



FOR IMMEDIATE RELEASE

15TH APRIL 2003

Britons turn to the web for war coverage online

CNN, Sky, Google and Al Jazeera experience increased audiences in March 2003

cnn.com and news.google.com experienced the biggest monthly audience increases among UK surfers in March as Britons turned to the Internet to find different perspectives on the war in Iraq.

Figures released today by Nielsen//NetRatings show that the news sector as a whole saw a 25% jump in audience during March, with audiences peaking at 1.3 million on March 20th, the day war was declared. cnn.com saw the highest increase in Unique Audience with a rise of 96% on the previous month, whilst the search engine Google's recently launched news service saw a 79% increase in Unique Audience in the same period. Sky.com experienced an increase of nearly 80% month to month.

Among British based sites, timesonline.co.uk and the telegraph.co.uk outperformed the sector in general, with audience rises of 44% and 49% respectively. Overall, news.bbc.co.uk remains the most popular news website in the country by a considerable margin, and guardian.co.uk retains its position as the most popular newspaper website.

UK's Top News Sites March 2003

Rank	Total	Unique Audience Mar-03	Unique Audience Feb-03	Feb to March % change
1	news.bbc.co.uk	4,023,977	3,127,743	+29%
2	guardian.co.uk	1,335,818	1,123,603	+19%
3	www.sky.com	1,240,136	695,170	+78%
4	cnn.com	912,603	466,647	+96%
5	telegraph.co.uk	813,735	545,972	+49%
6	uk.news.yahoo.com	609,812	360,027	+69%
7	timesonline.co.uk	580,457	403,722	+44%
8	news.google.com	422,418	235,503	+79%
9	ananova.com	384,211	382,883	0%
10	ft.com	343,828	293,792	+17%
11	thesun.co.uk	308,556	294,462	+5%

Source Nielsen//NetRatings: At home & work data combined, March 2003

"These figures show the desire of British surfers to get a real range of informed opinion on the war," said Tom Ewing, Internet Analyst at Nielsen//NetRatings. "cnn.com offers visitors an international view, whilst the Google service works by linking to a range of sources on each topic. Despite being launched at the end of March, and repeated hacking attacks which attempted to disable the site, Al Jazeera's English website still managed to get almost 50,000 visitors. In contrast, tabloid newspaper sites and other services like Ananova, which are seen as taking a less in-depth approach, showed none or very little change in Unique Audience."

The average weekday news audience rose from 933,000 (the last full week before the war) to 1,146,000 in the first full week of war, week commencing March 26th. March 20th, the day the war started, saw the highest online news audiences of March, with 1,334,000 Britons visiting a news site.

“This shows that the Internet comes into its own when fast-moving news stories are involved,” Ewing said, “Visitors are checking back on a daily basis to get the latest information.”

Ends...

Please source all information to Nielsen//NetRatings

For more information, please contact:

Lucy Green, International Marketing and Communications Director

Tel: 07734 126750/lgreen@intl.netratings.com

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis. Covering 70% of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and customised data to help companies gain valuable insight into their business. For more information, please visit 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, WebRF, an Internet reach and frequency planning tool, and custom data, research and analysis. In addition, AdRelevance online advertising intelligence and @Plan Web user lifestyle, demographic and product brand preferences data are available in the US. For more information, please visit www.nielsen-netratings.com.