



For immediate release

NetRatings Japan Inc.

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**GOOGLE MAKES GAINS: USERS UP 5 MILLION FROM A YEAR AGO TO 17 MILLION;  
ENTERS TOP 10 IN PROPERTY RANKINGS**

**Nielsen//NetRatings NetView Audience Measurement Service Report  
on Japan Internet Ratings for September 2006**

TOKYO — October 23, 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 September 2006.

The September report revealed that the number of Google users grew approximately 5 million from a year earlier to 17.38 million, catapulting it for the first time into the top 10 of our property rankings (user number data compiled by company or group). Google's 43% growth rate over the previous 12 months is the highest among the top entries in the property rankings, excluding growth of user numbers resulting from company mergers and other such once-off events (see Figure 1).

**Figure 1. Property ranking comparison for September 2005 and September 2006**

(source: NetRatings NetView AMS, accesses from home)

Property Ranking Sep,2006				Unique Audience Change % Y on Y	Page Views Change% Y on Y	Property Ranking Sep,2005			
Rank	Property	Unique Audience (unit:000)	Page Views (Unit:000)			Rank	Property	Unique Audience (unit:000)	Page Views (Unit:000)
1	Yahoo!	38,497	23,620,350	14.2%	7.9%	1	Yahoo!	33,709	21,894,264
2	Rakuten	25,729	4,310,439	10.3%	9.5%	2	Rakuten	23,327	3,937,005
3	Microsoft	25,526	1,540,285	-	-	3	GMO internet	20,578	1,284,857
4	NTT Communications	24,181	1,494,862	-	-	4	Nifty	19,741	968,694
5	GMO internet	23,308	1,344,354	13.3%	4.6%	5	MSN	19,581	1,380,115
6	Nifty	21,503	996,164	8.9%	2.8%	6	NEC	17,440	735,483
7	NEC	19,720	827,575	13.1%	12.5%	7	NTT Communications	15,259	393,321
8	FC2	17,883	1,005,751	35.1%	59.1%	8	Microsoft	14,598	133,635
9	Amazon	17,471	565,918	21.9%	40.6%	9	Livedoor	14,549	693,538
10	Google	17,380	1,981,274	43.4%	67.6%	10	Amazon	14,337	402,586
						15	Google	12,116	1,182,400

Note: Microsoft and MSN were integrated into Property of Microsoft in September 2006 on our Property defining.

NTT Communications integrated the services of NTT Communications, NTT Resonant, and Plala Networks in August 2006.



The growth of Google user numbers in September is largely attributed to the increase in users of Google Toolbar-related pages. User numbers were up 1.73 million from the previous month, with usage concentrated on Google Toolbar update and customization pages. The main factor contributing to strong year-on-year growth is the increase in people using services other than keyword searches (see Figure 2).

**Figure 2. Growth of user numbers of Google services**

(September 2005 and August–September 2006; source: NetRatings NetView AMS, at-home accesses)

(Unit:000)

Site	Service Name	Sep,2005	Aug,2006	Sep,2006	Change YoY	Change MonM
www.google.co.jp	Keyword Search	9,815	11,878	12,029	2,214	151
www.google.com	Keyword Search	3,192	6,672	8,044	4,852	1,372
toolbar.google.com	Tool Bar	519	578	2,308	1,789	1,730
images.google.co.jp	Image Search	1,339	1,648	1,725	386	77
images.google.com	Image Search	470	423	380	-90	-43
news.google.co.jp	News	794	1,065	1,312	518	247
news.google.com	News	-	-	279	279	279
maps.google.co.jp	Map	452	1,675	1,601	1,149	-74
maps.google.com	Map	727	342	305	-422	-37
groups.google.co.jp	Group	-	230	257	230	27

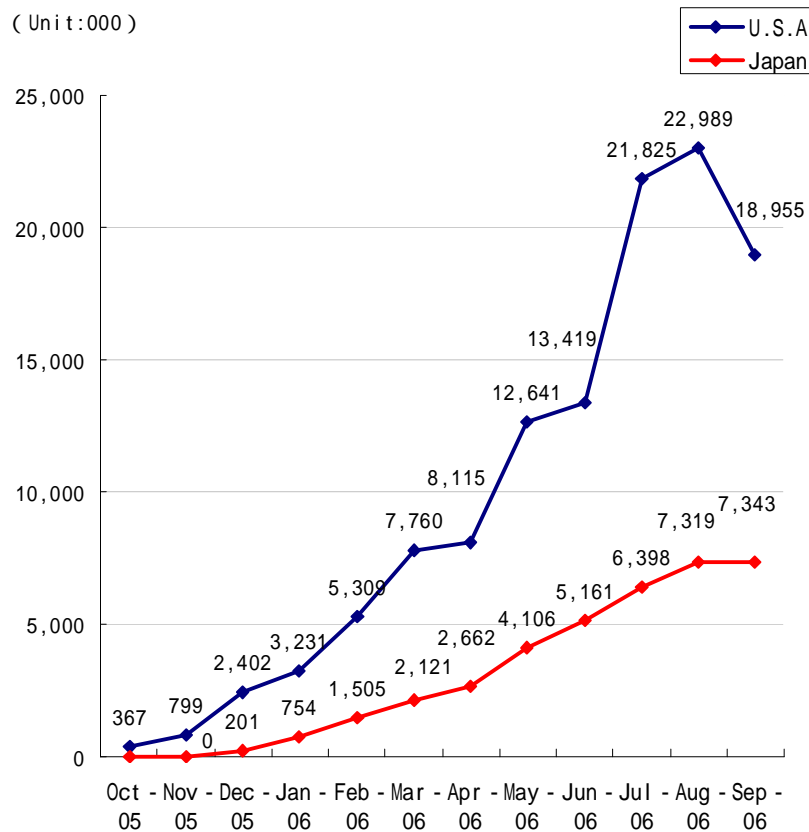
Meanwhile, growth in user numbers at video-sharing site YouTube, whose acquisition by Google was announced earlier this month, began to slow in September in both the U.S. and Japan. YouTube has been immensely popular since it launched services, recording a sharp increase in user numbers; but in September user numbers declined year-on-year for the first time in the U.S. and remained unchanged in Japan, also for the first time (see Figure 3).

“Google has taken a top share in property rankings in most countries and regions except Japan,” said NetRatings President and Chief Analyst Masashi Hagihara. “Until recently it was not a major presence here, but since it launched non-search services last year, user numbers have steadily increased. Google’s property ranking has improved every month since June 2006, and it has finally made it into the top 10. Google is ranked third in page views, after Yahoo! and Rakuten, and fourth after mixi in all properties. These numbers suggest that Google’s advance is likely to intensify competition among portal sites going forward. The slowdown in user-number growth at YouTube is likely a sign that the boom has subsided. We intend to keep a close watch on how Google runs the YouTube site affects user numbers.”



Figure 3. Trends in user numbers of YouTube in the US and Japan

(Comparison between September 2005 and September 2006; source: NetRatings NetView AMS, September at-home accesses)



### About Nielsen//NetRatings

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