

For Immediate Release:
NetRatings, Inc.

Suzy Bausch (408) 941-2965
Jennifer Fan (408) 941-2951

SPONSORED LINK ADVERTISING ON GOOGLE AND YAHOO! GROWS 16 PERCENT IN SIX MONTHS: YAHOO'S SPONSORED LINKS RISE 21 PERCENT, GOOGLE'S 14 PERCENT, ACCORDING TO NIELSEN//NETRATINGS

Google Leads with 41.1 Billion Sponsored Link Impressions in January, Yahoo! Follows with 23.2 Billion

NEW YORK—February 16, 2006— Nielsen//NetRatings, a global leader in Internet media and market research, today announced that the number of sponsored link advertising impressions on the Google and Yahoo! ad platforms grew 16 percent, from 55.4 billion to 64.3 billion, between August 2005 and January 2006. This accounts for sponsored link impressions not only on the Google and Yahoo! Web sites, but also in their respective search and contextual advertising networks.

"Despite the overwhelming market share that Google and Yahoo! search enjoy, they continue to see strong growth in the volume of sponsored links," said Ken Cassar, chief analyst, Nielsen//NetRatings. "While Google, in particular, seeks to diversify its revenue, it is a positive sign that its core search advertising business remains robust."

Although Google had more sponsored link impressions in January, Yahoo! is gaining ground. During the last six months, Yahoo's sponsored links have grown 21 percent to 23.2 billion, while Google's have grown 14 percent to 41.1 billion (see Table 1).

Table 1: Sponsored Link Impressions (in billions) for Aug. 05 to Jan. 06 (U.S.)

Ad Platform	Aug. 05	Sept. 05	Oct. 05	Nov. 05	Dec. 05	Jan. 06	6 Month Growth
Google	36.2	34.1	37.4	35.1	38.1	41.1	14%
Yahoo!	19.2	20.0	20.7	19.1	25.5	23.2	21%

Source: Nielsen//NetRatings AdRelevance, February 2006

Note: AdRelevance collects impressions from over 1,000 top U.S. Web properties.

eBay is the primary sponsored link advertiser on both sites (see Tables 2 and 3). eBay's Shopping.com is Google's No. 2 sponsored link advertiser, followed by Local.com, Target Stores and Expedia, respectively. Shopping.com is also Yahoo's No. 2 sponsored link advertiser, followed by University of Phoenix, Lending Tree and Target Stores, respectively.

"E-commerce advertisers, eBay chief among them, represent the top advertisers on both Yahoo! and Google. It is becoming increasingly clear that sponsored link advertising is a necessary cost of doing business for e-commerce companies," Cassar continued.

Table 2: Google's Top 5 Sponsored Link Advertisers, January 2006 (U.S.)

Company/Division	Sponsored Link Impressions (000)
eBay, Inc. eBay	984,204
eBay, Inc. Shopping.com	447,591
Interchange Corporation Local.com	279,250
Target Corporation Target Stores	218,140
InterActiveCorp Expedia, Inc.	197,329

Source: Nielsen//NetRatings AdRelevance, February 2006

Note: AdRelevance collects impressions from over 1,000 top U.S. Web properties



Table 3: Yahoo's Top 5 Sponsored Link Advertisers, January 2006 (U.S.)

Company/Division	Sponsored Link Impressions (000)
eBay, Inc. eBay	537,137
eBay, Inc. Shopping.com	501,195
Apollo Group, Inc. University of Phoenix	151,642
InterActiveCorp LendingTree, Inc.	116,303
Target Corporation Target Stores	79,013

Source: Nielsen//NetRatings AdRelevance, February 2006

Note: AdRelevance collects impressions from over 1,000 top U.S. Web properties

Nielsen//NetRatings reports January 2006 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for January 2006.

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand, January 2006

Table 1. Top 10 Parent Companies, Combined Home & Work (U.S.)

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	113,669	2:10:47
2. Yahoo!	105,628	3:41:12
3. Time Warner	102,446	5:04:29
4. Google	93,732	0:55:18
5. eBay	61,833	1:49:19
6. InterActiveCorp	56,240	0:30:16
7. News Corp. Online	52,482	1:30:52
8. Amazon	49,760	0:26:33
9. Walt Disney Internet Group	40,666	0:35:08
10. New York Times Company	39,056	0:16:20

Table 2. Top 10 Brands, Combined Home & Work (U.S.)

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	105,093	3:41:41
2. Microsoft	97,763	0:47:05
3. MSN	94,184	1:48:45
4. Google	91,599	0:54:19
5. AOL	74,519	6:18:05
6. eBay	54,971	1:52:30
7. Amazon	42,765	0:23:53
8. MapQuest	38,747	0:13:59
9. Real	36,137	0:45:59
10. Apple	34,976	1:06:16

Example: The data indicates that 39.1 million home and work Internet users visited at least one of the New York Times Company-owned sites or launched a New York Times Company-owned application during the month, and each person spent, on average, a total of 16 minutes and 20 seconds at one or more of their sites or applications.

A parent company is defined as a consolidation of multiple domains and URLs owned by a single entity. A brand is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content. Reach is a measure of the unduplicated audience that visits a property. The data is expressed as the percentage of the total universe of Internet users who logged onto the Internet at least once during the reporting period.

Nielsen//NetRatings AdRelevance Top 10 Advertisers, January 2006 (U.S.)

Top advertisers, ranked by estimated spending, are based on data from AdRelevance, Nielsen//NetRatings' advertising research service. An impression is counted as the number of times an ad is rendered for viewing.

Top 10 Advertisers by Estimated Spending

Advertiser*	Total Estimated Spending	Impressions (000)
1. Vonage Holdings Corp	\$36,574,400	14,954,696
2. Netflix, Inc.	\$16,770,200	5,042,750
3. United Online, Inc.	\$13,588,500	3,383,704
4. NexTag.com	\$12,557,100	3,517,763



5. LowerMyBills.com, Inc.	\$12,470,400	2,580,703
6. BellSouth Corporation	\$11,593,400	3,139,830
7. Verizon Communications, Inc.	\$10,346,400	2,979,028
8. InterActiveCorp	\$9,261,900	2,307,974
9. General Motors Corporation	\$9,260,900	1,749,433
10. Scottrade, Inc.	\$8,655,200	1,866,586

Estimated spending reflects CPM-based advertising only, and excludes search-based advertising, paid fee services, performance-based campaigns, sponsorships, barter, partnership advertising, advertorials, promotions, email and direct response. Impressions reported exclude house ads, which are ads that run on an advertiser's own or related Web property and co-branding relationships.

Example: An estimated 1.9 billion Scottrade, Inc. ads were rendered for viewing at the cost of approximately \$8.6 million during the surfing period.

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.

###