



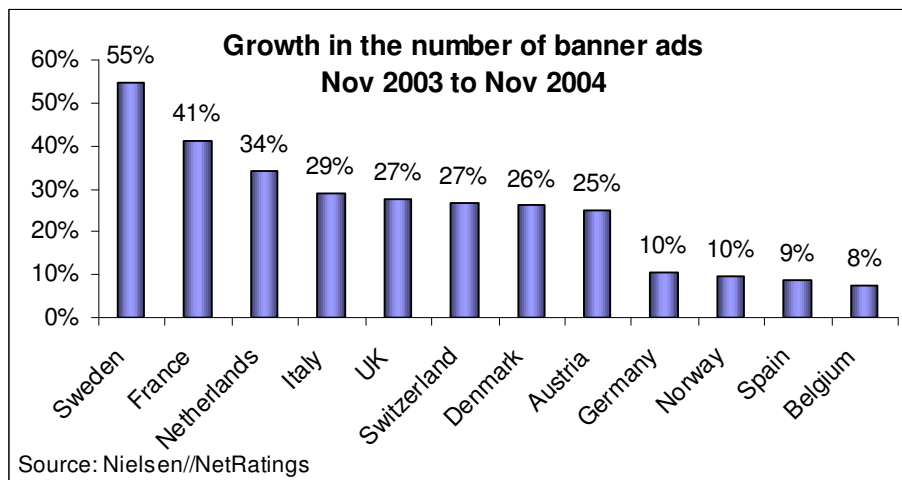
Press Release

4. January 2005

Online Advertising takes off across Europe Number of banner ads up 24%

London, 4th January 2005: Nielsen//NetRatings, the leading provider of Internet research and analysis, launched its online advertising tracking system AdRelevance(i), formerly LemonAd, yesterday and reports that the number of banner advertisements run on European websites has increased by 24%, from 76,375 in November 2003 to 94,939 in November 2004.

Sweden, France and the Netherlands experienced the strongest growth in banner ads between November 2003 and November 2004.



AdRelevance(i) tracks online advertising activity in 14 European countries. The web-based system allows advertisers to run detailed analyses on brands and products advertised online, websites on which ads are run, banner creatives, and much more. AdRelevance(i) tracks a variety of online advertising formats including banners, rich media ads and keyword campaigns.

Across Europe the number of online advertisers has increased by 11%, from 15,716 in November 2003 to 17,441 in November 2004. The number of online advertising campaigns run across Europe has increased by 10% from 33,472 campaigns in November 2003 to 36,824 campaigns in November 2004. These results indicate a growing confidence in online advertising, and an increasing importance of online in an overall advertising strategy.

Germany, France and the UK dominate the top 15 advertisers in Europe in November. Ebay tops the advertisers list, with 432 campaigns in November in Germany alone, but also ranking 3rd in Europe for its UK campaigns, and 8th for campaigns in Austria. The advertisers in the top 15 come from a range of categories, including e-commerce, entertainment, travel, portals and online communities.



Top 15 Advertisers in Europe

Rank	Country	Advertisers	Number of campaigns
1	Germany	EBay	432
2	France	PriceMinister	121
3	UK	EBay	91
4	UK	Amazon	84
5	Germany	HUK24	66
6	UK	The Daily Telegraph	64
7	UK	IBM	56
8	Austria	EBay	52
9	UK	Channel 4	52
10	Austria	Schlecker	51
11	France	Wanadoo	47
12	France	Expedia	47
13	UK	Zencudo	46
14	Spain	Repsol YPF	46
15	France	Microsoft	46

Source: Nielsen//NetRatings, AdRelevance(i), Europe November 2004

Portals and online communities dominate the top 15 ad publishers in Europe. One third of the top 15 are UK sites, but Italy also appears several times in the list.

Top 15 Online Ad Publishers in Europe

Rank	Country	Websites	Number of campaigns
1	Germany	Meine Stadt	1106
2	UK	Yell.com	817
3	Italy	Fuorissimo	766
4	Italy	Italia DVD	488
5	UK	MSN United Kingdom	460
6	Germany	T-Online Germany	433
7	Italy	Virgilio	371
8	UK	Find.co.uk	341
9	UK	Tiscali United Kingdom	326
10	Italy	Free Online	320
11	Denmark	Alt om København	297
12	France	Portail Express	287
13	UK	UK Shopping city	275
14	Germany	MSN Germany	270
15	Sweden	Aftonbladet	252

Source: Nielsen//NetRatings, AdRelevance(i), Europe November 2004

Gabrielle Prior, European Internet Analyst says: "There are now over 163 million Europeans with access to the Internet, representing a significant audience for advertisers. These results indicate a growing confidence in the value of targeting this group of people, and an increasing importance of



online in an overall advertising strategy. Advertisers and publishers can use AdRelevance(*i*) to research competitive advertising, optimise their online campaign planning and maximise their ROI for this increasingly important advertising stream.”

For further information about AdRelevance(*i*), please see www.nielsen-netratings.com or contact Barney Farmer email: bfarmer@netratings.com, tel: +44 (0)20 7014 0590.

ENDS

Please source all information to Nielsen//NetRatings

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About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis, 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