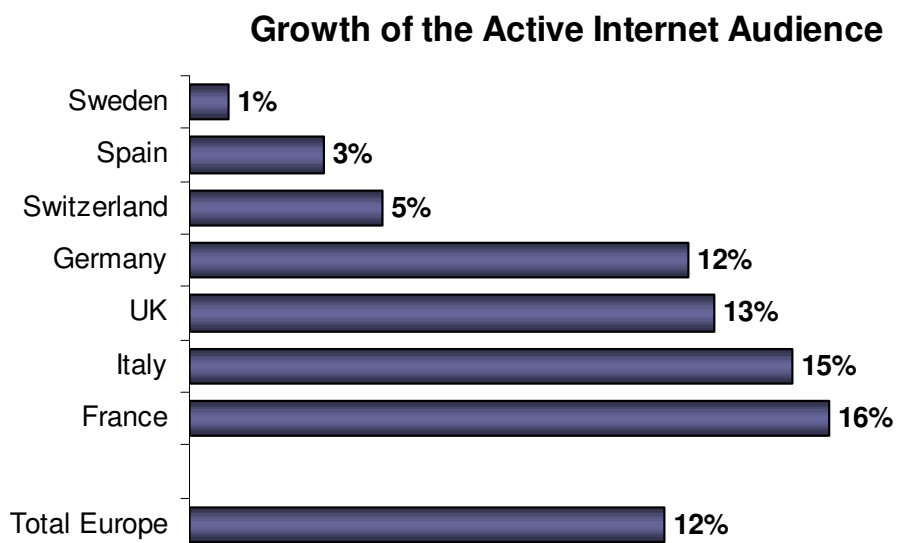


Europe is at home online: 100 million and counting

The latest research from Nielsen//NetRatings, the leading provider of Internet research and analysis, shows that in the past 12 months the number of people actively surfing the web from home each month in Europe has grown by 12% to 100 million.

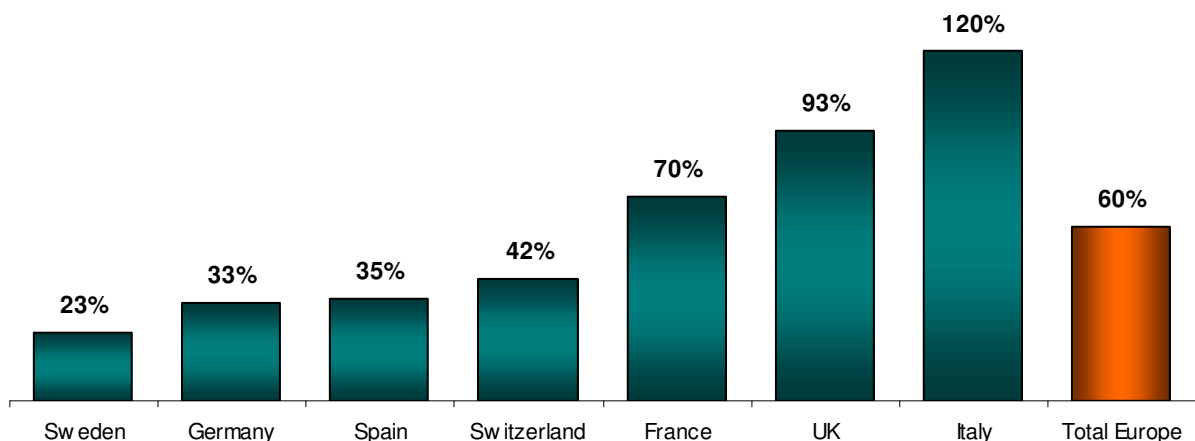
As the chart below illustrates, France enjoyed the highest growth in the last 12 months, followed closely by Italy, the UK and Germany.



Source: Nielsen//NetRatings Nov 03 - Oct 04 at home

According to the research, the use of high speed Internet connections has also increased dramatically. In the twelve months to October 2004, the number of people in Europe surfing the Internet at high speed from home increased from 34.1 million people to 54.5 million people – an increase of 60%. The largest increases occurred in Italy (120%), and in the UK (93%).

**Growth of Active High Speed (>56k) Internet Users:
Nov 03 - Oct 04**



Source: Nielsen//NetRatings at home data

Gabrielle Prior, European Internet Analyst said: "Twelve months ago high speed Internet users made up just over one third of the audience in Europe, now they are more than 50% - and we expect this number to keep growing. As the number of high-speed surfers grows, websites will need to adapt, update and enhance their content to retain their visitors and encourage new ones. In the future, websites will be 'sped' out of the market, not 'priced out'.

Please source all information to Nielsen//NetRatings

For further information, please contact:

Lucy Green, International Marketing and Communications Director
Tel: 07734 126750/lgreen@intl.netratings.com

Media Office

Gabrielle Prior, European Internet Analyst
Tel: 01865 3834108 / gprior@intl.netratings.com

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