

For Immediate Release:
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SPONSORED SEARCH LINK PLACEMENTS LED ONLINE BY EBAY, SHOPPING.COM INC. AND INTERACTIVECORP, ACCORDING TO NIELSEN//NETRATINGS

New AdRelevance Sponsored Search Link Service Offers In-Depth Perspective into Online Advertising Mix Across Industries

NEW YORK— September 7, 2005 – Nielsen//NetRatings, a global leader in Internet media and market research, today reported that search sponsored links, led by eBay, Shopping.com Inc. and InterActiveCorp, comprised 34 percent, or nearly 13 billion, of online advertising impressions, according to its new AdRelevance Sponsored Search Link service. The Sponsored Search Link service is an enhancement that incorporates search advertising insight into the industry's leading online advertising intelligence service.

"We rely on Nielsen//NetRatings AdRelevance to provide a comprehensive view of the online advertising landscape, and find the search term capabilities extremely helpful in providing in-depth insight into how key competitors have targeted top search terms, providing essential tools for our benchmarking," said Rick Wainschel, vice president of marketing research, Kelley Blue Book.

The AdRelevance enhancement provides an in-depth view into the online advertising mix, enabling market share comparisons between display and sponsored link campaigns, search terms purchased by industry or advertiser, and coverage of branded ad platform technologies. Paired with Nielsen//NetRatings MegaPanel products, AdRelevance enables an entrenched view into the online marketplace.

eBay Places Lion's Share of Sponsored Links

According to the latest AdRelevance sponsored links report, eBay ranked No. 1 in sponsored links placements, which featured more than 15,000 companies, during the week ending August 21. EBay placed nearly 400 million sponsored link impressions, equating to three percent of total placements that week (see Table 1).

Shopping.com Inc. ranked second, placing 138 million sponsored link impressions to garner more than one percent of total sponsored links. InterActiveCorp, MyCashNow.com and Yahoo! rounded out the top five companies, each comprising less than one percent of sponsored link impressions for the week.

Table 1: Top 5 Companies Ranked by Sponsored Link Impressions, Week ending August 21, 2005

Industry	Impressions (000)
eBay, Inc.	378,525
Shopping.com, Inc.	138,307
InterActiveCorp	97,969
MyCashNow.com	93,751
Yahoo! Inc.	90,544

Source: Nielsen//NetRatings AdRelevance, September 2005

Retail and Web Media Industries Placed Nearly Half of All Sponsored Links

Retail Goods and Services and Web Media tied as leading industries, placing the greatest share of sponsored links at 22 and 21 percent, respectively (see Table 2). EBay led the Retail Goods and Services industry, while Shopping.com helped spur the Web Media industry's placement of sponsored links.

Financial Services, Travel and Business-to-Business industries rounded out the top five rankings, as LowerMyBills.com Inc., Orbitz and Intelius respectively placed the majority of sponsored links impressions



for the week ending August 21.

Table 2: Top 5 Industries Ranked by Total Sponsored Link Placements, Week ending August 21, 2005

Industry	Sponsored Link Share of Impressions
Retail Goods & Services	22%
Web Media	21%
Financial Services	6%
Travel	5%
Business to Business	3%

Source: Nielsen//NetRatings AdRelevance, September 2005

Reporting Enhancements to AdRelevance

The new Sponsored Search Link service enables advertisers, agencies, publishers and search engine marketers to gain a complete competitive view into the online marketing mix, allowing for market share comparisons between image-based and paid search advertising. The new capabilities include the coverage of branded ad platform technologies that support online ad delivery, updated ad technology categories and IAB-defined ad sizes. Ad platforms integrated into the service feature rich media formats, as well as the top four sponsored search platforms for Google, Yahoo!, MSN and Ask Jeeves.

“The new service enables advertisers, publishers and agencies the ability to obtain essential insight into non-organic search and estimate share of voice by advertiser,” said Michael Saxon, vice president, media products, Nielsen//NetRatings. “In this highly competitive advertising industry, ad planners need timely, in-depth intelligence to effectively develop successful online ad campaigns.”

Advertisers, agencies and marketers can now access reports that enable them to:

- Benchmark key advertisers in paid search industry
- Rank companies by the largest share of voice within the search industry
- Identify advertisers on a given search engine platform and locate sponsored link ad placements
- Define an advertiser’s current online/offline media mix
- Classify keywords purchased by industry or advertiser

Availability of Nielsen//NetRatings AdRelevance

Nielsen//NetRatings AdRelevance is now available. Please contact a local Nielsen//NetRatings sales representative at <http://www.netratings.com/contact.jsp> for more information about the service.

About Nielsen//NetRatings

NetRatings, Inc. (Nasdaq: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

Editor’s Note: Please source all data to Nielsen//NetRatings.

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