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NIELSEN//NETRATINGS FINDS CHINA HAS THE WORLD'S SECOND LARGEST AT-HOME INTERNET POPULATION

Survey Puts Numbers at 56.6 Million, Reveals Huge Internet Potential

Stamford, CT, April 22, 2002— China has taken second place in the race for the world's largest at-home Internet population, according to Nielsen//NetRatings, the global standard in Internet audience measurement and analysis.

Launching a survey to determine the universe of Internet users in China, Nielsen//NetRatings confirmed China as the largest Internet population in the Asia Pacific region, and the second largest worldwide after the US. (Tables 1 and 2)

"Our enumeration survey found 56.6 million people living in households with Internet connections, amounting to just over five per cent of homes in China. Consider the Internet market potential when Internet household penetration rates in China start to more closely resemble those in other markets such as the US, South Korea, Singapore and Hong Kong, where penetration currently sits above 50 per cent," said Hugh Bloch, managing director, Nielsen//NetRatings North Asia.

"A 25 per cent penetration rate in China would amount to a potential 257 million people in China with access to the Internet at home. The potential is staggering, and it's a not-too-distant reality. According to the Chinese Ministry of Information, new Internet subscription rates in China are growing 5 – 6 per cent monthly. At these kinds of growth rates, 25 per cent Internet penetration in China is only three or four years off," added Bloch.

The Nielsen//NetRatings enumeration survey was conducted in the first quarter of 2002. It is based on telephone interviews with 1,000 randomly selected households with a fixed line telephone across mainland China. The provinces of Inner Mongolia, Xinjiang, Ningxia, Qinghai, Gansu, Tibet, and Guizhou were excluded. The resulting population coverage is 65% of land mass, 95% of national population and 97.5% of internet population.

Bloch noted that the potential Internet universe could be even higher if more Chinese people gain access to fixed telephone lines. "Currently, only 35.6% of homes in China have a fixed telephone line, and even out of that comparatively small percentage there are nearly 57 million people with Internet access today, again underscoring the vast opportunities in this market," he said.

The Nielsen//NetRatings survey also found Chinese men aged 16 to 34 dominate Internet access and usage at home, and more than 80 per cent of those users 16 and over used it twice a week or more.

Among those with home Internet connections who also surf elsewhere, home was found to be the preferred venue for Internet surfing, accounting for 53 per cent, followed by Internet Cafes (27 per cent) and work (24 per cent).

The Nielsen//NetRatings audience measurement service tracks audience and advertising information on the web, collected in real time from a representative panel of households with Internet access in each country.

Table 1: Internet Population: Global Q1 2002

Rank	Country	Total Internet Population (millions)
1	USA	166.0
2	China	56.6
3	Japan	51.3
4	Germany	32.2
5	UK	29.0

Source: Nielsen//NetRatings

Table 2: Internet Population: Asia Pacific Q1 2002

Rank	Country	Total Internet Population (millions)
1	China	56.6
2	Japan	51.3
3	South Korea	27.8
4	Taiwan	11.6
5	Australia	10.6
6	Hongkong	4.4
7	Singapore	2.3
8	New Zealand	2.0

Source: Nielsen//NetRatings

About Nielsen//NetRatings

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings Internet audience measurement service collects real-time data from individuals with access to the Internet around the world. Nielsen//NetRatings uses unique technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive Internet usage data and advertising information in the global marketplace. For more information, please visit www.nielsen-netratings.com.