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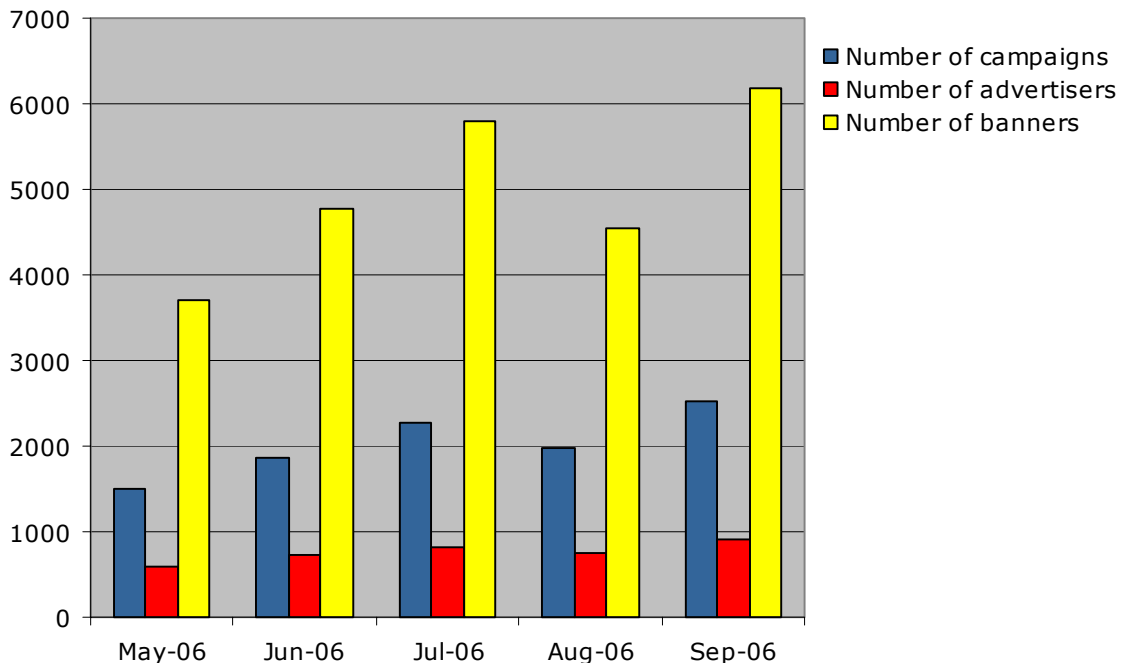
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Chinese Online Advertising Activity Peaks in September 2006

China's Internet Industry Leaders Celebrate at NetRatings' AdRelevance Launch Event

Shanghai, 24 October 2006 — Over 130 internet industry leaders, marketers and professionals attended Nielsen//NetRatings' official AdRelevance launch celebration in the Bund's Reddot restaurant on 19 October. Among the attendees were c-level representatives from leading online publishers Sina, Netease, Tencent, Tom and Sohu; agency directors from Ogilvy, Mccann, Mindshare, Starcom and Allyes; as well as invitees representing some of the biggest advertising companies around the world. At the event, the most recent AdRelevance data was revealed which showed that a record number of 917 advertisers, 2,522 campaigns, and 6,190 banners drove China's online display advertising activity to a peak in September 2006.

Chart 1: China's Online Display Advertising Activity | May - September 2006



Source: Nielsen//NetRatings AdRelevance, China

Nielsen//NetRatings, a global leader in internet media and market research, published the first results of its online advertising measurement service AdRelevance in China at the beginning of September. The information was received with overwhelming interest and uptake by media and clients in China, across the region and even worldwide, which was recognized and celebrated at NetRatings' recent AdRelevance Launch function.



Nielsen//NetRatings' China team hosted the evening function during which NetRatings' Managing Director for Asia Pacific and Latin America, Forrest Didier, addressed the audience and expressed his confidence in China's online advertising growth potential: "China will soon be one of the top five advertising markets in the world and is very well positioned for advertising growth as many marketers seek to establish or strengthen their brands. At the same time, advertisers are challenged with reaching consumers who are spending significantly more time on the Internet. AdRelevance can help them plan and evaluate the effectiveness of their online ad campaigns. "

Thanks to NetRatings' recent launch of AdRelevance in Japan, China's online display advertising spend can now be compared with the current top 3 global ad spend markets -the US, Japan and the UK- and 18 other markets. In September 2006, online display advertising expenditure in the US reached US\$771 million, US\$160 million in Japan and US\$95 million in the UK as compared to US\$51 million in China.

Based on these international insights, NetRatings' Managing Director for Greater China, Hans Yu, said that China's online advertising growth is expected to come from a variety of industries. "While the automotive (26%), computer (23%) and FMCG (10%) industries are currently leading China's online advertising market, we expect to see an accelerated investment by telecommunications, media and real estate players in the near future as these industries are topping the online investment lists in the US, Japan and the UK.

In the period from May 2006, the first month of Chinese AdRelevance monitoring, to September 2006, China's online display advertising expenditure added up to CNY 2.3 billion, or US\$ 291 million. This investment is still small in comparison to China's TV and newspaper ad expenditure of respectively CNY 128.8 billion and CNY 25.6 billion in the same period, but is according to Mr Yu "very likely to overtake China's magazine ad spend of 3.1 billion shortly."

Speaking at the launch event, Mr Lu Yong, COO, Allyes AdNetWork said: "Nielsen//NetRatings' AdRelevance is a fantastic tool to track online advertising and help the industry to better measure the exposure and effectiveness of advertising campaigns on the internet. To make this a real success however, it is key that the industry gives NetRatings its full support as we foresee that this product will bring a wide array of benefits; not only to internet portals, but to all media groups, agencies and advertisers."

"The impressive turnout and the dynamic atmosphere at the AdRelevance launch party are representative of the enormous potential for online advertising in China and the drive of its industry players," said Didier. "Many of the attendees confirmed our expectation that AdRelevance makes an important contribution to the development of the online advertising market and Nielsen//NetRatings is committed to continuing its support, both in and beyond China."

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Editor's note: Please source all above information to Nielsen//NetRatings

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, Analytics and Consulting 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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