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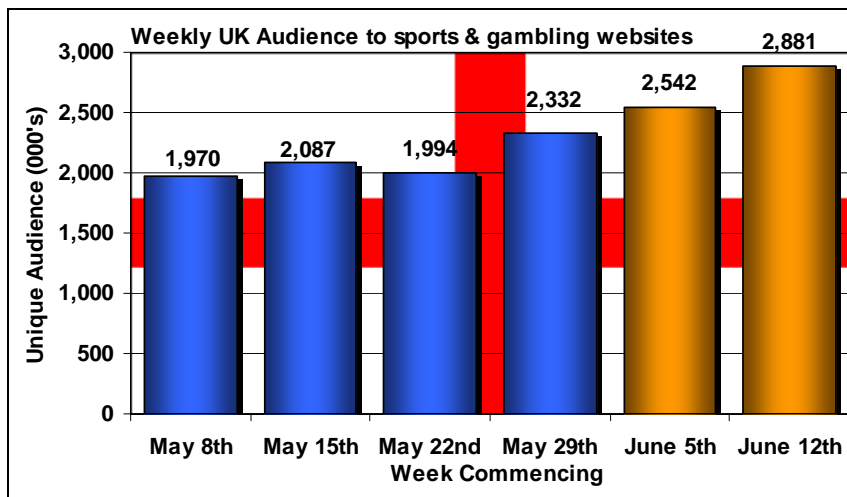
19TH JUNE 2006

UK ONLINE SPORTS AND GAMBLING AUDIENCES UP 30% DURING 2006 FIFA WORLD CUP™

Nielsen//NetRatings, the leading provider of Internet research, today reveals how the 2006 FIFA World Cup™ has resulted in a 30% rise in the weekly numbers of UK fans visiting sports and gambling websites.

The rise of online UK sports and gambling audiences

- Almost one in five people (2,881,000) online in the UK during the second week of the 2006 FIFA World Cup™ visited a sports or gambling website
- Sports and gambling websites averaged a Unique Audience of 2.71 million in the first two weeks of the World Cup compared to 2.10 million in the four weeks preceding the World Cup

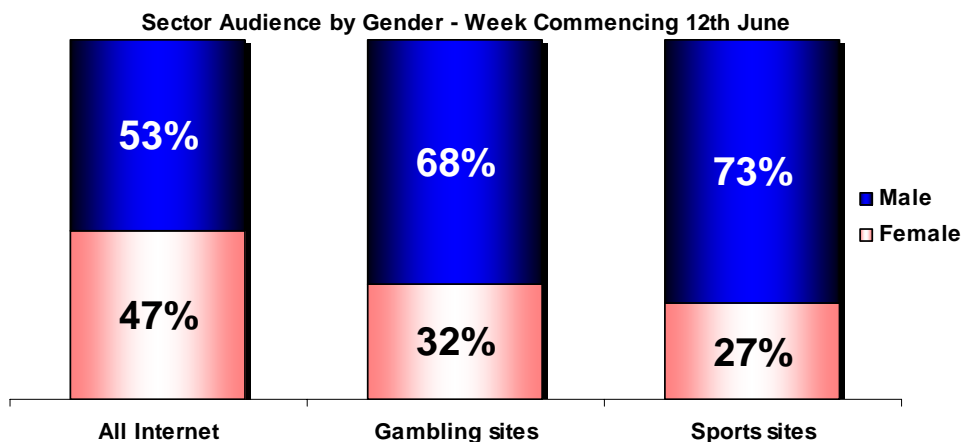


E.g. 2,881,000 people visited a sports or gambling website in week June 12th – 18th. Source: Nielsen//NetRatings NetView Custom Analytics, selected sports and gambling websites including Internet applications. May 8th - June 18th 2006

Alex Burmaster, European Internet Analyst at Nielsen//NetRatings comments, “The World Cup has already had a huge impact on the numbers of people going online to follow it or place a bet. Over the last six weeks the online sports and gambling audience has increased by almost 50%, indicating what an integral companion the Internet now is to major football events in terms of both content and gambling.”

Women a bigger part of gambling than sports audience during the 2006 FIFA World Cup™

- The gambling audience has a greater percentage of women (32%) than the sports audience (27%)



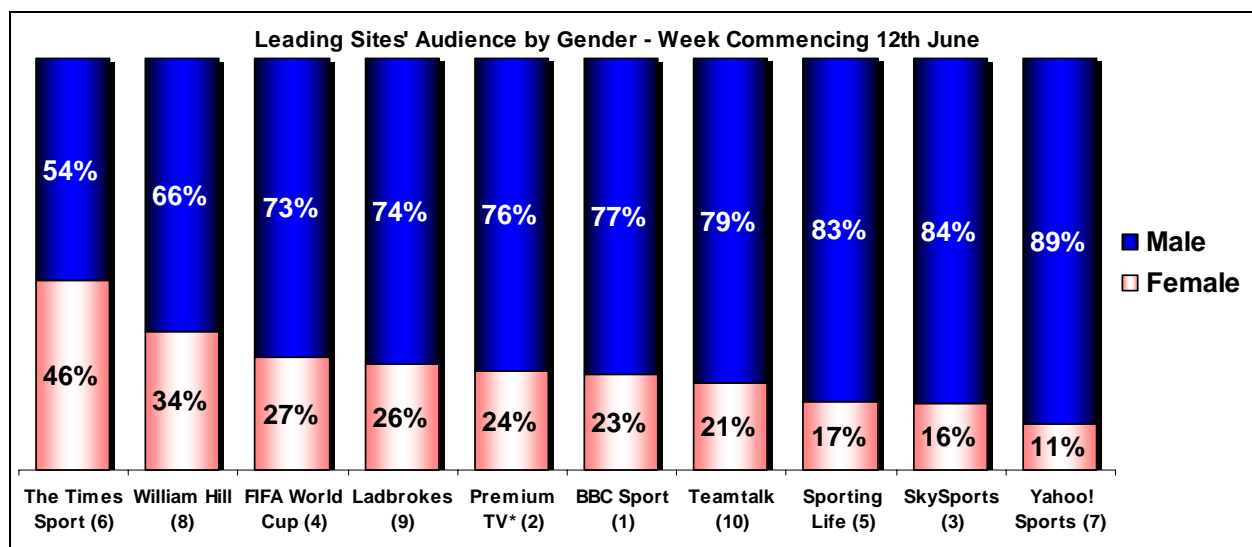
E.g. 68% of the gambling site audience in the week commencing 12th June was male. Source: Nielsen//NetRatings NetView Custom Analytics, selected football and gambling websites including Internet applications



- The sports and gambling audience has a much greater percentage of men (71%) than the Internet audience as a whole (53%)
- The audience to sports and gambling websites for the World Cup in the UK is slightly older (24% under 25 years of age) than for the Internet as a whole (29% under 25)

The most popular sports and gambling websites for women

- Of the ten most popular sports / gambling sites, The Times Sport had the greatest proportion of women (46%) followed by William Hill with 34%

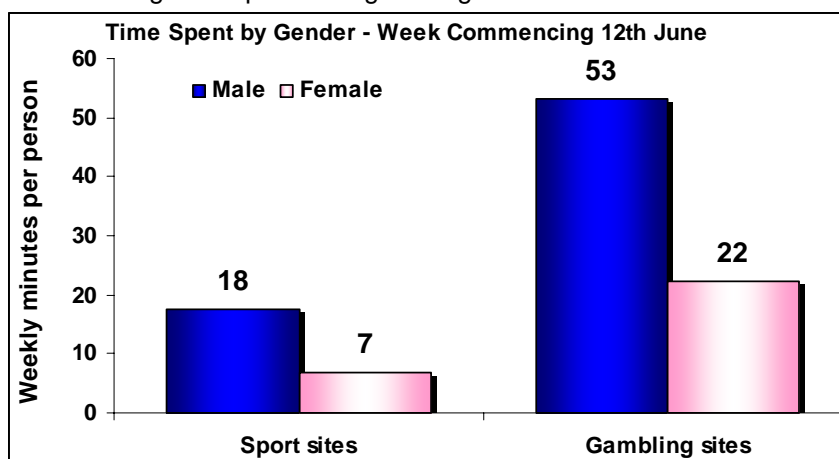


E.g. 46% of the Times sport (the 6th most popular site) audience in the week commencing 12th June was female
 Source: Nielsen//NetRatings NetView Custom Analytics, selected football and gambling websites including Internet applications
 *Premium TV is a publisher of Premier League and Football League club websites

Burmester concludes, "It is interesting to note that one in three visitors to gambling websites are female compared to one in four to sports websites which shows that when it comes to the World Cup women are more likely to be gambling online than actually following it or reading about it online! This is certainly something that other sporting events should be looking at when it comes to enticing women online."

How much longer men spend on sports and gambling websites than women

- Gambling visitors average 43 minutes online during the week compared to 15 minutes for sports visitors
- Men average 2.5 times longer on sports and gambling websites than women



E.g. Men averaged 18 minutes on sports sites in the week commencing 12th June
 Source: Nielsen//NetRatings NetView Custom Analytics, selected football and gambling websites including Internet applications

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EDITOR'S NOTES

Please source all information to Nielsen//NetRatings.

Nielsen//NetRatings will be releasing daily and weekly data regularly throughout the 2006 World Cup focusing on the key matches and events. Sites, channels and brands in this research are from a customised selection from our NetView consumer panel that has been compiled by Nielsen//NetRatings especially for the World Cup. The analysis covers the most popular sports and betting websites and does not include all sports and gambling websites that are visited by the UK audience during this period. Information is available for the media on other countries including Germany, Spain, Italy, Australia and Brazil.

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About Nielsen//NetRatings

Nielsen//NetRatings is a global leader in Internet media and market research, 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