



For Immediate Release

NETRATINGS BRINGS AUSTRALIA'S INTERNET MEASUREMENT TO THE NEXT LEVEL

Daily Internet Performance and Benchmarking Data Now Available

Sydney, 16 May 2007 — Nielsen//NetRatings, a global leader in Internet media and market research, today proudly announced the release of a number of new metrics in its Market Intelligence service, which greatly enhance the timeliness and accuracy of internet measurement reporting;

- New! - Daily Data

In addition to the previously available weekly and monthly website ranking reports, performance of audited websites can now be assessed and benchmarked on a daily basis.

- New! - Average Daily Unique Browsers

Replacing the Monthly Unique Browser count as the default reporting metric, the average number of daily Unique Browsers to a site is mostly unaffected by cookie generation issues and therefore the most accurate measure of website visitation available in the market.

- New Engagement Metrics! - Total Time and Total Sessions

Current developments in visitor behavior and internet publishing drive the need for these new engagement metrics, which provide insight into the total amount of time spent on, and the total number of returns to, a site.

"These enhancements strengthen Market Intelligence's position as the most timely, accurate, comprehensive and holistic audience measurement service in Australia," said Allan Dib, NetRatings' Managing Director Australia. "Although real time internet measurement statistics were available in log files and web analytics tools for individual sites previously, Nielsen//NetRatings now allows full market transparency and benchmarking of websites' current and historic daily performances. Going forward, we can provide market transparency on categorical fluctuations per day of the week, as well as on spikes and dips in daily traffic to websites, following big news events like the recent Cricket World Cup."*

Emphasizing the importance of this launch, Forrest Didier, Managing Director for Asia Pacific and Latin America, Nielsen//NetRatings, commented: "The pace of the Internet industry is phenomenal and demands more frequent and reliable measures. The introduction of the new daily and engagement metrics is a significant step forward for the industry and we plan to roll out similar Market Intelligence enhancements in other countries in the Asia Pacific region shortly."

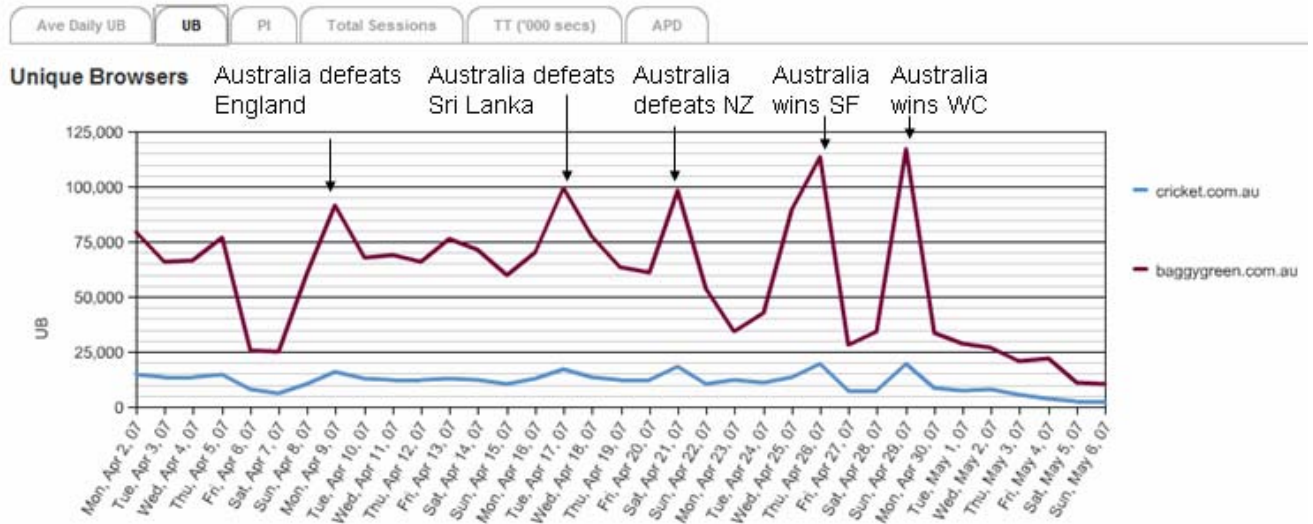
* See Chart 1 – following page



Chart 1 – Daily Data Analysis for Selected Cricket Sites

Market: Australia - Sport - Domestic > By Brand

Period: Daily, 02/04/07 - 06/05/07



Source: Nielsen//NetRatings Market Intelligence, domestic traffic for audited sites

EDITOR'S NOTE - Please source all information to Nielsen//NetRatings

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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, 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.