

For Immediate Release:
NetRatings, Inc.

Libby Dickinson (408) 941-2951

REPUBLICAN PRESIDENTIAL CANDIDATES GAIN INCREASED VISIBILITY ON YOUTUBE IN APRIL, ACCORDING TO NIELSEN//NETRATINGS

Social Media Web Sites Changing the Way the Public Consumes Politics

NEW YORK – June 13, 2007 – Nielsen//NetRatings (Nasdaq: NTRT), a global leader in Internet media and market research, announced today that YouTube videos about Republican presidential candidates accounted for 31 percent of all time spent at the site watching campaign-related videos in April, increasing 21 percentage points over March (see Table 1). Videos about Democratic candidates accounted for 69 percent of all time spent on campaign videos in April, decreasing 20 percentage points since March. Although Democrats are still dominating time spent on YouTube, Republicans are starting to make their online presence known.

“The Democrats have taken an early lead in the online race to the White House, leveraging Web 2.0 forums and technologies to their benefit,” said Jason Lee, media analyst, Nielsen//NetRatings. “Of course the nature of social media is that not all coverage is positive. In March, the anti-Hillary Clinton ‘1984’ video drew significant traffic, which accounts in part for the Democratic lead in time spent for the month.”

Lee continued, “By April, John McCain videos accounted for 15 percent of total time spent on candidate-related YouTube content, but that content included McCain’s ill-received performance of ‘Bomb Bomb Iran’ and footage of the Senator snoozing during the 2007 State of the Union address. The bottom line is video sites like YouTube cannot be ignored in this presidential campaign. Candidates can either embrace them or resist them, but either way, their uploaded images are going to be a part of the public conversation.”

Table 1: Share of Total Time Spent on YouTube Presidential Candidate-Related Videos (U.S., Home and Work)

| Party or Candidate | Mar-07 Share of Total Time | Apr-07 Share of Total Time | Share Change (percentage points) |
|---------------------|----------------------------|----------------------------|----------------------------------|
| Democrats | 88.9% | 69.0% | -20 |
| Republicans | 10.4% | 30.9% | 21 |
| Barack Obama (D) | 9.4% | 20.0% | 11 |
| Hillary Clinton (D) | 77.0% | 23.2% | -54 |
| John Edwards (D) | 5.7% | 16.1% | 10 |
| John McCain (R) | ** | 14.9% | N/A |
| Bill Richardson (D) | ** | 7.7%* | N/A |
| Joe Biden (D) | 5.0% | 6.6%* | 2 |
| Mitt Romney (R) | 1.9%* | 6.2% | 4 |
| Rudy Giuliani (R) | 1.9% | 1.3%* | -1 |

Source: Nielsen//NetRatings MegaPanel Custom Analysis, June 2007

Note: *These Web sites do not meet minimum sample size standards. Projected and average measures for these sites may exhibit large changes month-to-month as a result. ** These Web sites have insufficient sample sizes for reliable projection of audience size.

YouTube Visitors Close to Evenly Split between Democratic and Republican Videos

In April, Democratic presidential candidate-related videos on YouTube attracted 377,000 unique visitors, decreasing 76 percent from 1.5 million unique visitors in March. Unique visitors to Republican candidate videos totaled 311,000 in April, increasing 187 percent from 108,000 in March.

“The Web is changing the way we consume politics. Whereas talk radio and other ideology-specific media outlets attract party loyalists, we found that there was an 18 percent overlap between unique visitors to Democratic and Republican videos on YouTube. The site offers viewers videos that are



relevant to what they have already seen, which leads to the discovery and consumption of new content across party lines,” said Lee.

Table 2: Unique Visitors to YouTube Presidential Candidate-Related Videos (U.S., Home and Work)

| Party or Candidate | Mar-07 Unique Visitors (000) | Apr-07 Unique Visitors (000) | Percent Growth |
|---------------------|------------------------------|------------------------------|----------------|
| Democrats | 1,543 | 377 | -76% |
| Republicans | 108 | 311 | 187% |
| Hillary Clinton (D) | 1,284 | 225 | -82% |
| John McCain (R) | ** | 209 | N/A |
| John Edwards (D) | 211 | 136 | -35% |
| Barack Obama (D) | 142 | 60 | -58% |
| Rudy Giuliani (R) | 33 | 55* | 67% |
| Mitt Romney (R) | 47* | 39 | -18% |
| Joe Biden (D) | 73 | 38* | -48% |
| Bill Richardson (D) | N/A | 37* | N/A |

Source: Nielsen//NetRatings MegaPanel Custom Analysis, June 2007

Note: *These Web sites do not meet minimum sample size standards. Projected and average measures for these sites may exhibit large changes month-to-month as a result. ** These Web sites have insufficient sample sizes for reliable projection of audience size

Nielsen//NetRatings reports May 2007 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for May 2007.

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites by Brand, May 2007

Table 1. Top 10 Parent Companies, Combined Home & Work

| Parent | Unique Audience (000) | Time Per Person (hh:mm:ss) |
|-------------------------|-----------------------|----------------------------|
| 1. Microsoft | 118,138 | 2:00:48 |
| 2. Google | 115,834 | 1:26:25 |
| 3. Yahoo! | 108,413 | 3:01:23 |
| 4. Time Warner | 103,883 | 4:18:19 |
| 5. News Corp. Online | 71,763 | 1:55:02 |
| 6. eBay | 67,220 | 1:42:16 |
| 7. InterActiveCorp | 59,328 | 0:26:00 |
| 8. Amazon | 50,838 | 0:23:09 |
| 9. Wikimedia Foundation | 46,916 | 0:18:47 |
| 10. Apple Computer | 44,981 | 1:02:52 |

Table 2. Top 10 Brands, Combined Home & Work

| Brand | Unique Audience (000) | Time Per Person (hh:mm:ss) |
|--------------------------|-----------------------|----------------------------|
| 1. Google | 110,222 | 1:07:16 |
| 2. Yahoo! | 107,594 | 3:01:56 |
| 3. MSN/Windows Live | 95,909 | 1:50:36 |
| 4. Microsoft | 94,387 | 0:38:42 |
| 5. AOL Media Network | 91,594 | 4:32:47 |
| 6. Fox Interactive Media | 64,112 | 2:01:38 |
| 7. eBay | 60,163 | 1:40:48 |
| 8. YouTube | 48,152 | 0:43:58 |
| 9. Wikipedia | 46,759 | 0:18:44 |
| 10. Apple | 44,981 | 1:02:52 |

Example: The data indicates that 45.0 million home and work Internet users visited at least one of the Landmark Communications-owned sites or launched an Apple Computer-owned application during the month, and each person spent, on average, a total of 1 hour 2 minutes and 52 seconds at one or more of their sites or applications.

A parent company is defined as a consolidation of multiple domains and URLs owned by a single entity. A brand is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content.

Nielsen//NetRatings AdRelevance Top 10 Advertisers, May 2007

Top advertisers, ranked by estimated spending, are based on data from AdRelevance, Nielsen//NetRatings' advertising research service. An impression is counted as the number of times an ad is rendered for viewing.



Top 10 Advertisers by Estimated Spending

| Advertiser | Total Estimated Spending | Impressions (000) |
|--------------------------------------|--------------------------|-------------------|
| 1. Experian Group Limited | \$73,657,200 | 30,090,474 |
| 2. InterActiveCorp | \$62,483,000 | 18,635,169 |
| 3. NexTag, Inc. | \$52,157,300 | 25,631,138 |
| 4. Low Rate Source | \$35,008,500 | 16,853,199 |
| 5. Countrywide Financial Corporation | \$28,932,700 | 14,232,573 |
| 6. Verizon Communications, Inc. | \$20,810,600 | 4,998,722 |
| 7. AT&T Corp. | \$13,880,100 | 3,523,380 |
| 8. Vonage Holdings Corp | \$13,259,200 | 2,936,223 |
| 9. Deutsche Telekom AG | \$12,054,400 | 3,124,014 |
| 10. General Motors Corporation | \$11,831,000 | 2,322,883 |

Estimated spending reflects CPM-based advertising online, and excludes search-based advertising, paid fee services, performance-based campaigns, sponsorships, barter, partnership advertising, advertorials, promotions and e-mail. Impressions reported exclude house ads, which are ads that run on an advertiser's own or related property and co-branding relationships.

Example: An estimated 2.3 billion General Motors Corporation ads were rendered for viewing at the cost of approximately \$11.8 million during the surfing period.

About Nielsen//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 is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

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Editor's Note: Please source all data to Nielsen//NetRatings.