



Nielsen//NetRatings

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**ACNIELSEN AND NETRATINGS ANNOUNCE NEW SERVICE TO IMPROVE ONLINE
MARKETING EFFECTIVENESS FOR CONSUMER PACKAGED GOODS**

*Homescan Online to Provide First-Ever Integrated Measurement of Consumer Retail
Purchasing and Web Usage Behavior*

NEW YORK — November 3, 2003 — NetRatings, provider of Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, and ACNielsen U.S., an operating unit of ACNielsen, a VNU business, today announced the launch of *Homescan® Online*, a new service designed to improve the effectiveness of online marketing for consumer packaged goods (CPG) marketers and Web publishers.

“The CPG industry has evolved online to a point where market research tools are critical in understanding consumer buying behavior on the Web,” said Susan Nathan, SVP of Media Knowledge, Universal McCann. “We are looking forward to the *Homescan Online* service, which promises to deliver much needed research on how online consumers interact with CPG brands.”

Homescan Online will utilize 12,000 members of the ACNielsen *Homescan* consumer panel who have opted in to the service, allowing their Internet behavior to be monitored with Nielsen//NetRatings technology as they record their offline buying behavior with ACNielsen’s proprietary in-home UPC code scanners.

Homescan Online will show CPG marketers the Web sites category or brand buyers are visiting, giving them a better understanding of consumers’ online behavior and helping them place more efficient media buys. Then it will help evaluate the effectiveness of online advertising campaigns by measuring actual offline purchasing behavior among consumer groups who were exposed to the advertisements. The service will also enable Web publishers to more effectively market themselves to the CPG community by helping consumer product marketers better target web site audiences by their specific brand consumption.

“This service will help make the Internet a much more viable advertising option for CPG marketers,” according to Robert Tomei, general manager/executive vice president, ACNielsen U.S. *Homescan*. “Two key questions CPG marketers have been asking about the Internet are: ‘How can I get a reliable read on where my buyers are going online?’ and, ‘how do I know if my online marketing is impacting retail sales?’ *Homescan Online* will provide the answers.”

“*Homescan Online* will deliver an invaluable market research tool to the CPG industry, at a time when there is an increasing call for accountability of all media investments,” said William Pulver, president

and CEO, NetRatings, Inc. "This service will go a long way towards providing the CPG industry with an effective measure of ROI for their online investment and represents another dimension of NetRatings' patented technology for measuring Internet usage and behavior."

Homescan Online will integrate consumer retail purchasing of up to 12,000 CPG brands and online visits to more than 1,000 Web sites. Initial custom analysis from *Homescan Online* is expected to be available in January 2004. Full reporting through 2004 will include quarterly Web surfing data with annual all-outlet purchasing data.

The announcement was made at AD: TECH New York, an annual interactive marketing conference.

About ACNielsen

ACNielsen, a VNU business, is the world's leading marketing information company. Offering services in more than 100 countries, the company provides measurement and analysis of marketplace dynamics and consumer attitudes and behavior. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns.

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.

About NetRatings, Inc.

NetRatings, Inc. (Nasdaq: NTRT), 64 percent owned by VNU, 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, 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.