

For Immediate Release

## Chinese New Year Goes Online

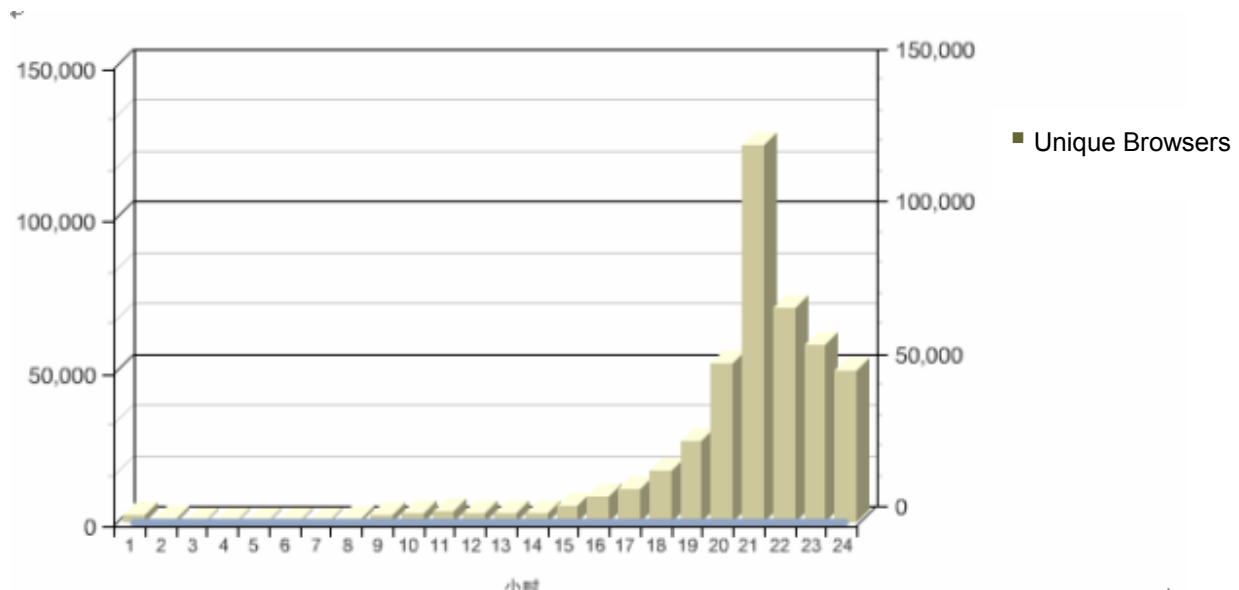
### 450,000 Browsers Watch Live Online Broadcast of Chinese New Year Eve Celebrations

**China, 1<sup>st</sup> March 2006** – Nielsen//NetRatings, a global leader in Internet media and marketing research, today released the ratings of UUSEE.com's online broadcast of the Chinese Spring Festival Celebrations. It is the first year in which CCTV, China's national TV broadcaster, cooperates with interactive media service provider UUSEE.com and Nielsen//NetRatings in broadcasting and measuring the Chinese New Year Celebrations on the Internet.

As the most important Chinese traditional festival, the Spring Festival represents the beginning of the Chinese year. For decades, CCTV has broadcasted a grand Chinese New Year's Eve Celebration program throughout mainland China. Watching this ceremony has become a tradition in many Chinese families, who now have the choice to view it either on TV or via the Internet.

The Nielsen//NetRatings SiteCensus ratings report reveals that the UUSEE.com Festival website generated close to 5.5 million page impressions during the Chinese New Year Festive season, from 27 January to 12 February. The online live broadcast on the 28<sup>th</sup> of January 2006 attracted an audience of 450 thousand unique browsers. The SiteCensus hourly trending chart (chart 1) shows a stable build-up of traffic growth in the hours before the start of the program, reaching over 50 thousand unique browsers per hour between 8pm and midnight, while leaping to over 120 thousand at 9pm.

**Chart 1: Hourly Trends of Unique Browsers to USEE.com on Spring Festival Eve (28<sup>th</sup> January 2006)**



Source: Nielsen//NetRatings SiteCensus, 2006



The Spring Festival's online launch has proven very successful, not only in mainland China but also in many foreign countries. 2.4% of the 50 million page views generated between 27 January and 12 February came from the United States, 1.9% from Japan, 1.3% from Canada and 0.6% from the UK (chart 2).

**Chart 2: UUSEE.com International Page Views (27<sup>th</sup> January - 12<sup>th</sup> February 2006)**

Country	Page Views (%)
China	90.8
United States	2.4
Japan	1.9
Canada	1.3
UK	0.6

Source: Nielsen//NetRatings SiteCensus, 2006

Commenting on the success of UUSEE.com's live broadcast, Hans L.J. Yu, Managing Director of Nielsen//NetRatings China says: "The recent Chinese broadcast developments enable more and more Internet users to accept live online broadcast as a new media model. This real-time, interactive and global medium enables Chinese families across the world to watch the New Year celebrations and to send each other New Year wishes and greetings instantly. The Internet brings the Chinese culture to every corner of the world and opens enormous opportunities for China and the Chinese community."

#### **About UUSEE.com**

Uusee.com is an online broadcast and value-added services provider founded in 2004. UUSEE.com partners with CCTV and many other TV stations. UUSEE.com controls interactive media platforms, live online broadcasts and video, text and voice communications. UUSEE.com has a leading position in the broadband industry based on its qualified technology services and comprehensive contents.

#### **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 and Analytics 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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Note: Please source all data to Nielsen//NetRatings.

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