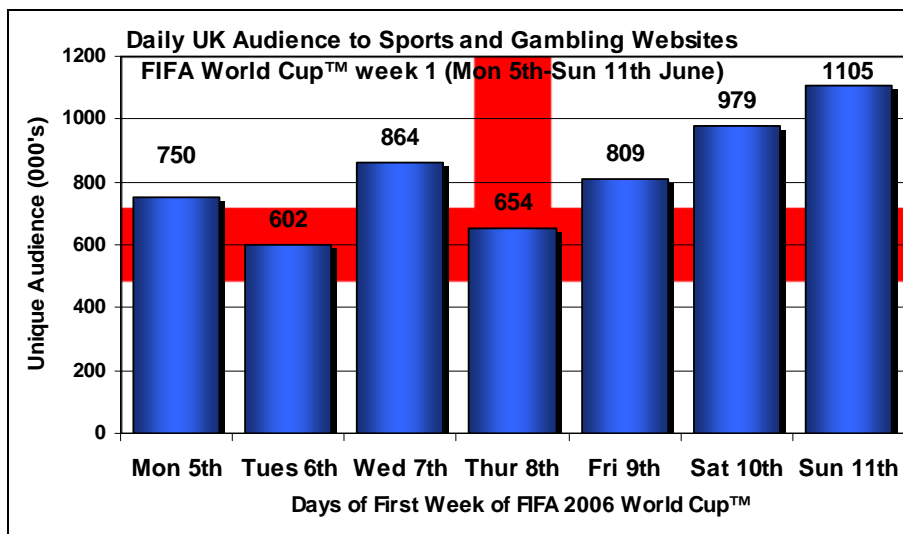
Rank	Sports Site	Unique Audience (000's) Mon 5 th -Sun 11 th June	Time per Person (Minutes)
Total		2,542	21
1	BBC Sport	1,338	13
2	SkySports	369	5
3	Premium TV*	320	5
4	FIFA World Cup	312	7
5	Sporting Life	157	22
6	Yahoo! Sports	147	11
7	Times	115	3
8	Ladbrokes	114	12
9	TeamTalk	107	5
10	Premier League	103	11

E.g. 1,338,000 people visited BBC Sport between Monday 5th and Sunday 11th June, averaging 13 minutes per person
 Source: Nielsen//NetRatings NetView Custom Analytics, selected football and gambling websites including Internet applications

Alex Burmaster, European Internet Analyst at Nielsen//NetRatings comments “The millions visiting sports and gambling websites around the World Cup show what a vital part online plays in today’s sporting events. It’s interesting to note that the appetite for gambling is particularly strong – these visitors averaging 39 minutes whereas those online for sports news averaging ‘only’ 16 minutes.”



How online traffic built up around England’s opening game against Paraguay



E.g. 1,105,000 people visited a sports/gambling website on Sunday 11th June

Source: Nielsen//NetRatings NetView Custom Analytics, selected sports and gambling websites including Internet applications
Data from Monday 5th June to Sunday 11th June 2006

“Despite the fact that it was the hottest day of the year, almost a million sports fans still visited a sports or gambling website on the day of England’s opening game against Paraguay. Wednesday was the busiest day before England played, fans flocking online for news on Wayne Rooney’s final metatarsal injury scan. However, traffic during the week peaked the day after the first game with over 1.1 million sports fans going online – most likely for the post-match analysis on what was considered a rather poor performance by England, despite opening with a win.

The large audience figures for the weekend shows the major advantages the Internet has in on-demand content, particularly during a weekend of such fantastic weather. Rather than having to sit through entire TV or radio broadcasts in the hope of finding the post-match analysis or interviews fans want, the Internet enables them to find and consume this in minutes – leaving more time to catch the all-important sun.”

UK Audience to sports and gambling websites peaked between 6pm and 7pm

- 681,000 people visited a sports or gambling website between 6pm and 7pm during the first week of the World Cup – 4.2% of the active Internet population at that time



E.g. Audience to sports websites during week one peaked between the hours of 6pm and 7pm – 681,000 people

Source: Nielsen//NetRatings NetView Custom Analytics, selected sports and gambling websites including Internet applications
Monday 5th – Sunday 11th June 2006

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