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**NIELSEN//NETRATINGS MOVES FORWARD
IN MRC ACCREDITATION PROCESS**

New York, May 17, 2007– NetRatings, Inc. (NASDAQ: NTRT), a global leader in Internet media and market research, today announced it will move forward in the Media Rating Council (MRC) Accreditation process of its Internet audience measurement methods. Having completed a pre-audit, NetRatings will now commence the full accreditation process, specifically for its patented metering and page-tagging technologies, while continuing to execute on the already-existing MRC research plan for its panel procedures.

NetRatings shared its plans yesterday at a cross-industry discussion hosted by the Interactive Advertising Bureau (IAB), and attended by a number of industry organizations including the American Association of Advertising Agencies (AAAA), the Association of National Advertisers (ANA), the Advertising Research Foundation (ARF), the Online Publishers Association (OPA) and the MRC.

“With today’s announcement that it will be moving into the audit phase of the MRC process, NetRatings has demonstrated leadership in answering the call for increased transparency in online media measurement,” said George Ivie, CEO and executive director of the MRC. “We have been pleased with NetRatings’ progress through the pre-audit process, and we look forward to working with them in the full MRC audit for the collective benefit of advertisers, advertising agencies, publishers and other users of Internet audience measurements.”

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The data collection technologies to be reviewed by the MRC are integral components of NetRatings' dual measurement strategy. NetRatings' desktop meter is at the heart of the Nielsen//NetRatings NetView Internet audience measurement service, and collects – in real time – Web site visits, time spent and pages viewed by Internet users. NetRatings' patented page-tagging technology drives the company's Web analytics product portfolio, including SiteCensus, as well as its recently released online video measurement service, VideoCensus.

Tom Willerer, director of Insights and Analytics, Starcom MediaVest Group, commented, "Starcom MediaVest Group supports MRC Accreditation of media measurement systems, and Nielsen//NetRatings' announcement to expand its participation in the MRC Accreditation process is welcomed. Ensuring all of our online measurement systems are valid and accountable is important to us, and MRC Accreditation of Nielsen//NetRatings will take us one step closer to this goal."

NetRatings is equally enthusiastic about the accreditation process. "We believe this is a logical next step for NetRatings, because the MRC process is the only audit that certifies to clients and to the industry that we have fully disclosed our methodology and that we are executing against that methodology," said Manish Bhatia, executive vice president, NetRatings. "We are confident that NetRatings' methods will stand up to review and we are pleased to be supporting transparency and accountability in the industry."

Mr. Bhatia continued, "As we begin the next phase of the audit process, we look forward to an ongoing dialog with clients and industry bodies to address the discrepancies between panel and server data. Given our extensive portfolio of panel-centric and site-centric technologies and methodologies, NetRatings is the only Internet media research company able to provide clarity around the often disparate metrics delivered by these complementary methods."

About NetRatings

NetRatings, Inc. (Nasdaq: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings enables clients to make informed business decisions regarding their online strategies. The Nielsen//NetRatings product portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle, demographic and product brand preferences data, Internet reach and frequency planning tools, and custom data, research and analysis. For more information, visit www.nielsen-netratings.com

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This news release contains “forward-looking statements.” Such statements include, but are not limited to, statements relating to anticipated financial and operating results, the companies’ plans, objectives, expectations and intentions and other statements including words such as “anticipate,” “believe,” “plan,” “estimate,” “expect,” “intend,” “will,” “should,” “may,” and other similar expressions. Such statements are based upon the current beliefs and expectations of Nielsen’s and NetRatings’ management and involve a number of significant risks and uncertainties. Actual results may differ materially from the results anticipated in these forward-looking statements. The following factors, among others, could cause or contribute to such material differences: change in general economic conditions; the performance of financial markets and interest rates; the ability to obtain governmental approvals of the merger transaction or to satisfy other conditions to the merger transaction on the proposed terms and schedule; increased competition and NetRatings’ business and financial results. Information about potential factors that may affect NetRatings’ business and financial results is included in its annual report on Form 10-K for the fiscal year ended Dec. 31, 2006 and its quarterly reports on Form 10-Q, including, without limitation, under the captions “Management’s Discussion and Analysis of Financial Condition and Results of Operations” and “Risk Factors.” Each of these documents is on file with the SEC and is available free of charge at the SEC’s Internet site (<http://www.sec.gov>). Readers of this press release are referred to such filings. We caution you not to place undue reliance on our forward-looking statements, which speak only as of the date of this news release or the date of the documents incorporated by reference in this news release.

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