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Hong Kong's Education Industry Leads Online Display Advertising Investments

Nielsen//NetRatings Launches Online Display Ad Tracking Service in Hong Kong

Sydney, 26 June 2007 — Nielsen//NetRatings, a global leader in internet media and market research, today announced the launch of its online advertising measurement service, AdRelevance, in Hong Kong.

Hong Kong's education & learning industry emerged as the top category in online display advertising from the very first AdRelevance insights, collected in April and May 2007. Collectively, 88 didactic advertisers invested 22% of the estimated US\$15 million online display advertising expenditure in 292 online display campaigns, consisting of nearly 500 banners, in the first two months of this quarter.

Unisoft.com was the number one advertiser in the education & learning category with an estimate of over 300 million ad impressions for its 17 campaigns (31 banners) which were placed on 3 sites; discuss.com.hk, dcfever.com and jobmarket.com.hk. Overall, the advertiser was the number one online display advertiser in Hong Kong in April and came second after Citicorp Group in the month of May. Citicorp Group's 10 campaigns and 62 banners, displayed on 13 websites, generated an estimated total of 188 million ad impressions last month.

Chart 1: Hong Kong's Top Online Display Advertisers by Ad Impressions –May 2007

Rank	Advertiser	Estimated Ad mpressions	Percentage of Total Estimated Online Display Ad Spend
1	花旗集團 - Citicorp Group	188,381,000	9.8%
2	軟硬體 - Unisoft.com	139,267,000	7.2%
3	Wall Street Institute 英語學院	96,486,000	5.0%
4	麗研國際集團 - Global Beauty International Limited	88,915,000	4.6%
5	盈科拓展集團控股有限公司 - Pacific Century Group Holdings	66,714,000	3.5%
6	Dell	61,038,000	3.2%
7	Nokia	54,146,000	2.8%
8	香港理工大學 - The Hong Kong Polytechnic University	52,288,000	2.7%
9	OK便利店有限公司 - GoWithYou Technology Limited	48,639,000	2.5%
10	恒生銀行 - Hang Seng Bank	42,760,000	2.2%

Source: Nielsen//NetRatings AdRelevance, Hong Kong; excludes in-house ads

In total, Hong Kong's top internet portals and websites ran 1,376 online display advertising campaigns by 599 advertisers, comprising over 3 thousand banners over the months April and May 2007. The estimates for total ad impressions and online display advertising expenditure were 3.7 billion and US\$15 million, or HK\$117.2 million, respectively.



Chart 2: Hong Kong's Online Display Advertising Activity – April and May 2007

Advertisers	599
Campaigns	1,376
Banners / creatives	3,265
Estimated Ad impressions	3.7 billion
Estimated Ad expenditure	US\$15 million
Average number of campaigns per advertiser	2.3
Average number of banners per campaign	2.4

Source: Nielsen//NetRatings AdRelevance, Hong Kong; excludes in-house ads

Following the rapid growth of online advertising in the Asia Pacific region, NetRatings recently introduced the online display advertising monitoring service in Australia, China and Japan. Commenting on its successful introduction in the region, Mr. Forrest Didier, Managing Director, Nielsen//NetRatings Asia Pacific and Latin America, says: "AdRelevance is the widely accepted standard for online advertising measurement in the US and Europe. We are progressively bringing AdRelevance to Asia Pacific and the overwhelming interest and uptake of the service in other markets has encouraged the launch of the product in Hong Kong and Singapore this month, and in New Zealand next month."

One of the unique features of this new service is its ability to capture and provide information in real time. The site is updated every day and subscribers can choose to receive daily e-mail updates for new ads and campaigns to stay abreast of up to the minute online market developments and competitive intelligence. Subscribers to the service will be able to plan, buy or sell their online campaigns more efficiently, which according to Mr. Didier, will ultimately make an enormous contribution to the development of Hong Kong's online advertising industry.

Nielsen//NetRatings will announce the introduction of AdRelevance in Hong Kong at today's 'The Next Generation of Internet Measurement' event. During this festive, fully booked function, not only the new advertising measurement service will be revealed to clients, but also the first publicly released Market Intelligence audience measurement information for the Hong Kong market and a new online search tracking tool, Search Market Intelligence (SMI), developed in cooperation with WebDNA.

So what is AdRelevance?

AdRelevance is an online advertising tracking system based on spider technology which provides clients with a strategic and tactical tool to plan, evaluate and execute their online ad campaigns. It gives detailed insight into which companies and brands are advertising online, which websites are running campaigns and what type of advertising, creative content, duration and frequency those campaigns entail. In addition, the service provides estimates of advertising spend by campaign, advertiser and category.

And how does it work?

The AdRelevance spiders behave as if they are full-time internet users. They continuously visit hundreds of commercial sites and search the HTML information for click counters, which indicate that an advertisement is present on the site. The spiders examine the creative and register it in the database of which an updated version is available every day. To provide ad spend estimates, the spiders' data is combined with independently audited page impressions from NetRatings' SiteCensus service (or NetView if SiteCensus is not available) to calculate ad impressions and then estimated market spend factors are applied.



What are the benefits?

The online visitors in Asia Pacific, and globally, represent an appealing audience for advertisers who can use AdRelevance to see where, what and when their competitors are advertising online and optimise their own campaigns accordingly. In addition, website owners who offer online advertising space can understand through AdRelevance what advertising is running on competitive sites and which advertisers and sectors are most active, which enables targeted sales efforts and will lead to maximized ROI.

Please contact Joseph Kam (joseph.kam@netratings.com) for additional information about AdRelevance Hong Kong.

Editor's note: Please source all 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.