



For immediate release

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Nielsen//NetRatings Launches Market Intelligence

A New Standard for Internet Audience Measurement in Singapore and Hong Kong

Singapore / Hong Kong, 11 October 2005 — Nielsen//NetRatings, a global leader in Internet media and market research, today introduces a new currency for Internet audience measurement in Singapore and Hong Kong – Market Intelligence.

Measuring over 70 per cent of the world's Internet traffic, Nielsen//NetRatings has a track record of providing high quality Internet research solutions. With today's Market Intelligence introduction, the company brings site-centric audience measurement to the next level, presenting its ability to benchmark total traffic data and audience demographics of participating Web sites at industry and market level.

Market Intelligence provides independent, third party verification of Internet traffic which enables publishers, site owners, media and advertising agencies to benchmark the true performance of Web sites and advertising campaigns founded on consistent and accurate online reporting metrics.

Market Intelligence will empower Internet publishers and site owners to grow online advertising income as it assists in identifying a site's competitive strengths, monitoring seasonal industry trends and leveraging market movements. Concurrently, the new service facilitates the process of identifying advertising opportunities, media budget allocation and post-campaign evaluation for media and advertising agencies.

Commenting on today's notable launch, Forrest Didier, Nielsen//NetRatings' Managing Director for Asia Pacific and Latin America, said: "Accurate and consistent online reporting via independent browser based measurement, instead of server log files, instils confidence in the online medium. Market Intelligence gives advertisers and agencies the ability to track the effectiveness of their advertising investments using figures they can trust. This confidence has proven to be vital in unlocking Internet advertiser spend in Asia Pacific markets where we launched the service previously, like China, Australia and New Zealand."



A growing number of Web publishers have signed up for Nielsen//NetRatings' Market Intelligence service in recent months.

Among the ten Singaporean site owners currently publicising their site's Market Intelligence data is leading Web portal MSN. Mr Adrian Lee, Head, Information Services & Marketing for MSN Southeast Asia, said: "There is an industry-wide need for fair third-party metrics and Nielsen//NetRatings is a trusted brand in this space. MSN is excited to be working with NetRatings to launch Market Intelligence which addresses this vital need in the online industry in Singapore, and hopefully throughout Southeast Asia."

In Hong Kong, online publishers including She.com, Langham Hotels and China Travel Services are getting ready to release their first available Market Intelligence data shortly.

A snapshot of Singapore's Market Intelligence data:

**Nielsen//NetRatings Market Intelligence
Audited Sites in Singapore (domestic traffic)
Week of 19 – 25 September 2005**

Rank	Site	Publisher	Unique Browsers*	Page Impressions**
1	MSN Homepage	MSN	277,266	1,308,976
2	Fridae.com	Fridae	25,290	2,758,698
3	keeptouch.net	Keeptouch	14,759	248,037
4	shoppinglifestyle.com.sg	ShoppingLifeStyle	6,847	65,384
5	SingaporeCarsOnline.com	Anderson Internet Advertising	4,066	60,413
6	CozyCot.com	CozyCot	1,536	7,909
7	sungguh.com	Screenbox	687	9,460
8	Freely.com	Freely	398	1,232
9	friendslikeus.com.sg	F.L.U.S	255	2,026
10	Sglifestyles.com	SgLifeStyles	157	649

*Unique browsers: The number of browsers visiting a Web site within a designated reporting period.

** Page impressions: The total number of Web pages viewed by all users within the period selected.

About Nielsen//NetRatings: Nielsen//NetRatings is a global leader in Internet media and market research and is the industry's premier source for online advertising intelligence with its NetView, SiteCensus, Market Intelligence, AdIntelligence and Custom Research 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.

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