

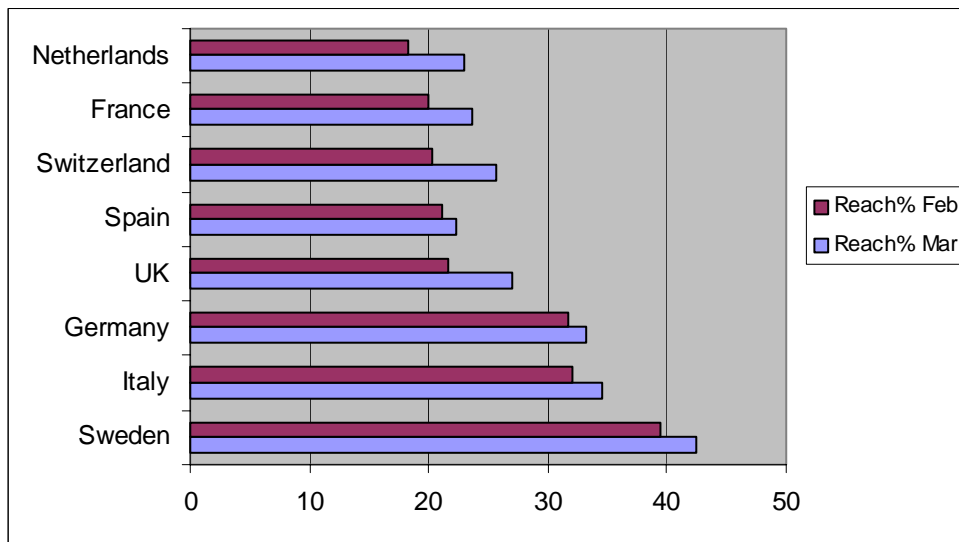
CNN.com audience doubles in March 2003 as Europeans look overseas for Iraq War news coverage

The international news site CNN.com experienced a huge surge in Unique Audience in March 2003 as people from across eight key markets in Europe logged on to the site for updates on the Iraq War.

Figures released this week by Nielsen//NetRatings show that the European Current Affairs and Global News category as a whole grew by 14% with certain websites experiencing significant increases, with over 27 million people visiting a site in the category. International news provider CNN.com's home based Unique Audience grew from 1,328,807 in February to 2,863,091 in March; the English language version Al Jazeera's site grew over 600% from 37,121 to 257,366 and the UK's leading news site, news.bbc.co.uk increased its audience by 30% to 4.52 million visitors in the same period, with over half a million coming from outside the UK.

The Netherlands, France, Switzerland and the UK saw the biggest increases in the overall reach levels of the news category, with increases of up to 30% in audience levels. Germany and Sweden by comparison, had the lowest increases with 5% or less.

Chart 1
Changes in Reach % of the European Online Current Affairs & Global News Category, March 2003 compared to February 2003



Source Nielsen//NetRatings: At home & work combined data, February & March 2003 (except Spain, Netherlands, Switzerland; home data only)

Chart 2

Changes in Reach % of the European Online Current Affairs & Global News Category, March 2003 compared to February 2003

Current Affairs and Global News Category	Reach March	Reach Feb	% Growth
Netherlands	23%	18%	30%
France	24%	20%	30%
Switzerland	25%	20%	28%
UK	27%	22%	27%
Spain	22%	21%	13%
Italy	35%	32%	9%
Sweden	42%	40%	5%
Germany	33%	32%	3%

Source Nielsen//NetRatings: At home & work combined data, February & March 2003 (except Spain, Netherlands, Switzerland; home data only)

European Market Analyst Tom Ewing commented "The Internet gives people who are looking for news the opportunity to seek their information from a variety of sources, from international sites like CNN to the BBC, to the new google news portal to Al Jazeera. What's clear from our research for March is that people were taking advantage of the ability to look across all these sources to get updates and opinions on what happened from day to day."

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Please source all information to Nielsen//NetRatings

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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.