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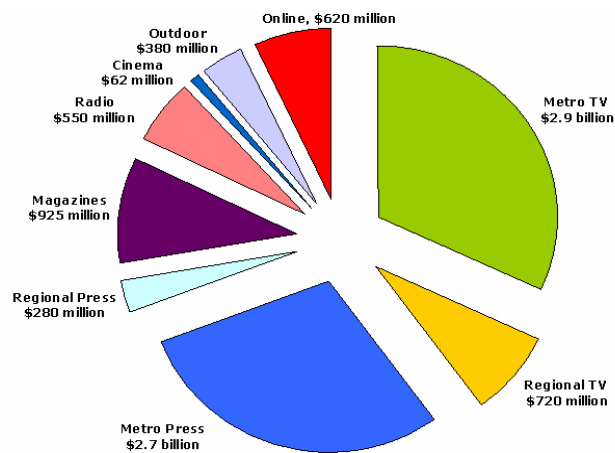
Real Estate, Finance and Travel - Key Leaders of Australian Online Advertising Growth

7 % of Each Australian Advertising Dollar Invested Online

Sydney, 23 February 2006 — Nielsen//NetRatings, a global leader in Internet media and market research, presents its first trend report on Australian Online Display Advertising during an official launch of the AdRelevance service in Sydney this evening. The analysis reveals a strong commitment of the Real Estate, Finance and Travel industries to online advertising and gives detailed insights into the ‘who, where, when, what, how much and how often’ of Australia’s online display advertising market.

According to the ABVS Online Advertising Expenditure Report, the online advertising market in Australia grew to AU\$620 million¹ in 2005. When combined with AdEx media expenditure figures from Nielsen Media Research², a Nielsen//NetRatings sister company, this online spend accounts for 6.8% of last year’s total advertising investment of AU\$ 9.1 billion across all Australian media.

Chart 1 – Estimated Media Spend of AU\$9.1 billion in Australia, 2005



Source: ABVS¹ and Nielsen Media Research AdEx², Feb 2006

Online Display Advertising - October to December 2005

In the last quarter of 2005, online display ad impressions steadily grew from 961 million in October to 1.5 billion in December, while the number of advertisers peaked at 752 and the number of campaigns reached a record of 1400 in the Christmas month.

The big spenders in the lead up to Christmas were in the real estate, financial credit card services and travel industries, investing an estimated AU\$4.2 million, AU\$3.8 million and AU\$2.8 million respectively.

Property developers Urban Pacific and Lendlease were the number one and two online display advertisers in the final 3 months of 2005, closely followed by the Commonwealth Bank, the number one advertiser in the financial sector. Leading in the travel industry was Zuji with 63 campaigns, 291 banners and advertising on 106 websites which represents an approximate investment of AU\$470 thousand and generated 67 million ad impressions.

¹ Includes online classifieds

² Excludes classifieds lineage advertising



Chart 2 – Top 5 Online Advertisers – October – December 2005

Rank	Advertiser	Ad Impressions	Ad Spend in AUD\$*
1	Urban Pacific	205,735,000	\$1,444,000
2	Lend Lease	156,879,000	\$1,101,000
3	Commonwealth Bank	133,510,000	\$937,000
4	Bigpond	113,482,000	\$796,000
5	News Interactive	105,922,000	\$743,000

* Ad spend is estimated by applying an average local market rate to the ad impression figures.

Source: Nielsen//NetRatings AdRelevance

Online Display Advertising - January 2006

Following the pre-Christmas boom, the Nielsen//NetRatings AdRelevance report shows a small decline in online display advertising activity in January, with the number of advertisers down by 16%, campaigns decreasing by almost 10% and estimated ad spend declined to 10.3 million, a 4.6% decrease as compared to December 2005.

Despite the fact that 3 financial services categories –credit cards, home loans and savings & investments rank numbers one, three and four in the top spending categories, real estate developer Urban Pacific tops the online advertiser list for January, closely followed by ANZ.

Chart 2 – Top 5 Online Advertisers – January 2006

Rank	Advertiser	Ad Impressions	Ad Spend in AUD\$*
1	Urban Pacific	92,718,000	\$651,000
2	ANZ	75,149,000	\$528,000
3	Dell	74,414,000	\$523,000
4	Commonwealth Bank	68,357,000	\$480,000
5	Foxtel	65,853,000	\$463,000

* Ad spend is estimated by applying an average local market rate to the ad impression figures.

Source: Nielsen//NetRatings AdRelevance

Andrew Reid, Managing Director, Nielsen//NetRatings Australia comments: “Online advertising is growing quickly and the launch of AdRelevance will give publishers, website owners, agencies and advertisers the information needed to sell ad space and plan and evaluate media campaign performance. This standard will help drive significant additional investment in this exciting medium.”

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, AdRelevance(i), 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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