

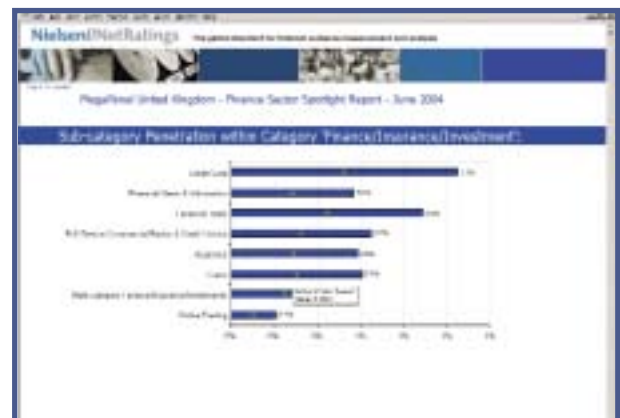
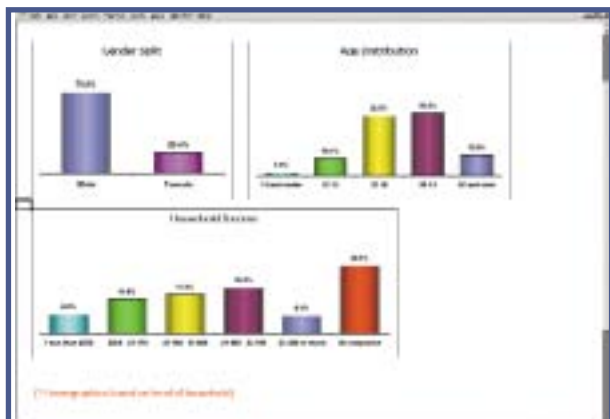
Sector Spotlight: Financial Services

The Nielsen//NetRatings Sector Spotlight reports provide at-a-glance metrics for busy online professionals to understand how they and other players in a specific sector are performing online.

Focused on helping you understand and benefit from the growth in online audiences who are prepared to *research and search, book and buy online*, the reports cover the Financial Services, Travel and Automotive sectors.

The Financial Services Sector Spotlight provides unrivalled depth and breadth of coverage from the leading Internet research company:

- > Over 1000 sites reported in the monthly ratings
- > Demographic profiles on financial service consumers, including age, gender and income levels

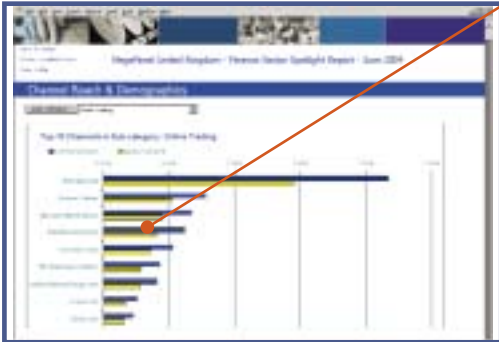


- > Detailed coding allowing you to classify the online financial services sector into the following sub-sectors:

- Credit cards
- Financial news and information
- Financial tools
- Full service commercial banks and credit unions
- Insurance
- Investments
- Loans
- Online trading

This report will help you:

- > Benchmark your performance against your competition, both overall in the category, and by sub-sectors



- > Gain a clear picture of the sector using a variety of Key Performance Metrics, including market penetration and time spent online

- > Analyse your site to understand how you can improve performance, and learn from the successes and failures of other players

- > Discover where your visitors come from and which sites they go to before and after visiting your site using our Upstream/Downstream analysis

Sector Spotlight Reports – accessibility and simplicity

Accurate

The Nielsen//NetRatings research standards and approach are applied to this product to ensure that the information you receive can be relied upon to make key business decisions

Simple

We've researched our clients to ensure that these reports contain the information you need, from consumer demographics to site market share, from time spent online to competitor's performance in an accessible, simple format. From the minute you receive these reports, you'll be using the data and making decisions based on it

Trending

Supplied monthly, the report series dates back to April 2004. You can choose to start your contract from the time you sign up, or the beginning of the year to compare how your performance has evolved over time

Charting

Use the simple 'Quick Graph' facility to make your own illustrations for presentations and meetings, or alternatively, simply copy our charts and insert into excel and other applications

Timely

The Sector Spotlights will be delivered to you by e-mail or on CD every month

Affordable

The Sector Spotlight reports are accessible by all companies working in the online financial services sector, regardless of size. Our Business Development Team can discuss our flexible pricing approach with you



Nielsen//NetRatings: A Guide to MegaPanel®

Nielsen//NetRatings is the leading provider of Internet audience measurement, research and analysis, providing Europe's Internet players with research products and services covering every aspect of the online landscape since 1999.

We have MegaPanels in three European markets – the UK, France and Germany in 2003. The panels were introduced in 2003 in response to increasing demand from companies who were too small to appear in the NetRatings 'NetView' consumer panel ratings service.

The MegaPanels are recruited in local language, managed using our industry standard methodologies and reported to our exacting standards.

Uniquely, Nielsen//NetRatings use NetView consumer panels to quality control the large sample on the MegaPanels, which ensures our sample is accurate,

bias-free and a solid basis for business decision-making. This means that the data in both products is consistent, although the two panels are designed for different uses: NetView is for detailed demographic targeting for media planning; and MegaPanel is for comprehensive market intelligence and as a research platform for additional surveys.

As a company committed to becoming the leading provider of Internet media and market research, we have evolved our product portfolio as the online market has evolved. Should you be interested in other kinds of information, such as site centric analysis, media planning and measurement, advertising intelligence, or custom research, Nielsen//NetRatings can help.

For more information, please contact Ben Hogg at NetRatings:

Bhogg@netratings.com tel: 020 7014 0590 or visit our website www.nielsen-netratings.com

**Nielsen//NetRatings:
We know the Internet...and we want you to know too**