



FOR IMMEDIATE RELEASE: UK DATA

10TH JULY 2006

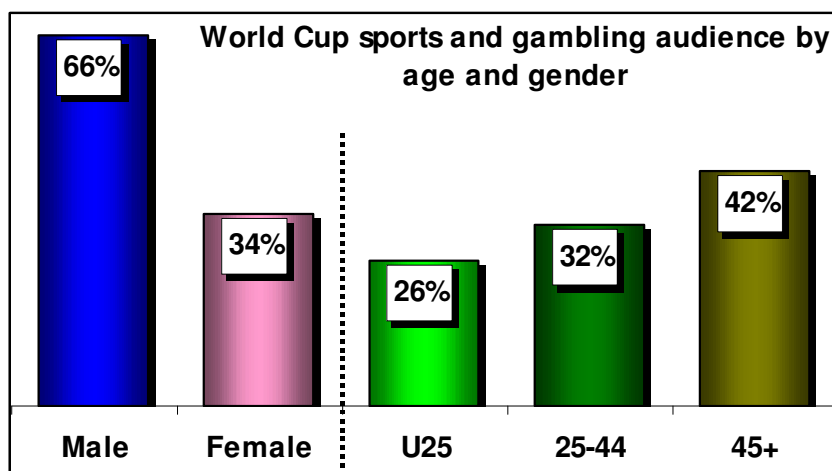
WORLD CUP WINNERS ON THE WEB

One in four (6 million) people online visit a sports or gambling website during the tournament

Whilst Italy were winners of the 2006 FIFA World Cup™ on the pitch, Nielsen//NetRatings, the leading provider of Internet research, reveals who the big winners of the tournament were in the UK online sector as well as an overview of UK online behaviour throughout the tournament.

Six million UK visitors to sports and gambling websites during the FIFA World Cup™

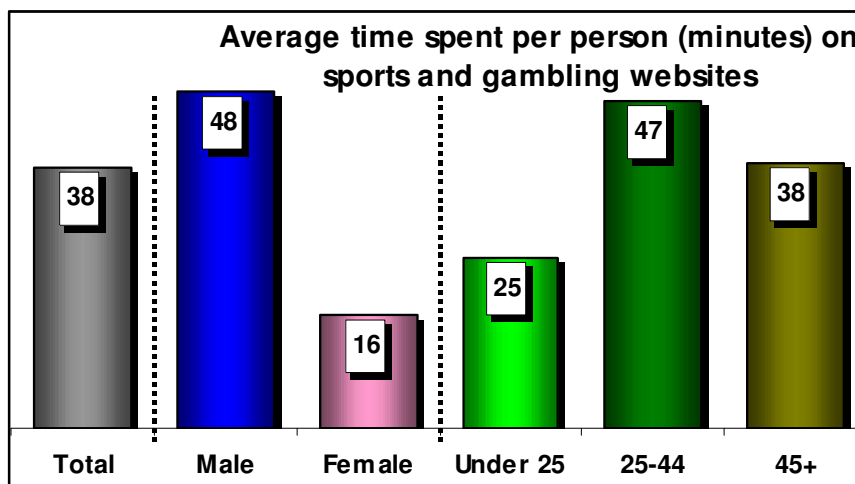
- Over one in four of the UK online population (5.9 million people) visited a sports or gambling website during the World Cup (Friday 9th June – Sunday 9th July)
- This audience viewed over 420 million sports and gambling web-pages in total – averaging 71 pages per person
- The sports and gambling audience was two-thirds male. Over 40% of the audience were at least 45 years old



Source: Nielsen//NetRatings NetView Custom Analytics, selected football and gambling websites

Which audience had the greatest appetite for online World Cup content?

- Whilst the average UK visitor spent 38 minutes during the World Cup on sports and gambling websites – men averaged three times (48 minutes) as long as women (16 minutes)
- The 25-44 year age group averaged the longest time (47 minutes), almost twice as long as the under 25s (25 minutes)



Source: Nielsen//NetRatings NetView Custom Analytics, selected football and gambling websites



Most popular sports and gambling websites during the World Cup

- BBC Sport was the most popular site with 3.4 million Unique Visitors – a 58% share of the total sports and gambling audience – over three times as popular as its nearest rival, the official FIFA World Cup site
- Overall, gambling sites tended to be twice as ‘sticky’ as sports sites. Bet365 was the ‘stickiest’ site - its average visitor spending 2 hours 9 minutes on the site during the tournament

Unique Audience (000's)	Share of UA	Most Popular Site	Rank	Stickiest Site	Average Time per Person
3,421	58%	BBC Sport	1	Bet365	2 hrs 9 mins
1,080	18%	FIFA World Cup	2	Betfair	1 hr 40 mins
950	16%	SkySports	3	Rivals	1 hr 15 mins
835	14%	Premium TV*	4	Sky Bet	43 mins
528	9%	Sporting Life	5	Sporting Life	37 mins
428	7%	Times Sport	6	BlueSquare	36 mins
409	7%	Yahoo! Sports	7	Paddy Power	33 mins
345	6%	The FA	8	Premier League	27 mins
327	6%	MSN/SkySports	9	Oddschecker	24 mins
287	5%	TeamTalk	10	BBC Sport	23 mins

E.g. 3,421,000 people visited BBC Sport during the tournament (58% of the total sports and gambling audience). Bet365 visitors averaged 2hrs 9 mins per person. Source: Nielsen//NetRatings NetView Custom Analytics, selected football and gambling websites
 *Premium TV is a publisher of Premier League and Football League club websites

Which sports and gambling websites had the greatest affinity with whom?

- Rivals was the site most likely to be popular with men – 93% of its world cup audience being male. MSN/SkySports was the most likely to be popular with women – 48% of its audience being female
- Ladbrokes was the site most likely to be popular with the under 25s, SkyBet with 25-44 year olds and the Telegraph Sport with those aged 45 or over

Most popular sports and gambling sites by demographics

Site	Demographic	% of site audience being that demographic
Rivals	Men	93%
MSN/SkySports	Women	48%
Ladbrokes	Under 25s	40%
SkyBet	25-44s	60%
Telegraph Sport	45+	63%

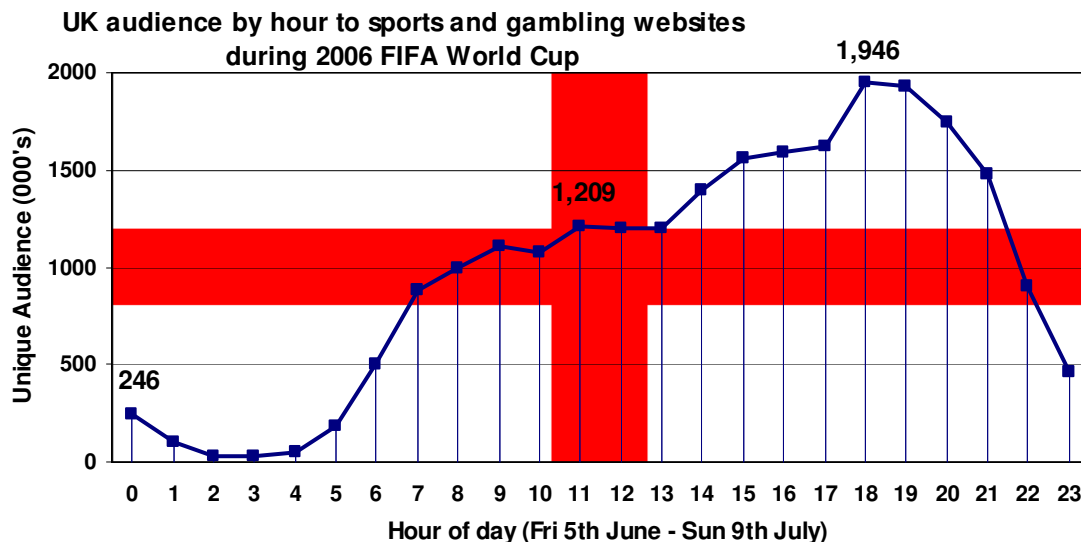
Source: Nielsen//NetRatings NetView Custom Analytics, selected sports and gambling websites

Alex Burmaster, European Internet Analyst at Nielsen//NetRatings comments, “The 2006 FIFA World Cup will go down as an extraordinary success online. The fact that over one in four people online in the UK, 6 million people, visited a sports or gambling website during the tournament - viewing almost half a billion web-pages - shows what an integral part online plays in the all-round experience of today’s major sporting tournament.

The websites have provided a wonderful array of more interactive and engaging content than ever before. Whether this is text, photos, audio or video there has been something for everyone and by the time the next World Cup comes around the levels of interactive content online to maximise the experience of following the tournament could be absolutely mind-boggling.”

UK Online audience peaks to sports and gambling websites

- During the tournament the UK online audience to sports and gambling websites peaked at 6pm-7pm with 1.9 million UK unique visitors



Source: Nielsen//NetRatings NetView Custom Analytics, selected sports and gambling websites

- With a UK unique audience of 1.12 million the **most popular day** for sports and gambling websites was Sunday 18th June – three days after England's second group match against Trinidad & Tobago and two days before the final group match against Sweden
- With a UK unique audience of 3 million the **most popular week** was the middle week of the tournament (Mon 19th - Sunday 25th June) which contained two England games - the final group match against Sweden and the first knock-out match against Ecuador

Burmester concludes, "Part of the success of the online media during the tournament lay in the significant advantages it holds over other 'traditional' media when it comes to sheer levels of content supply and matching this with demand. Rather than having to wait for specific broadcast times or hoping the newspapers would provide the information fans were looking for, the online format is able to provide all this in a single 'sitting' allowing them to access the specific content they want at any time as well as providing content they might have never have thought of in the first place."

ENDS

EDITOR'S NOTES

Please source all information to Nielsen//NetRatings.

Nielsen//NetRatings was releasing daily and weekly data regularly throughout the 2006 World Cup focusing on the key matches and events. Sites, channels and brands in this research are from a customised selection from our NetView consumer panel that has been compiled by Nielsen//NetRatings especially for the World Cup. The analysis covers the most popular sports and betting websites and does not include all sports and gambling websites that are visited by the UK audience during this period. Information is available for the media on other countries including Germany, Spain, Italy, Australia and Brazil.

For further information, please contact:

Alex Burmaster, European Internet Analyst Tel: 0780 313 1144 / aburmester@netratings.com

Lucy Green, Marketing & Communications Tel: 0773 412 6750 lucy.green@netratings.com

Office hours press room 020 7014 0590

About Nielsen//NetRatings

Nielsen//NetRatings is a global leader in Internet media and market research, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on Website usage, online advertising, consumer attitudes and competitive analysis.

For more information, please visit www.nielsen-netratings.com