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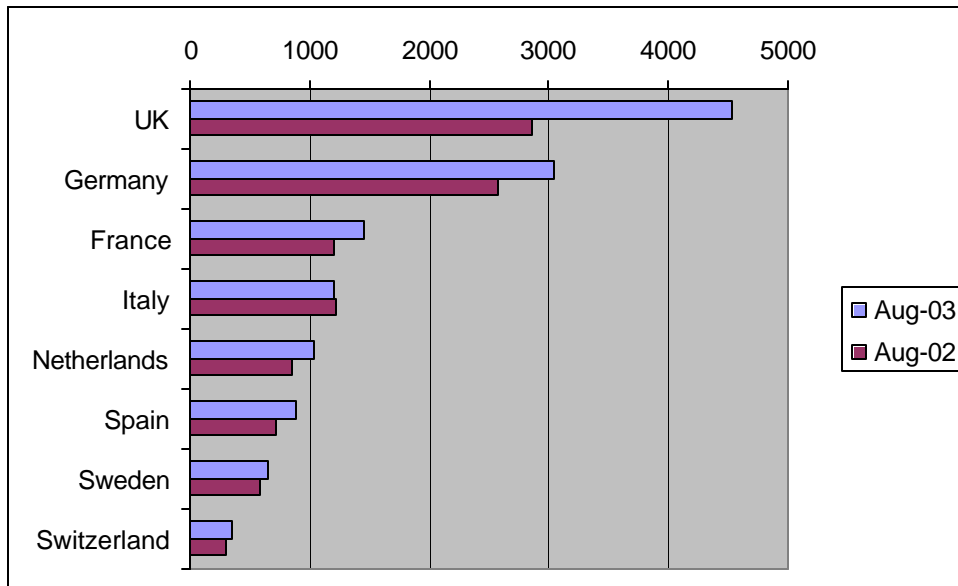
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13 million kids using the Internet across Europe

The number of children online in Europe has grown by three million in the last 12 months, according to new research from Nielsen//NetRatings. There are now 13.1 million kids online; four million under 12 years old, and nine million 12-17 year olds.

Britain has more children online than any other European country and has seen the most dramatic growth in the under-18 online population this year, with a 58% jump in numbers. The overall European growth rate for children was 27%. Younger children – the under-12s – are getting online faster than older children across most European countries.

Table 1: Numbers of Children Online (000's)



Source: Nielsen//NetRatings Aug 02-Aug03 at home and work data UK, France, Germany, Italy; at home data Sweden, Switzerland, Spain, Netherlands

“As the Internet matures, the demographic profile of users moves closer to the European population as a whole,” commented European Market Analyst Tom Ewing, “and what we’re seeing now is families using the Internet more. It’s likely that this is linked with the growth of broadband access – perhaps when they’re not paying for access by the minute, parents are likely to let children use and explore the Web more.”

In sites with a higher than average audience of the under 18’s, several sites have emerged which draw high proportions of their audiences from this demographic. For instance, the under-18s contribution to file-sharing giant Kazaa is disproportionate to their level in the online population as a whole. Mobile phone sites and online kids’ communities like NeoPets also make attractive targets for advertisers wanting to reach children.



Table 2: Top 10 Sites By % of Kids Visiting (UK, August 2003)

Site	No. Of Kids Visiting (000s)	% of Site Audience Under 18	Under 18s Composition Index (100=in proportion to universe)
Neopets.com	200	55.77	377
MiniClip.com	196	38.23	258
eUniverse	244	37.99	257
KaZaA	514	36.21	245
UGO~	383	35.85	242
Gator Network	462	20.36	138
About Network	370	17.04	115
O2	261	16.95	115
Lycos Network	423	16.59	112
Google	1512	15.4	104

“Currently the majority of sites with a large under-18 audience are aiming at teenagers,” commented Ewing, “But it’s the under-12s that are the fastest growing Internet sector, and any sites which they enjoy and which their parents trust are in a position to grow very strongly over the next 12 months.”

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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.