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NetRatings, Inc.

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## POPULAR CELEBRITY NEWS SITES GROW 40 PERCENT YEAR OVER YEAR, ACCORDING TO NIELSEN//NETRATINGS

*“Anna Nicole Smith” among Top Ten U.S. Search Terms in February 2007*

**NEW YORK – March 29, 2007** – Nielsen//NetRatings (Nasdaq: NTRT), a global leader in Internet media and market research, announced today that celebrity gossip Web sites have seen significant audience growth over the past year, with a selected sample of 19 sites increasing 40 percent year over year in February (see Table 1). Visitors are also viewing more content at these gossip sites, with total Web page views increasing 108 percent during the same time period.

With the advent of reality TV and an ever-growing fascination with celebrity, the Web has become the perfect place for fans to get the latest gossip on both the longtime and recently famous. Celebrity news sites are updated continually and often provide a forum for fans to add their own two cents on the trials and tribulations of the celebs they follow.

AOL TMZ, which broke the Mel Gibson drunk driving scandal last July, had 7.9 million unique visitors in February 2007, increasing an impressive 151 percent over February 2006. People.com had a unique audience of 4.3 million last month, increasing 93 percent year over year, while E! Online had 3.3 million unique visitors in February, increasing 9 percent year over year. Perezhilton.com and EW.com rounded out the top five gossip sites in February, with 2.4 and 2.1 million unique visitors, respectively.

**Table 1: Selected Celebrity News Sites and Year-Over-Year Growth (U.S., Home and Work)**

Site	Feb-06 UA (000)	Feb-06 PV (000)	Feb-07 UA (000)	Feb-07 PV (000)	UA Percent Change	PV Percent Change
19 Site Roll Up	13,407	216,488	18,787	450,452	40%	108%
AOL TMZ	3,157	11,241	7,932	66,170	151%	489%
PEOPLE.com	2,222	76,752	4,292	154,949	93%	102%
E! Online	3,016	43,554	3,289	51,158	9%	17%
Perezhilton.com	N/A	N/A	2,389	36,101	N/A	N/A
EW.com	1,857	11,741	2,119	38,532	14%	228%

Source: Nielsen//NetRatings, March 2007

Among top search terms in February, “Anna Nicole Smith” ranked No. 8 overall, with 6.2 million search queries, notable since the balance of the top 10 search queries were popular Web sites. The name of the late model and actress drew the most search queries among celebrity names in February, beating out “Britney Spears,” with 3.6 million queries, and American Idol contestant “Antonella Barba,” with 2.1 million search queries during the month.

**Table 2: Top Celebrity Name Search Terms in February 2007 (U.S.)**

Search Term	Searches (000)
“anna nicole smith”	6,228
“britney spears”	3,561
“antonella barba”	2,096
“anna nicole”	675
“oprah”	655

Source: Nielsen//NetRatings MegaView Search Custom Data, March 2007

### About Nielsen//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



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*Editor's Note: Please source all data to Nielsen//NetRatings.*