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NetRatings Japan Inc.

Soichiro Nishimura +813-4363-4200

NHK TOP, TBS SECOND, FUJI TV THIRD IN TV BROADCASTER WEBSITES' ANNUAL AVERAGE REACH RANKINGS

—Kohaku Utagassen, Sukiuta boost NHK ratings to year's highest level—

Nielsen//NetRatings NetView Audience Measurement Service Report on Japan Internet Ratings for December 2005

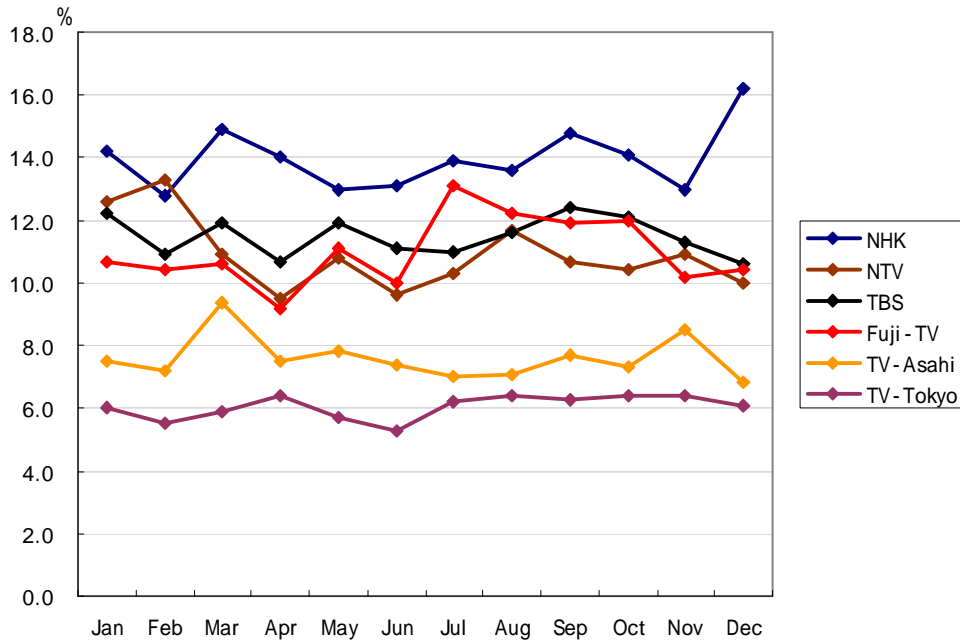
TOKYO — January 30, 2006 — NetRatings Japan Inc., a global leader in Internet media and market research, today announced a report on the results of its NetView Audience Measurement Service (NetView AMS) for December 2005.

The report revealed that monthly reach of the NHK Web site (percentage of all home Internet users who visited the site) was 16.2%, a record for a TV station's Web site (including those of commercial broadcasters). While the number of visitors to NHK's Web site typically surges in December, in 2005 the announcement of the teams participating in Kohaku Utagassen (a New Year's eve song show) on December 1 and content associated with Sukiuta 100-kyoku ("100 favorite songs" poll), whose results came out in November, kept the number of visitors at a high level throughout December.

Figure 1. Monthly reach trends at Tokyo-based key broadcasters' sites

Comparison of figures for January to December 2005; accesses from the home (Unit: %)

	NHK nhk.or.jp	NTV ntv.co.jp	TBS tbs.co.jp	Fuji TV fujitv.co.jp	TV Asahi tv-asahi.co.jp	TV Tokyo tv-tokyo.co.jp
Annual average	14.0	10.9	11.5	11.0	7.6	6.0
Jan	14.2	12.6	12.2	10.7	7.5	6.0
Feb	12.8	13.3	10.9	10.4	7.2	5.5
Mar	14.9	10.9	11.9	10.6	9.4	5.9
Apr	14.0	9.5	10.7	9.2	7.5	6.4
May	13.0	10.8	11.9	11.1	7.8	5.7
Jun	13.1	9.6	11.1	10.0	7.4	5.3
Jul	13.9	10.3	11.0	13.1	7.0	6.2
Aug	13.6	11.7	11.6	12.2	7.1	6.4
Sep	14.8	10.7	12.4	11.9	7.7	6.3
Oct	14.1	10.4	12.1	12.0	7.3	6.4
Nov	13.0	10.9	11.3	10.2	8.5	6.4
Dec	16.2	10.0	10.6	10.4	6.8	6.1



Average annual reach score data for January–December 2005 for the Tokyo-based key broadcasters' Web sites (average annual reach) show that NHK was well ahead of the commercial broadcasters at 14.0%, with TBS second at 11.5%, Fuji TV third with 11.0%, and NTV close behind at 10.9%. NHK lost its top ranking in February to NTV, whose acclaimed drama series Gokusen led to a sharp increase in Web site accesses, and also came close to being overtaken by Fuji TV in July, whose drama series Denshaotoko turned out to be a major hit. Otherwise, NHK retained a stable lead throughout the year.

“Fuji TV had the top annual TV ratings in 2005, and TV Asahi’s ratings improved dramatically, but on Web, it was NHK’s and TBS’s sites that put in the strongest performance,” said NetRatings President and Chief Analyst Masashi Hagihara. “These two broadcasters’ sites provide excellent news content and election coverage, which suggests that broadcasters’ sites are regarded not only as vehicles for promoting programs, but also as sources of news and information.”

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 services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and sitecentric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.