



For immediate release

Contact:
Elvira Lodewick
Nielsen//NetRatings
Director Marketing, Asia Pacific and Latin America
Ph: +61 (2) 8204 5823 | Email: elodewick@netratings.com

Nielsen//NetRatings reveals China's Online Advertising DNA

Automotive, Computer and FMCG Industries Drive China's Online Advertising

Sydney, 7 September 2006 — Nielsen//NetRatings today publishes the first results of a newly launched online advertising tracking service in China, revealing a strong commitment of the computer, automotive and FMCG industries to online advertising. The service, named AdRelevance and already available in the US, fourteen European markets and Australia, is unique in the Asian market and provides information on who is advertising online, which sites campaigns are running on, the creative campaign content and an estimate of online expenditures for online display advertising.

China's Online Advertising Landscape

With 82.6% of China's internet users declaring the internet as their main information channel, according to CNNIC's 18th Statistical Survey Report on Internet Development in China (July 2006), the advertising potential of the Chinese internet has never been clearer and the demand for in-depth insights in China's online advertising landscape never greater.

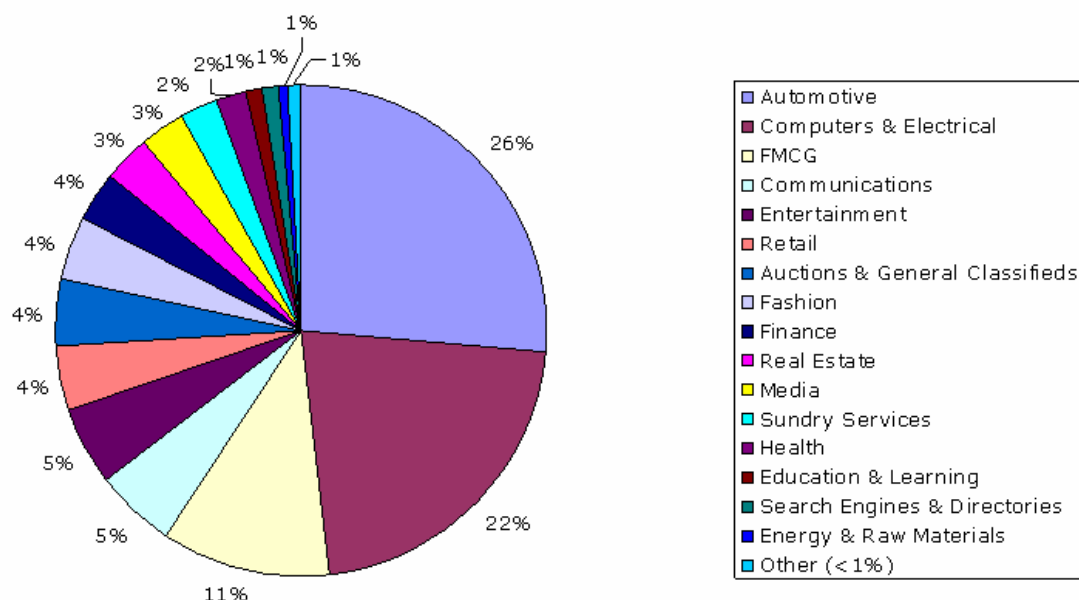
Responding to this strong market demand, NetRatings started to monitor China's top websites in May 2006 and the technology-based AdRelevance service currently scans over 200 sites and creates instantly available reports, 24 hours a day, 365 days a year.

Mr Forrest Didier, Managing Director, Nielsen//NetRatings Asia Pacific and Latin America, comments: "After a very successful introduction of AdRelevance in the Asia Pacific region earlier this year in Australia, we are confident that the launch of this service in China will provide online players in and outside the country with the information needed to plan and evaluate their online ad sales and investments. We are strongly committed to growing this standard throughout the region and will announce the launch of AdRelevance in Japan shortly".

Online Display Advertising Activity and Expenditure – May to July 2006

Over the period May to July 2006, China's online space saw a strong and steady growth of online advertising activity. According to the AdRelevance report, 587 online display advertisers ran nearly 1500 campaigns consisting of over 3700 banners in May. By July, the number of advertisers grew by 39% to 817, while the number of campaigns and banners increased respectively 34% and 55% to 2276 and 5785.

The AdRelevance service estimates China's total online display advertising expenditure between May and July 2006 at CNY 1.5 billion (US\$ 190 million). This number is closely approaching China's Magazine advertising expenditure, which is projected at CNY 1.9 billion for the same period by Nielsen Media Research. The big online advertising spenders were in the automotive, computer and electronics and FMCG industries, jointly responsible for almost 60% of the quarter's ad spend.

Chart 1 – Estimated Online Display Advertising Spend, China, May – July 2006


Source: Nielsen//NetRatings AdRelevance, China

China's Online Display Advertising Leaders

In July 2006, the overall best performing advertiser by number of ad impressions and ad spend was China Mobile.

In the automotive industry, Nissan was the number 1 advertiser, while Founder ranked at the top in the computer and electrical category and Coca-Cola topped the list of online display advertisers in China's FMCG industry.

Chart 2 – Top 10 Online Display Advertisers, July 2006

Rank	Advertiser	Ad impressions (in billions)
1	中国移动通信集团公司 - China Mobile	3.1
2	日产汽车有限公司 - Nissan	2.5
3	易趣 - eBay	1.8
4	方正集团 - Founder	1.6
5	可口可乐 - Coca-Cola	1.5
6	大众 - Volkswagen	1.4
7	联想控股 - Lenovo	1.3
8	内蒙古蒙牛乳业集团有限公司 - Mengniu Group	1.2
9	英特尔 - Intel	1.1
10	丰田 - Toyota	1.0

Source: Nielsen//NetRatings AdRelevance, China



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Editor's note: Please source all above information to Nielsen//NetRatings

About Nielsen//NetRatings:

Nielsen//NetRatings is a global leader in Internet media and market research and is the industry's premier source for online advertising intelligence with its NetView, SiteCensus, Market Intelligence, AdRelevance, Analytics and Consulting 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.

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