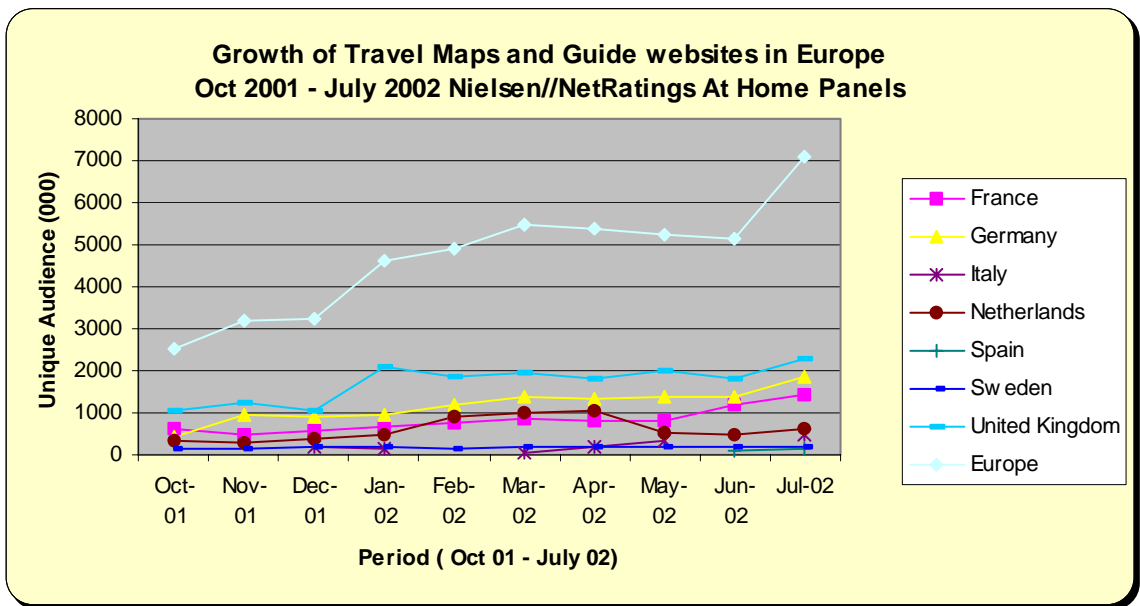


## 7 million Europeans look to the web for Maps, Guides & Directions

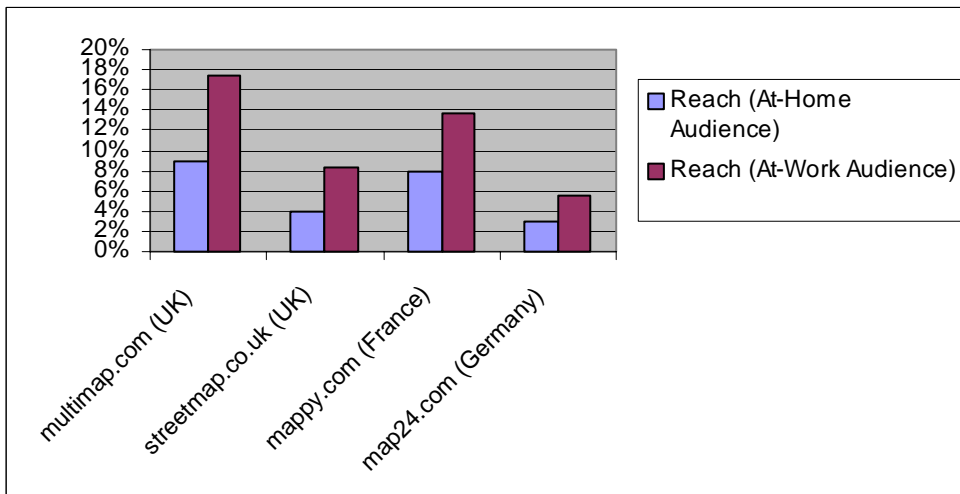
The latest research from Nielsen//NetRatings, the leading provider of market intelligence on consumer behaviour and trends on the Internet reveals that online map websites in Europe, such as multimap.com and streetmap.co.uk in the UK, mappy.com in France, map24.com in Germany and karthotellet.com in Sweden have experienced a growth of almost 300% in the last 12 months.

This makes the online map sector one of the fastest growing Internet sectors in Europe. 2.5 million users visited an online map site during October 2001, and by July 2002, the figure had risen to 7.1 million, with the biggest increase experienced in the summer months of June and July. In France and the UK, a mapping service is the most visited of all online travel sites. Mappy.com in France has a Unique Audience of 947,000 and multimap.com in the UK has a leading position in the travel sector with a Unique Audience of 1,441,000 people.



The online map sites are particularly popular with surfers who use the Internet from their offices: the reach of each site is double for at-work surfers compared to at-home surfers, indicating that online map sites are being used by workers going to meetings or arranging to go out after work.

### Nielsen//NetRatings: Use of Map sites At Home compared to At Work, August 2002 at home and home and work panels



**Nielsen//NetRatings Top Ten UK Travel Sites By Audience Growth,  
August 2002 at home panel**

Rank	Domain	Unique Audience	Audience Reach (%)	Avg Time Spent
	All Travel	5,425, 000	33.3	0:07:35
1	<a href="http://multimap.com">multimap.com</a>	1,441,000	8.8	0:06:59
2	<a href="http://lastminute.com">lastminute.com</a>	844,000	5.2	0:10:50
3	<a href="http://expedia.co.uk">expedia.co.uk</a>	751,000	4.6	0:07:24
4	<a href="http://streetmap.co.uk">streetmap.co.uk</a>	684,000	4.2	0:07:21
5	<a href="http://easyjet.com">easyjet.com</a>	634,000	3.9	0:13:33
6	<a href="http://britishairways.com">britishairways.com</a>	519,000	3.2	0:15:47
7	<a href="http://travelselect.com">travelselect.com</a>	334,000	2.1	0:03:54
8	<a href="http://teletexholidays.co.uk">teletexholidays.co.uk</a>	323,000	2.0	0:09:31
9	<a href="http://cheapflights.co.uk">cheapflights.co.uk</a>	242,000	1.5	0:02:57
10	<a href="http://thetrainline.com">thetrainline.com</a>	355,000	2.2	0:16:43

Tom Ewing, European Analyst at Nielsen//NetRatings says "This is a great example of the Internet making a practical difference in people's lives. It's the kind of service that easily gets taken for granted but these sites actually have enormous potential. Whilst at present, the majority of these sites provide their information for free, there is a possibility to generate revenue from them in the future.

Map sites could be combined with local information sites and with new Global Positioning System technology and really changing the way we go about organising and arranging our social and business lives. Currently there may be two or three local mapping sites in every market, but there is no key pan-European player as yet – if you're looking for the 'new Google' this sector is an interesting place to start."

**Nielsen//NetRatings will be holding a European Analyst call on the online travel sector on 3<sup>rd</sup> October for clients, prospects and the press. For more information, please contact [lucy.green@eratings.com](mailto:lucy.green@eratings.com)**

**Please source all information to Nielsen//NetRatings**

**For more information, please contact:**

Lucy Green, International Marketing and Communications Director, Nielsen//NetRatings

Mobile: 07734 126750 [lucy.green@eratings.com](mailto:lucy.green@eratings.com)

Evelyn Walker Tel: 01865 732673

[evelyn.walker@eratings.com](mailto:evelyn.walker@eratings.com)

**About Nielsen//NetRatings**

Nielsen//NetRatings is the leading global provider of Internet audience research, providing up-to-date, accurate and comprehensive information and analysis to help clients understand consumer behaviour and trends online, as well as advertising effectiveness and brand preferences.

In Europe, the company has panels of consumers, which use software to continuously and unobtrusively measure their behaviour online. These panels are in the UK, France, Germany, Spain, Italy and Sweden. The panel methodology collects detailed demographic data on each person, ensuring that companies can understand and target their consumers effectively and identify new target audiences.

Nielsen//NetRatings regularly reports the behaviour of Internet users across the world, using its panels in 16 countries in North America, Australia, Asia and Europe. In addition to the Nielsen//NetRatings audience measurement service, the company also provides analytical reports on international markets and trends, and has just launched the only global online advertising media planning service, WebRF. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com)

NETRATINGS, INC.  
890 HILLVIEW COURT  
MILPITAS, CA 95035  
1 888 634 1222

NIELSEN MEDIA RESEARCH  
250 PARK AVENUE  
NEW YORK, NY 10177  
1 212 907 4220

ACNIELSEN ERATINGS.COM  
1 STAMFORD LANDING  
62 SOUTHFIELD AVENUE  
STAMFORD, CT 06902  
1 203 602 4500