



For Immediate Release:
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VERTICAL MARKETS REPRESENT UNTAPPED OPPORTUNITY FOR SEARCH COMPANIES AND INTERNET PUBLISHERS

MegaView Search Provides Insight into Ways for Search Companies and Internet Publishers to Increase Market Share and Profits

New York - September 20, 2004 - Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reported today that vertical search types such as Image, Local, News and Shopping represent opportunities for search companies and Internet publishers to increase their revenue and market share through new products and services. The finding was driven by data gleaned from Nielsen//NetRatings' new MegaView Search service, a new offering tracking consumer search activity and behavior.

July 2004 MegaView Search data reveals that of the 107 million unique searchers, Web users searching Local comprised 24 percent of all searchers, while users searching Shopping followed closely behind with 18 percent (see Table 1). Web users searching Images made up ten percent of all searchers and surfers looking for News trailed with 5.7 percent of all searchers. Searching the "Web" vertical still ranked No. 1 with 99 percent of all searchers.

When drilling down into individual searcher behavior, Nielsen//NetRatings found a different search pattern. While the Web vertical still ranked first with 27 searches per searcher, Image searches ranked second with 12 searches per searcher (see Table 2). Local followed with five searches per searcher, while News and Shopping each trailed at three searches per searcher.

"It is absolutely critical that search advertisers understand consumers' online search behaviors in order to hone their online marketing strategies," said Ken Cassar, director, Strategic Analysis, Nielsen//NetRatings. "As online population growth plateaus and competition for market share becomes more important, search companies and online publishers will need to look for new ways to grow and increase market share by leveraging these untapped vertical search categories."

Table 1: Search Types Based on Total Searches, July 2004

Provider/Vertical	Unique Searchers (000)	Percent of Searchers
Total Web	105,963	98.8%
Total Local	26,190	24.4%
Total Shopping	19,473	18.2%
Total Image	11,045	10.3%
Total News	6,151	5.7%
Total	107,270	--

Source: MegaView Search from Nielsen//NetRatings, September 2004

Table 2: Searches Per Searcher, July 2004

Provider/Vertical	Searches Per Searcher
Total Web	27.3
Total Image	11.7
Total Local	4.6
Total News	3.2



Total Shopping	3.2
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Source: *MegaView Search* from Nielsen//NetRatings, September 2004

About MegaView Search

The latest research findings on search behavior demonstrate the capabilities of MegaView Search, a syndicated online product measuring search activity. The new product enables marketers and Internet publishers' to develop more efficient advertising strategies and tactics by providing insight into how consumers navigate through the Web. It is the second product offering in the MegaPanel® family, the first online syndicated suite of services to provide comprehensive Internet market research for key vertical industries including financial services, search, retail and local markets.

With MegaView Search, marketers and Internet publishers can access syndicated and custom reports enabling them to:

- Analyze the top search-centric sites which consumers query.
- Measure comparable search activity across sites.
- Quantify search volume based on searches, not page views.
- Trend any search metric.
- Understand usage of top search terms.

MegaView Search leverages this by using MegaPanel data as its foundation. MegaPanel provides businesses with the most comprehensive insight into online consumers by linking attitudes and opinions with monitored behavior. The panel's large sample size captures intelligence on surfer activity and opinions based on past online behavior through surveys administered in real-time. By combining survey results with the actual surfing habits of the respondents, businesses are able to understand where consumers are spending their time online.

"MegaView Search provides unmatched insight across various search types using the most rigorous methodology in the industry," said Jarvis Mak, director, Data and MegaPanel Analytics, Nielsen//NetRatings. "Search companies and Internet publishers can capitalize on this data and additional custom analytics to track their strengths and develop a search strategy that maximizes quality traffic."

Availability of MegaView Search

MegaView Search is now available. Please contact a local Nielsen//NetRatings sales representative at <http://netratings.com/contact.jsp> for more information about the product.

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan, WebRF, LemonAd, MegaPanel and SiteCensus 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. For more information, please visit www.nielsen-netratings.com.

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

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