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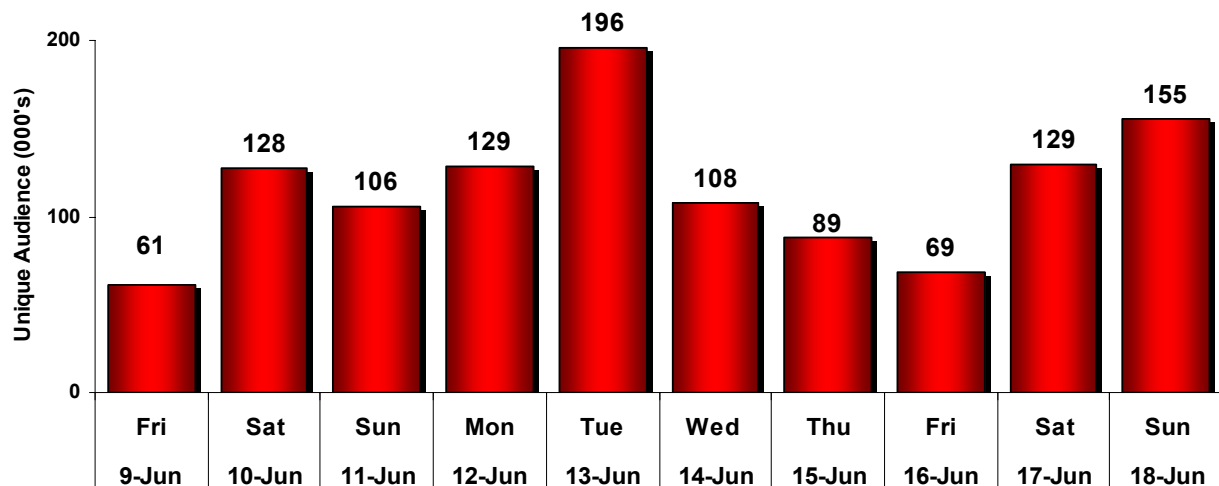
SOCCEROOS SCORE ONLINE DURING THE 2006 FIFA WORLD CUP™

Sydney, 19 June 2006 — Nielsen//NetRatings, the leading provider of Internet research, today reports that newcomer among football loving nations, Australia, has embraced the Internet in its enthusiastic support for the Socceroos during the first week of the 2006 FIFA World Cup™.

Australian World Cup Fans Flock Online

Although still very 'green' in their football passion compared to their European and Latin American counterparts, Australian football fans showed strong interest in the Socceroos by following the news of their matches against Japan and Brazil via the World Wide Web. On the 13th of June, the night the Socceroos beat Japan by 3 - 1, a record number of 200,000 Australians flocked to key World Cup sport and news websites selected for Nielsen//NetRatings' Daily World Cup Report, representing a quadrupling of traffic in the span of one week. Last night, an online audience of 155,000 people visited the same selection of sites in preparation for the big match against Brazil.

Daily Australian Audience to Selected World Cup Sites



Source: Nielsen//NetRatings Daily World Cup Report - NetView Custom Analytics, Selected World Cup Websites – incl. Applications

Websites Popular With Australian World Cup Fans

Average Daily Traffic - Week Commencing 9 June 2006

Brand / Site	Unique Audience (000's)	Page Views (000's)	Pages Per Person	Time Per Person
Official FIFA WC Site / Yahoo!7 Football	48	447	9	0:05:46
SBS The World Game	25	97	4	0:03:31
ESPN/Soccernet	15	530	30	0:05:57
NineMSN World Cup	15	75	4	0:01:23
FoxSports Football	8	15	2	0:00:40
Sydney Morning Herald Football	5	22	4	0:02:23
ABC.net.au World Cup	6	21	3	0:04:00

Source: Nielsen//NetRatings Daily World Cup Report - NetView Custom Analytics, Selected World Cup Websites – incl. Applications



Australia's Soccer Passion Still Green Among Football Loving Nations

Since the start of the World Cup on the 9th of June, Spain has proven to be the nation generating the highest online interest for the Cup among a selection of football loving countries included in Nielsen//NetRatings' Daily World Cup Report: Australia, Brazil, Germany, Italy, Spain and the UK. With 14% of the Spanish online population visiting key World Cup sites, Spain beats Brazil and the UK in terms of active reach, where-as the UK clearly has the most fanatic online football fans, topping the page views and time online rankings with on average 9 minutes spent on 17 World Cup web pages.

World Cup's Online Attraction Around the World

Average Daily Traffic – Week Commencing 9 June 2006

	Unique Audience (000's)	Active Reach (000's)	Page Views (000's)	Pages per person	Time online
Australia	117	3%	1,237	10	0:04:38
Brazil	485	11%	3,297	7	0:03:22
Germany	770	7%	4,079	5	0:02:47
Italy	457	9%	4,496	10	0:03:53
Spain	637	14%	7,707	12	0:07:05
UK	938	11%	15,814	17	0:09:22

Source: Nielsen//NetRatings Daily World Cup Report - NetView Custom Analytics, Selected World Cup Websites – incl. Applications

EDITOR'S NOTE

Please source all information to Nielsen//NetRatings

Nielsen//NetRatings will be releasing daily and weekly data regularly throughout the 2006 World Cup focusing on the key matches and events. Sites, channels and brands in this research are from a customised selection from our NetView consumer panel that has been compiled by Nielsen//NetRatings especially for the World Cup. The analysis covers the most popular sports websites with a (major) focus on the World Cup and does not include all sports websites that are visited during this period.

For further information, please contact:

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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.