



MILAN - June 24th 2004 - Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, today published the European Regional Index on Internet audience for the month of April 2004.

The number of Unique Visitors in Europe accessing the Internet with a connection via a home PC in the countries that Nielsen//NetRatings measures using panel based methodology is showing continuous growth. During the month of April 2004 there were 102 million Active Users, with over 150 million people living in a house with an Internet access via PC. During the same period, each European Active User spent, on average, more than 10 hours surfing the web, with 21 sessions over the month.

Significantly, for the first time in April, an Italian based company is the first among the European brands who are competing with the giant American companies for the leadership of the European scenario of Internet. Tiscali, the European Internet Communication Company, with 13,7 million Unique Visitors reached a 13,4% of total users accessing the Internet from a home PC in all the countries in which Nielsen//NetRatings measures using a panel.

"We are really very delighted that an Italian brand is so successful in the European landscape", says **Daniele Sommavilla, Regional Director Southern Europe**, Nielsen//NetRatings. "This is further evidence that the Italian market is able to perform and excel side-by-side with the global players."

"Our portal is a very important tool for customer acquisition and retention, thus putting in a strategic and crucial position the content selection and organization. The result of the Nielsen//NetRatings' research is a further confirmation that we are going in the right direction. Europe is our market and after the important integration process that we have implemented, being today the first online European brand means to us great satisfaction" said **Mario Mariani, SVP Business Development of Tiscali Corporate**.

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on Website usage, online advertising, consumer attitudes and competitive analysis. For more information, please visit www.nielsen-netratings.com

About Tiscali

Tiscali S.p.A., (Nuovo Mercato, Milan: TIS, Nouveau Marché, Paris: 005773), is the European Internet Communication Company providing broadband and narrowband access for consumer and business applications as well as innovative communications services and contents. As of 31st March 2004, Tiscali had 8 million active users of whom 1,24 million were broadband customers, growing steadily. At the end of April ADSL customers reached 1,32 million. Tiscali's corporate website can be found at www.tiscali.com.



Average Usage	apr-04	mar-04
Number of Sessions Per Month	21	22
Number of Unique Domains Visited	64	65
Page Views per Month	926	981
Pages per Surfing Session	44	45
Time Spent per Month	10.42.29	11.18.48
Time Spent per Surfing Session	0.30.57	0.31.17
Duration of a Page Viewed	0.00.42	0.00.43
Active Digital Media Universe	102,138,111	101,361,010
Current Internet Universe Estimate	153,262,820	150,509,679

Top 10 Brand	Unique Audience	Active Reach
MSN	50,294,521	49.24%
Google	49,597,190	48.56%
Microsoft	41,693,205	40.82%
eBay	27,895,381	27.31%
Yahoo!	27,260,351	26.69%
Tiscali	13,664,649	13.38%
Lycos Europe	13,202,137	12.93%
Wanadoo	13,158,174	12.88%
T-Online	13,134,850	12.86%
Amazon	12,200,047	11.94%

Source: Nielsen//NetRatings – European Regional Index, April 2004 – Panel Home