

## Charities embrace the Internet to raise funds for Tsunami relief

The latest research from Nielsen//NetRatings, the leading provider of Internet research and analysis, shows that charities are using the Internet to reach potential donors, especially in times of crisis.

A review of new campaigns throughout Europe (week ending 9 January) shows many charities chose to publicise their appeals online in their efforts to raise money to help countries affected by the Asian tsunami. In Sweden, the top 4 campaigns, based on number of sites used, were all from charities collecting for the relief operations. In the UK, the Disasters Emergency Committee's appeal ranked 2<sup>nd</sup> in the country and most other countries showed charity appeals were within the top 3 for the week.

**Table 1 – Top charity appeals in the new campaigns list for week ending 9/1/05**

| Country | Agency   | Number of sites campaign ran on | Ranking within country, based on number of sites campaign ran on | Number of banners used in the campaign |
|---------|--|---------------------------------|--|--|
| UK      | Disasters Emergency Committee                    | 30                              | 2  | 16                                     |
| Germany | Diakonie Katastrophenhilfe                       | 67                              | 2  | 5                                      |
| France  | Croix Rouge (Red Cross)                          | 101                             | 1  | 17                                     |
| Sweden  | Röda Korset (Red Cross)                          | 49                              | 1  | 13                                     |
| Sweden  | Plantorget                                       | 13                              | 2  | 5                                      |
| Sweden  | UNICEF   | 9                               | 3  | 7                                      |
| Belgium | Artsen Zonder Grenzen (Médecins Sans Frontières) | 34                              | 1  | 1                                      |
| Belgium | UNICEF   | 24                              | 2  | 2                                      |
| Norway  | UNICEF   | 14                              | 1  | 4                                      |
| Norway  | SOS-Barnebyer                                    | 8                               | 2  | 5                                      |
| Spain   | Ayuda en Accion                                  | 6                               | 3  | 3                                      |

**Source:** Nielsen//NetRatings AdRelevance(i), week ending 9/1/05

As a direct response to the tsunami relief operation, the number of sites used for charity sector campaigns is significantly higher during this week than the average number of

sites used throughout 2004 (see table 2). In 2004, the charity sector in most countries used an average of 4-5 sites per campaign, however, during the first full week of January the Disasters Emergency Committee in the UK placed their appeals on 30 sites, the Diakonie Katastrophenhilfe in Germany on 67 sites and the Croix Rouge (Red Cross) in France on a staggering 101 sites.

**Table 2 - Average number of sites used for charity sector campaigns 2004**

| <b>Country</b> | <b>Average number of sites used by the charity sector 2004</b> |
|----------------|--|
| France         | 5  |
| Sweden         | 5  |
| UK             | 4  |
| Germany        | 4  |
| Norway         | 4  |
| Spain          | 4  |
| Belgium        | 2  |

**Source:** Nielsen//NetRatings AdRelevance(i), annual average for 2004

Gabrielle Prior, European Internet Analyst said, “With more than 110 million Europeans using the Internet each month, charities have been quick to launch their appeals online to maximise the number of potential donors they can reach. They have also chosen to use sites in the sectors with high audience numbers, such as portals and media sites to highlight their various relief operations. There has been a huge public response to the disaster in Europe and all over the world, and online appeals allows people to easily click-through to donate online whether at home or at work.”

**Please source all information to Nielsen//NetRatings.  
Please note that ACNielsen, and Nielsen are both separate, unrelated companies and should NOT be quoted when sourcing the attached data. If an abbreviated name is required then please use NetRatings.**

**For further information, please contact:**

Andreas Gutjahr, UK and Germany Marketing Manager  
Tel: 0207 0140590 / agutjahr@netratings.com

Media Office  
Gabrielle Prior, European Internet Analyst  
Tel: 01865 384108 / gprior@intl.netratings.com

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