



**Contact:**  
Susan Hickey  
NetRatings, Inc.  
1-212-703-5909  
shickey@netratings.com

## **NetRatings Announces Expansion of Measurement Capabilities for Digital Audio and Video Content**

*Partnering with Nielsen Media Research to Address Internet/TV Convergence*

**NEW YORK– June 14, 2006**– NetRatings, Inc. (NASDAQ: NTRT), a global leader in Internet media and market research, announced today the expansion of its Internet measurement capabilities to address the growth of online audio and video content as well as the convergence of Internet and television content.

NetRatings will address this evolving space by: (i) leveraging current Nielsen//NetRatings products and patented technologies; (ii) enhancing its metering technology to deliver the market's most comprehensive measurement of digital media usage; and (iii) building on its partnership with Nielsen Media Research to develop integrated measurement services for Internet and television convergence.

"The expansion of our capabilities focuses on helping clients truly understand today's digital consumer," said William Pulver, president and CEO, NetRatings, Inc. "As the Internet continues to thrive on positive consumer usage metrics, NetRatings is positioned to deliver solutions that support our clients' need to understand the evolving audience behaviors created by the convergence of TV and Internet technologies."

NetRatings will begin working with clients in the third quarter to measure digital audio and visual content using Nielsen//NetRatings SiteCensus, the company's web analytics tool currently deployed by more than 500 companies around the world. Integrated with in-depth demographic and web usage information from the company's metered MegaPanel® and NetView panelists, this service will provide publishers with comprehensive digital audience data, available only from NetRatings.

Based on its patented technology, NetRatings' next generation meter will capture and report all PC-consumed content, including not only live streams but also downloaded, transferred and replayed streams. Pulver commented, "With more than 23 percent of U.S. web users viewing live streaming video and 21 percent watching saved video files (Nielsen//NetRatings @Plan, Summer, 2006), the ability to understand complete digital usage is critical to our clients. We look forward to deploying our new meter and to rolling out this comprehensive measurement service later this year."

### **Partnership with Nielsen Media Research**

NetRatings also announced that in partnership with Nielsen Media Research, the world's leading provider of television audience measurement and advertising services, and NetRatings' majority shareholder, it will commence work on a single source panel to track and report combined TV, Web and digital media consumption. Under the plan, this summer Nielsen will install and test software meters, including Nielsen//NetRatings' patented metering technology, on the personal computers and laptops of People Meter panelists exiting its panels, with the goal of a full rollout during the 2007/2008 broadcast season.

In advance of the single source panel, the companies plan to offer "fused" data, combining the viewing and Internet usage information from matching respondents in the Nielsen Media Research television and NetRatings Internet panels. The fused data will deliver to advertisers and agencies, for the first time, a planning tool to optimize integrated TV/Internet campaigns.



“Our clients have made it clear that they want us to measure television and Internet convergence so they can understand how consumers are using these two media,” said Susan D. Whiting, president and CEO of Nielsen Media Research. “By teaming with Nielsen//NetRatings on this initiative, we will offer a new and truly unique set of integrated measurement tools that will let advertisers and content programmers fully leverage the combined power of these two dynamic media.”

Pulver concluded, “We are pleased to be working with Nielsen Media Research on this important initiative. As content converges, our combined organizations have a unique perspective on the digital consumer that we believe will deliver tremendous value to our collective clients across the media, entertainment, agency and technology sectors.”

### **About 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 enables clients to make informed business decisions regarding their online strategies. The Nielsen//NetRatings product portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle, demographic and product brand preferences data, Internet reach and frequency planning tools, and custom data, research and analysis. For more information, visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com)

### **Safe Harbor Statement**

This press release contains statements that may constitute forward-looking statements pursuant to the safe harbor provisions of the Private Litigation Reform Act of 1995. These forward-looking statements are based on current expectations and assumptions and involve a number of uncertainties and risks that could cause actual results to differ materially from those currently expressed in any such forward-looking statements. Information about potential factors that may affect NetRatings' business and financial results is included in its annual report on Form 10-K for the fiscal year ended Dec. 31, 2005 and its quarterly reports on Form 10-Q, including, without limitation, under the captions "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors That May Affect Our Performance." Each of these documents is on file with the SEC and is available free of charge. Readers of this press release are referred to such filings. The forward-looking statements herein speak only as of the date of this press release. NetRatings does not undertake to update any forward-looking statement that may be made from time to time by it or on behalf of NetRatings.

###