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16TH MARCH 2004

55 million Europeans using Google Online

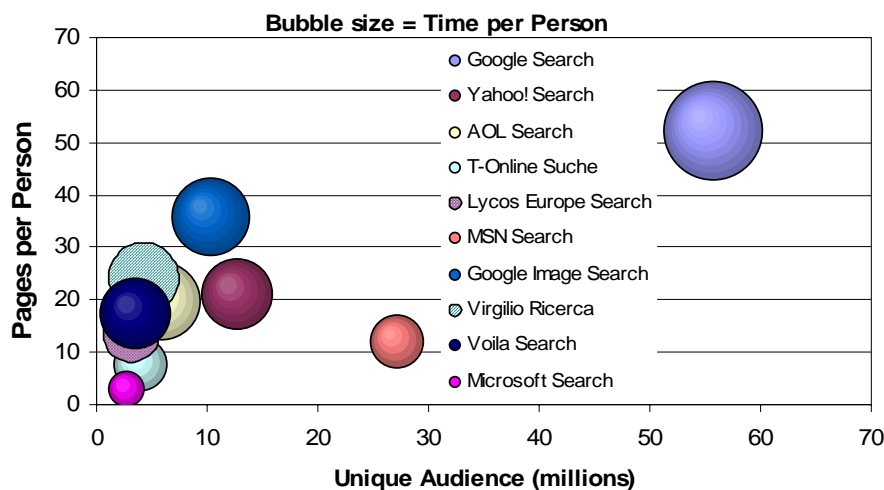
The latest research from Nielsen//NetRatings, the leading provider of Internet research and analysis, shows that more than 55 million Europeans use Google as their search engine. With an active reach of over 47% of the Digital Media Universe in January 2004, Google is now an established part of Internet life.

Top 10 Search Channels in Europe - Jan 04	Unique Audience	Active Reach	Pages Per Person	Time Per Person
Google Search	55,641,382	47.3%	52	0:15:24
MSN Search	27,151,382	23.1%	12	0:04:08
Yahoo!! Search	12,676,097	10.8%	21	0:07:30
Google Image Search	10,275,673	8.7%	36	0:09:13
AOL Search	5,846,613	5.0%	20	0:09:05
Virgilio Ricerca	4,350,538	3.7%	24	0:07:57
T-Online Suche	3,898,809	3.3%	8	0:04:15
Voila Search	3,458,755	2.9%	17	0:08:03
Lycos Europe Search	3,117,113	2.7%	13	0:04:54
Microsoft Search	2,683,728	2.28%	3	0:01:51

Source: Nielsen//NetRatings European Index Jan 2004 *

As the bubble chart below shows, not only is Google the most popular search engine in terms of audience, it also enjoys the most number of pages viewed and the most amount of time spent amongst the top ten European sites.

Google is the only search channel to attract users for more than 10 minutes per month. Other popular search destinations include the channels within MSN, Yahoo!, AOL and T-Online's websites, as well as Italian-based Virgilio, German-based T-Online and the French-based Voila.





Tom Ewing, European Market Analyst says, “Google’s dominance may appear unshakeable, but with some of the biggest brands on the Internet developing rival search technologies, the next 18 months will prove crucial for this sector. Yahoo! have recently launched their new Yahoo! Search Technology (YST) in the US, and will be rolling it out across Europe in the next few weeks, so this will be an interesting sector to watch.”

Please source all information to Nielsen//NetRatings

For more information, please contact:

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*Search engine traffic for Google may include DNS error pages which cannot be distinguished for Google within our NetView service, but which have been removed from MSN and Yahoo! search channels. Autosearch data is included in our search definition.

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

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