



For Immediate Release

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FROM 131 MILLION TO 360 MILLION TUDOU.COM TRIPLES WEEKLY CLIP VIEW IN JUST THREE MONTHS

31st August 2007 -- Nielsen//NetRatings, a global leader in Internet media and market research, reported that the popularity of Tudou.com, a video sharing site in China, skyrocketed by 175% based on data of weekly clip viewed, jumping from 131 million to 360 million in the three months to 23rd August.

Tudou.com has become one of the fastest growing websites in China whose audience has grown significantly over past several months. According to Nielsen//NetRatings measurement, unique browsers to Tudou.com grew by 150% from 11.49 million to 28.84 million. Weekly web pages viewed also grew by 175%, from 179 million in the week of May 21st to 493 million in the week of Aug 17th (see chart below).

Chart: The Percent Growth of Key Data for Tudou.com

	May 21 st -May 27 th (7 days)	Aug 17 th -Aug 23 rd (7 days)	Growth %
Average Daily Unique Browsers	2,327,667	6,173,727	165
Weekly Web Pages Viewed	179,466,304	493,921,824	175
Weekly Clips Viewed	131,214,903	360,793,957	175
Weekly Unique Visitors	11,498,791	28,844,925*	150

Source: Nielsen//NetRatings, May & August 2007

*Since Aug 17th-23rd is not natural week, Data is estimation based on Weekly Session/Weekly Estimated freq.

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. Nielsen//NetRatings is a wholly owned subsidiary of The Nielsen Company.