



Nielsen Online

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News Release

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CHINA ONLINE ADVERTISING ON A HEALTHY PULSE

ONLINE DISPLAY ADVERTISING EXPECTED TO HIT RMB 10 BILLION BY END 2007

November 1, 2007, Hong Kong — Online advertising in China recorded a healthy double-digit growth in 2007, according to the latest AdRelevance report from Nielsen Online, a division of The Nielsen Company.

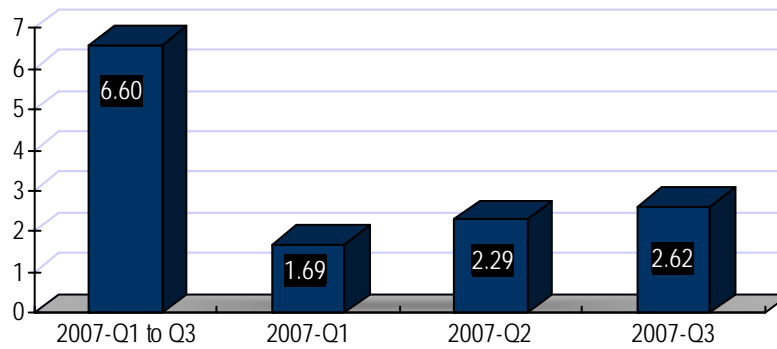
Nielsen AdRelevance tracks and analyzes online advertising, industry trends, advertiser activities and campaigns. As The Nielsen Company's latest AdRelevance report shows, the value of online display advertising in China reached RMB 2.6 billion in Q3, 2007, an increase of 14 percent over the previous quarter. Total online ad for the year to date is worth RMB 6.6 billion.

The value of online display ads for each of the first three quarters of 2007 was RMB 1.7 billion, RMB 2.3 billion and 2.6 billion respectively (See chart 1), The peak for online display



advertising in China occurred in September, with RMB 1 billion recorded, the highest in the past nine months.

Chart 1, Q1-Q3 Advertising Value Estimate (Billion RMB)



Data Source: Nielsen Online AdRelevance

“The online advertising market in China is booming and catching up fast with advertising in traditional media. Judging by its current growth rate, we anticipate that the year will finish not only achieving double-digit growth in online advertising, but also reaching the RMB10billion mark in value terms,” commented Sail Ma, Analytic & Research Director, Nielsen Online, Greater China and Southeast Asia.

The cumulative number of advertisers and campaigns for the year to date was 2,661 and 19,049 respectively. Automobile, IT/Electronics, FMCG and Finance were the top four sectors contributing to overall growth and accounted for over 60 percent of total ad value in the China online market.

The Top Online Advertisers in China

In the past nine months, the ad value of the top 50 advertisers accounted for 47 percent of total online advertising market, and 31 percent of the total number of campaigns. Online advertising by big spenders Faw-Mazda, ING Group, Eachnet, Lenovo, Samsung, China Mobile and Nissan, contributed to an online ad value exceeding RMB 100 million for the past three quarters combined.

Expecting growth in Q4, 2007



According to Nielsen Online, China's online display advertising market is growing in the midst of some very positive trends:

- More integrated marketing, as recent case studies prove the efficiency of cross-media marketing.
- Holiday and new-year consumption are growing extremely fast, driving more online ads for related products
- The lead up to the 2008 Beijing Olympics

According to Mr Ma, "The market will continue to grow, with estimated ad value increasing close to RMB 3 billion as we enter the last quarter of the year, and contributing to an estimated full year spending of RMB10Billion".

About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), business publications (Billboard, The Hollywood Reporter, Adweek), trade shows and the newspaper sector (Scarborough Research). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands and New York, USA. For more information, please visit, www.nielsen.com.

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