



For immediate release
NetRatings Japan Inc.

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**NICO NICO DOUGA SEES TOTAL MINTUES RISE 52% MoM,
OUTSTRIPS YOUTUBE IN
AVERAGE NUMBER OF VISITS AND TIME PER VISIT PER USER**

**Nielsen//NetRatings NetView Audience Measurement Service Report
on Japan Internet Ratings for August 2007**

TOKYO — September 21, 2007 — 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 August 2007.

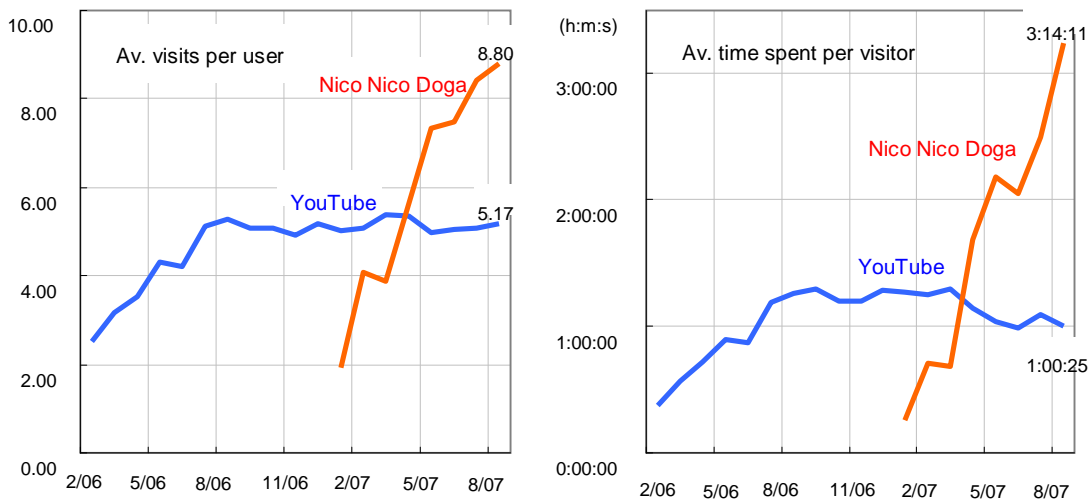
August's results show that the video sharing Web site Nico Nico Doga (nicovideo.jp) is fast surpassing YouTube (youtube.com) in average length of visit and average number of visits per user.

Nico Nico Doga rolled out a beta of its Web site in January and began enrolling users for the service in March. The site only allows 24-hour viewing by up to 2 million users at a time because of its unique ability to show user comments associated with specific segments of individual videos as those segments appear.

The average number of visits per user for August was 8.8, greater than YouTube's 5.2. The average time spent on the site by each visitor also outstripped that at YouTube by a factor of more than three at 3 hours 14 minutes, while also exceeding those of the Yahoo! JAPAN (yahoo.co.jp) portal (which, at 3 hours 5 minutes, is considered sticky) and mixi (mixi.jp; 2 hours, 52 minutes). Nico Nico Doga's rate of visitor growth is also higher than that of YouTube during its growth phase over spring and summer last year (Figure 1).

Figure 1. Nico Nico Doga and YouTube Visits per User and Time Spent per Visit per User

(accesses from home; February 2006–August 2007)

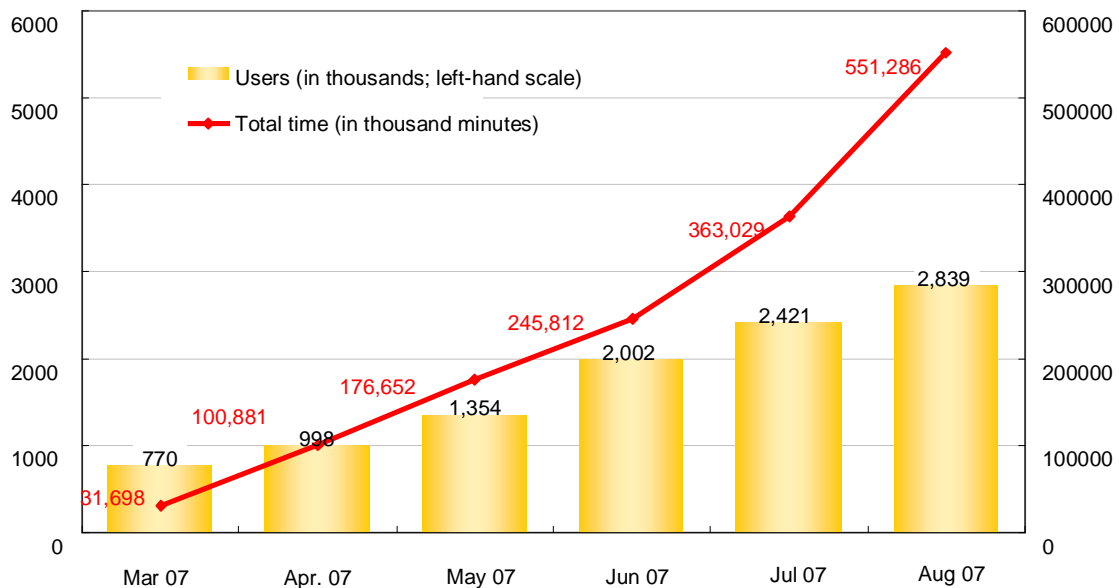




By August, Nico Nico Doga had nearly 2.84 million visitors per month. This exceeds the 2 million user ID limit at any given time, but the surplus is thought to consist of visits to the top page by unregistered users driven by blog links and word-of-mouth. User numbers and each user's average time per visit are both increasing on a monthly basis, leading to a growth rate in total minutes about 50% per month from April to August. Total minutes for August were 551,280 against July's 363,030 minutes, a month-on-month increase of 52% (Figure 2).

Figure 2. Nico Nico Doga Users and Total Minutes

(accesses from the home; March–August 2007)



“Nico Nico Doga’s growth shows how much value there is in viewer-participation video sites on the Internet,” said NetRatings President and Chief Analyst Masashi Hagihara. “Far from offering merely passive viewing, it has a unique ability to allow users to build communities that is very effective for attracting user interest. The model also offers huge potential for commerce sites that allow viewers post affiliate links for products related to the videos, making this one of the hottest services for video businesses on the Internet. With 2 million users able to access the site anytime they want, and another 1 million waiting for their user IDs, the site promises further growth in the latter half of the year as the number of registered users continues to rise.”

About Nielsen//NetRatings

NetRatings, Inc. 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 site-centric 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 <http://www.nielsen-netratings.com>.