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The Revolution is here!

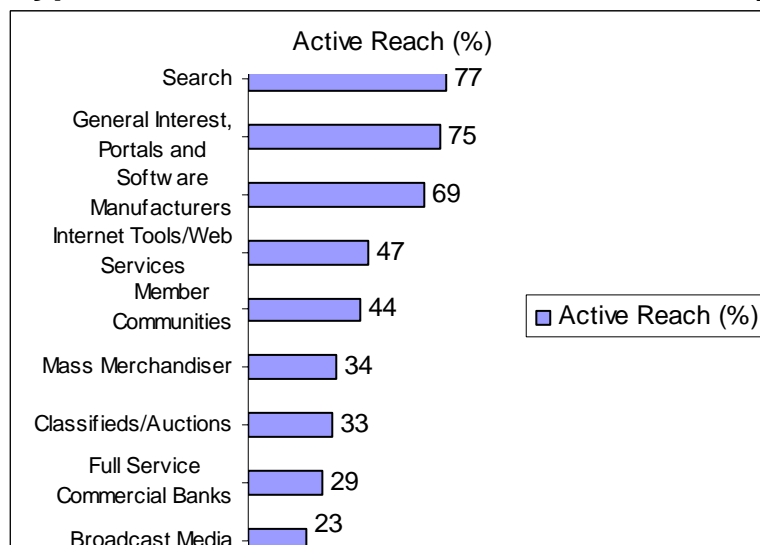
David Day, Managing Director presents key findings to OECD Conference 30-31/01/06

David Day, Managing Director, presented the findings from Nielsen//NetRatings consumer NetView panels across Europe to show how significantly people have turned to the Internet for a wide variety of uses at the recent OECD Conference held in Rome on 30th and 31st January.

The audience heard how every ten minutes 90,000,000 web pages are downloaded by Italian surfers hungry for a range of online content. And as the chart below shows, Italian surfers are utilising the whole variety of services available, from search to chat, from downloading news and entertainment to banking.

A large proportion of Europeans are online, whether they are accessing the Internet from home, work, school or even a local café, and today's Internet is available across a wide range of platforms including digital TV and mobile cellular phones. David's key message to the audience of 400 delegates was that businesses, governments and all organisations cannot afford to ignore this and need to adapt their offering and legislation. People want to consume information, entertainment, music, news and to communicate immediately from the Internet and the offline world needs to be able to respond in order not only to maximise the opportunities, but in some cases, even to survive.

Typical online behaviour in a month in Italy



Source: Nielsen//NetRatings Netview data, home and work, including applications, Italy, Dec 05

As Minister Stanca's statement said: "In our country, surfers are demonstrating a significant appetite in the consumption of digital services available through the Internet: in December last year 13 million Italian surfers, or 66% of active Internet users used new Internet applications, including telephone services (VoIP), video and music downloads, file sharing, blogging and instant messenger." Source: Elaborazioni dell'Osservatorio Federcomin-Ministro per l'Innovazione e le Tecnologie, su dati IDC, Nielsen//NetRatings

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About Nielsen//NetRatings

Nielsen//NetRatings is a global leader in Internet media and market research, 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