

For Immediate Release:  
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## **NIELSEN//NETRATINGS ANNOUNCES MEGAPANEL LAUNCH PLANS, MEASURING MORE THAN ONE MILLION INTERNET USERS WORLDWIDE FOR COMPLETE INTERNET INTELLIGENCE**

New Market Research Solution Provides Unparalleled Insight into Ecommerce Transactions and Online/Offline Consumer Behavior

**NEW YORK — February 19, 2003** — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, today announced its plans to launch the MegaPanel service. Complementing Nielsen//NetRatings' industry-leading consumer panels, the MegaPanel service provides a global market research solution based on a sample of more than one million Internet users measured worldwide, offering a new level of insight into Web user behavior. MegaPanel delivers detailed ecommerce transaction capabilities, granular analysis of smaller sites, and survey capabilities to better understand consumer attitudes and behavior.

Scheduled to debut in the second quarter of 2003 in the U.S., and already established in France, Germany and the U.K., the Nielsen//NetRatings MegaPanel service measures a broad cross-section of Internet users. The service leverages Nielsen//NetRatings' unrivalled knowledge and expertise in panel development, management and reporting, as well as best practices in local language recruitment. Weighted to the current industry standard random digit dial (RDD) panel, MegaPanel will help companies achieve the best return on investment from their Internet strategies and marketing campaigns.

Key benefits include:

- More than one million Internet users tracked and surveyed in four key markets, representing a cross-section of home, work and university online users
- Detailed measurement and analysis of key activities on every site, including finance and ecommerce transactions
- Ability to compare and understand the relationship between online and offline consumer behavior by using customized surveys administered on the Internet in real-time

"The industry demands a sophisticated solution for tracking and analyzing granular Web usage data and ecommerce activities, and we're excited to deliver a comprehensive service to meet these needs," said William Pulver, president and CEO, NetRatings. "The new MegaPanel product provides a level of research insights only possible from a large panel size, serving the key markets that require more exhaustive online usage and transaction research."

"The service benefits our clients by providing the ability to look at market share by spending, online shopping growth trends and thorough analyses of online and offline purchasing patterns," added Pulver. "MegaPanel is a powerful addition to our vast range of online audience measurement and advertising tracking products, offering companies the deepest and broadest set of research services on Internet user behavior in the industry."

Nielsen//NetRatings' full line of products and services include:

- NetView/AMS (Internet audience measurement)
- AdRelevance (Online advertising intelligence—available in the U.S.)
- @Plan (Target-marketing platform for Internet media planning, buying and selling—available in the U.S.)
- WebRF (Online reach and frequency planning tool)
- Analytical Services (Custom analyses and research)
- MegaPanel (ecommerce transaction data and large panel size research)

**Availability**

The Nielsen//NetRatings MegaPanel service is expected to launch in the second quarter of 2003 in the U.S., and is currently available in France, Germany and the U.K.

**About Nielsen//NetRatings**

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media ratings reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

**About NetRatings, Inc.**

NetRatings, Inc., (Nasdaq: NTRT) is the provider of the Nielsen//NetRatings services, which set the global standard for Internet audience measurement and analysis. Nielsen//NetRatings enables its customers to make informed business-critical decisions regarding their Internet strategies with its technology driven products and services, which include the Nielsen//NetRatings NetView Internet audience measurement service, AdRelevance online advertising intelligence, @Plan Web user lifestyle, demographic and product brand preferences data, WebRF, an Internet reach and frequency planning tool, and custom data, research and analysis.

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**Safe Harbor Statement**

This press release contains statements that may constitute forward-looking statements pursuant to the safe harbor provisions of the Private Litigation Reform Act of 1995. These statements are based on current expectations and assumptions and involve a number of uncertainties and risks that could cause actual results to differ materially from those currently expected. Information about potential factors that may affect NetRatings' business and financial results is included in its annual report on Form 10-K for the year ended December 31, 2001 and its quarterly reports on Form 10-Q, including, without limitation, under the captions "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors That May Affect Our Performance." Each of these documents is on file with the SEC and is available free of charge. NetRatings does not undertake to update any forward-looking statement that may be made from time to time by it or on behalf of NetRatings.

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