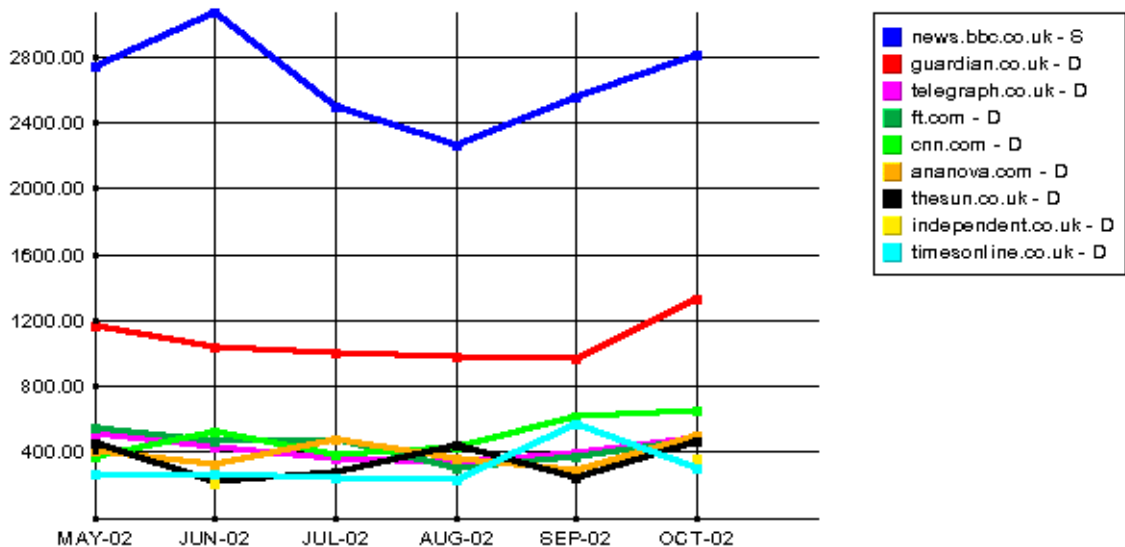


News.bbc.co.uk leads the UK's online news sector

According to the latest research from Nielsen//NetRatings, the UK's most popular source for news and information is the news.bbc.co.uk, which regularly attracts a Unique Audience of at least two million visitors per month. In the last six months, its audience peaked in June 2002 when over three million people went to the site from home or work.

In terms of the newspapers' websites, guardian.co.uk receives the most visitors, regularly attracting a Unique Audience of over one million visitors per month to its site. In the last six months, its audience peaked in May 2002 with 1,158,000 visitors from home and work combined. cnn.com, ft.com and the telegraph.co.uk follow in terms of Unique Audience, with on average half a million visitors per month.

**UK Online News Sites and Domains,
Unique Audience, at home and at work, May-October 2002**



Source: Nielsen//NetRatings, UK at home & at work data, May-Oct 2002

Unique Audience to Site/Domain	May-02	Jun-02	Jul-02	Aug-02	Sep-02	Oct-02
news.bbc.co.uk	2,737	3,073	2,491	2,262	2,551	2,806
guardian.co.uk	1,158	1,034	1,002	972	961	1,323
telegraph.co.uk	506	431	352	331	393	484
ft.com	542	458	473	299	367	474
cnn.com	370	518	375	424	614	646
ananova.com	403	319	477	356	282	501
thesun.co.uk	449	212	273	438	236	459
independent.co.uk	--	207	--	--	--	362
timesonline.co.uk	268	264	236	231	569	300

Source: Nielsen//NetRatings, UK at home & at work data, May-Oct 2002

However, in terms of time spent on each site, news.bbc.co.uk performs best with up to 55 minutes on average in a month, driven to a large extent by work users. Amongst the online newspapers, telegraph.co.uk performs best, with visitors spending between 16 and 27 minutes each per month between May and October 2002. In the last six months, ft.com has experienced a decline in the amount of time its visitors spend on its site overall since it introduced charging in July. Time spent per person per experienced a decline in July when ft.com introduced a subscription model for some of its services.

The research illustrates that although users are generally loyal to a single printed newspaper, the Internet gives them the opportunity to use other news websites. For instance, independent.co.uk

shared 40% of its monthly audience in October with guardian.co.uk and timesonline.co.uk shared 34% of its October monthly audience with telegraph.co.uk.

Certain kinds of content are popular on particular sites, with a large number of telegraph.co.uk's visitors going to the sports section, and guardian.co.uk's media section being particular popular.

Tom Ewing, Analyst at Nielsen//NetRatings says "The drop in time spent on the ft.com site illustrates a dilemma for website owners. As with other categories, the news sites need to cover the cost of their site or to generate revenue from it. To do this, some like ft.com offer a wider range of services, not just updated news, but e-mail and personal office accounts, research services and even financial information. Whilst subscribers loyal to the brand and website are prepared to pay, those visitors who were using the site for free could be deterred, and therefore we would expect to see a fall in time spent overall."

Please source all information to Nielsen//NetRatings

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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.

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

Nielsen//NetRatings has strong relationships with research companies ACNielsen and Nielsen Media Research, providing unrivalled knowledge and expertise of global market research in both the media and consumer markets.

Definitions used in this release:

Domain. A group of unique Web sites and pages that end with domain-name. For example: yahoo.com, sports.yahoo.com and news.yahoo.com are all reported in yahoo.com. This includes all the Web pages that are under that domain.

Pages Per Person. Average number of pages each unique visitor has viewed for the listed property.

Page Views. The total number of times a Web page has been 'seen' by the web population. There can be duplication because any Web surfer can view a page many times.

Time Per Person. Average time each unique visitor has spent at the listed property for the time period; also known as 'stickiness'.

Unique Audience. The number of unique people that have gone to the site at least once in the defined time period. If a person goes to the same site more than one time they are only counted once.

Visits Per Person. The average number of visits each unique person has to the listed domain for the selected time period. A 'visit' is defined as a consecutive period of time when a panel member is registering page hits on web sites. A visit is considered over if more than 30 minutes elapses between URLs.