



For Immediate Release:
NetRatings, Inc.

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NETRATINGS LAUNCHES NIELSEN//NETRATINGS ADRELEVANCE 4.0

Leading Advertising Intelligence Solution Powers New Online Ad Tracking Tools

NEW YORK — June 2, 2003 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, today launched AdRelevance 4.0, providing the advertising and media buying and selling communities with powerful new tracking tools to help more effectively measure and research online advertising campaigns. As the online ad market continues to rapidly evolve, Nielsen//NetRatings sets the pace by pioneering new measurement features such as cross-media spending analysis, keyword search measurement, additional rich media and ad format tracking, and precision probing for registered areas and sub-sites, to meet our clients' changing needs.

Nielsen//NetRatings AdRelevance 4.0 now boasts improvements designed to equip customers with essential tools to accurately measure and analyze online advertising information. New tracking features include:

- **AdAcross**—Provides ad expenditure measurement across 16 different forms of media. This add-on service was developed in conjunction with Nielsen Monitor-Plus.
- **AdLink**—Supplies clients with real-time measurement of sponsored links by keyword across 23 top search engines, delivering the most comprehensive measurement of keyword sponsored listings in the industry.
- **Ad Format Measurement**—Provides measurement for Leaderboard (728x90) ads, expanding AdRelevance's coverage to include all 15 of IAB's voluntary guideline formats and the entire universal ad package set. Additionally, AdRelevance 4.0 now adds Klip-Ad and EyeWonder rich media technologies to the service's current rich media coverage that includes Unicast, Eyeblaster, Shoshkele, PointRoll, Bluestreak, Enliven and all generic Flash forms.
- **Registered Area and Sub-site Tracking**—AdRelevance's Cloudprober™ sampling methodology has been upgraded to more precisely probe ad impression and spending numbers found within registered areas, such as password-protected and premium service sections, as well providing more in-depth tracking of sub-sites.

"Providing our clients with the most accurate and detailed research is paramount, and AdRelevance helps us achieve this goal," said Pam Eleftherio, vice president of media services, Carat Interactive. "For several years now, we've relied on the service as the go-to source for critical research information on the interactive ad space."

"We utilize Nielsen//NetRatings AdRelevance service to help us better understand our clients' competitive landscape in online media," said Jerry Courtney, associate media director of interactive, GSD&M. "The new enhancements will allow us a more robust picture as we look to develop strategies to successfully compete in the new media space."



“Nielsen//NetRatings is dedicated to serving the changing needs of our clients, as we constantly push the envelope in creating innovative products,” added William Pulver, president and CEO, NetRatings. “With ground-breaking features such as cross-media expenditure analysis and keyword search measurement, AdRelevance 4.0 continues to set the standard in online advertising intelligence. The service upgrade is just another example of our commitment in delivering the best advertising research solutions to the industry, providing customers with quality information they can trust.”

Availability

Nielsen//NetRatings AdRelevance 4.0 is currently available.

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 and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media ratings reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.com.

About NetRatings, Inc.

NetRatings, Inc., (Nasdaq: NTRT) is the provider of the Nielsen//NetRatings services, which set the global standard for Internet audience measurement and analysis. Nielsen//NetRatings enables its customers to make informed business-critical decisions regarding their Internet strategies with its technology driven products and services, which include the Nielsen//NetRatings NetView Internet audience measurement service, AdRelevance online advertising intelligence, @Plan Web user lifestyle, demographic and product brand preferences data, WebRF, an Internet reach and frequency planning tool, and custom data, research and analysis.

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