



For immediate release

13th January 2006

ONLINE NEWS SITES EXPERIENCE HUGE INCREASE IN TRAFFIC AS ISRAEL'S SURFERS SEEK LATEST NEWS OF ARIEL SHARON -

Nielsen//NetRatings, the provider of Internet research, reveals the huge increase in the numbers of unique visitors to Israeli news sites following the hospitalisation of Israeli Prime Minister, Ariel Sharon.

- Number of unique visitors to news sites increased by 63% to 172% on January 5th 2006, the day following PM's stroke and hospitalisation (compared with the unique visitors daily average for the previous three months)
- January 5th saw the highest number of unique visitors to Israeli news sites since Nielsen//NetRatings started measuring online activity in Israel in 2003
- In the following week, daily traffic levels were between 30% and 40% higher than previous three months' daily average
- The data is based on measured traffic figures from leading Israeli news sites (not in any particular order) including Haaretz, Ynet, NRG, Arutz 7, MSN – News, Nana – News, TheMarker, Tapuz News and Jerusalem Post

"These figures show the growing importance of online news sites as a primary source of up to the minute information in Israel and highlight the sites' ability to capture a growing audience" said David Day, Managing Director EMEA of Nielsen//NetRatings.

Additional statistics:

- Selected increases: Ynet (news section) – 124%; Nana News – 103%; Haaretz (news section) – 98%; MSN News – 92%; Arutz 7 – 88%
- Jerusalem Post, for which most of its traffic is from the USA, has seen a 200% increase in visitors
- The increase in visitors is not only limited to news sites. TheMarker, the financial information site, has seen a 52% rise in visitors
- Tapuz, the forums portal, experienced a 384% in visitors to its news section. This is due to a large increase to the live broadcasts of Channel 10 news and to higher interest in Kadima's party forum. Visitors found the Kadima's party forum to be the natural place to reach out to the PM with well-wishing and blessings

Other recent events attracting high online audiences include the Likud Centre 'microphone incident' (reported on 26/09/05); US President George Bush winning second term (04/11/04); and the terror attack on Israelis holidaying at the Taba Hilton (reported on 08/10/04) in Egypt.

EDITOR'S NOTES

All figures are based on unique visitors measured by Nielsen//NetRatings SiteCensus service as unique browsers to the referred sites. The unique visitors daily average was calculated for the period October – December 2005.

Please source all information to Nielsen//NetRatings SiteCensus.

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About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis, 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