



For Immediate Release:
NetRatings, Inc.
YupiMSN

Max Heineman (212) 703-5953
Nerea Alvarez (305) 459-4113

NIELSEN//NETRATINGS TO PROVIDE QUALITY HISPANIC INTERNET AUDIENCE MEASUREMENT DATA FOR YUPIMSN

Methodology and In-depth Demographics Key Drivers for Selection

NEW YORK – September 12, 2003 - NetRatings, Inc. (Nasdaq: NTRT), provider of Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, announced today that it has been selected by YupiMSN - part of the MSN® global network of Internet sites that delivers Spanish-language content and services to the United States and Latin America - to provide media quality Internet audience measurement data to better understand the online behavior of its U.S. Hispanic consumers.

The Hispanic panel will provide the industry with a rich set of panel-based demographic information on Hispanic Internet users, providing critical market intelligence to YupiMSN and other companies on the fastest growing ethnic group online. Nielsen//NetRatings uses the industry's most stringent methodology to recruit its panel, resulting in the most accurate and in-depth Internet audience information on the Hispanic consumer.

"High quality data on Hispanics is mission-critical to making efficient, effective marketing and advertising decisions for MSN and for our clients," said Jacqueline O'Brien, Director of Marketing for YupiMSN. "Nielsen//NetRatings will provide us with additional insights into our Hispanic audience which in turn benefits our advertising partners. By adhering to their rigorous approach to constructing high quality, representative online panels, Nielsen//NetRatings makes partnering with them a natural choice."

"We are setting the standard for media quality Hispanic Internet audience data," said William Pulver, President and CEO, NetRatings. "YupiMSN's partnership reinforces our undertaking to capture quality research via the most stringent RDD methodology. We are excited about working with YupiMSN and other participants in the Hispanic online industry."

Recent analysis from Nielsen//NetRatings reveals that the gender breakdown of the Hispanic online community is similar to the overall online population. However, differences in age demographics, shopping habits and income levels highlight the importance of having a media quality research panel devoted to Hispanic Internet users.

Availability

The Nielsen//NetRatings Hispanic panel is expected to be available to clients and the marketplace in Q4 of 2003.

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, WebRF, LemonAd, MegaPanel and SiteCensus services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom -tailored data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.com.



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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, 2002 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.