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THE ONLINE JOB HUNT CONTINUES APACE IN HONG KONG

jobs.gov.hk, jobsdb.com, classifiedpost.com top three

HONG KONG, 11 March, 2003 –14.2 per cent of all at-home Internet users visited an online job search site in February 2003, up from 13.1% a year ago, according to latest information from Nielsen//NetRatings.

308,800 surfers visited online job search sites in February 03, compared with 267,700 a year ago, representing an increase of 15.4 per cent in the total audience to these sites. This compares to a year-on-year increase in the total number of active Internet users in February of only 6.4 per cent.

“The online search for a new job continues apace in Hong Kong, where the jobless rate remains at a high of more than 7 per cent,” said Peter Steyn, Sales and Marketing Director, Nielsen//NetRatings Hong Kong.

“This 15% year-on-year growth to the online job search sites did not come solely from new users coming online, but rather existing online users heading increasingly to job search sites in their quest for their next career move”, added Steyn.

While Hong Kong’s Internet users are still slightly more skewed towards men (54.5%), women are taking the lead in the online job search stakes. Over half (53%) of online job searchers are women, up from 47% a year ago.

The top ranking online job search sites (see Table 1) in February 03 were jobs.gov.hk, jobsdb.com, classifiedpost.com, jump.mingpao.com and pandacareer.com. Both jump.mingpao.com and pandacareer.com are new entries in the top 5.

Other popular sites include careertimes.com.hk, part-time.com, jiuji.com, and jobmarket.com.hk.

The highest year-on-year growth was Mingpao’s jump.mingpao.com and the South China Morning Post’s job search site, jiuji.com, which both increased their audience by 66% compared to the previous year.

Nielsen//NetRatings’ job search analysis included a selection of the top 25 job search sites accessed by Hong Kong Internet users from home. Among the top 10 sites, all but part-time.com showed a year-on-year audience growth.

Jobs.gov.hk has been the number 1 job search site in Hong Kong since June 02, when it took over the top spot from monster.com.hk.

Table 1: Top Job Search Sites/Domains, February 02 vs. February 03, At-home, Hong Kong

	Top 5 Job Search Sites/Domains February 2002	Unique Audience		Top 5 Job Search Sites/Domains February 2003	Unique Audience
	Total Job Search Category	267,700		Total Job Search Category	308,800
1	jobs.gov.hk	78,000	1	jobs.gov.hk	114,800
2	jobsdb.com	68,300	2	jobsdb.com	92,800
3	classifiedpost.com	55,900	3	classifiedpost.com	72,500
4	careertimes.com.hk	52,700	4	jump.mingpao.com	66,200
5	part-time.com	51,900	5	pandacareer.com	56,700

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.com.

About NetRatings, Inc.

NetRatings, Inc. (Nasdaq: NTRT) is the provider of the Nielsen//NetRatings services, which set the global standard for Internet audience measurement and analysis. Nielsen//NetRatings enables its customers to make informed business decisions regarding their Internet strategies with its technology driven products and services, which include the Nielsen//NetRatings NetView Internet audience measurement service, AdRelevance online advertising intelligence, @Plan Web user lifestyle, demographic and product brand preferences data, WebRF, an Internet reach and frequency planning tool, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

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