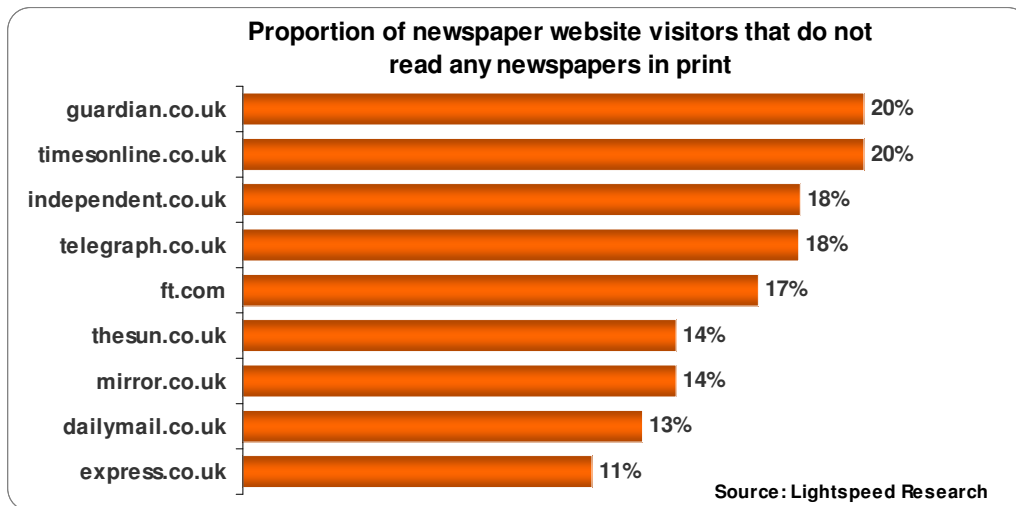


Internet does not spell the death of news in print
69% of Britons read a print edition and 33 % read both online and print

London 19th June 2007: A new survey by Lightspeed Research, a leading global interactive market research solutions provider, reveals that despite the rise of online news sites, nearly two thirds of Britons still like to read their news in print. The survey, conducted on their propriety GB online panel, received more than 55,000 responses in May 2007.

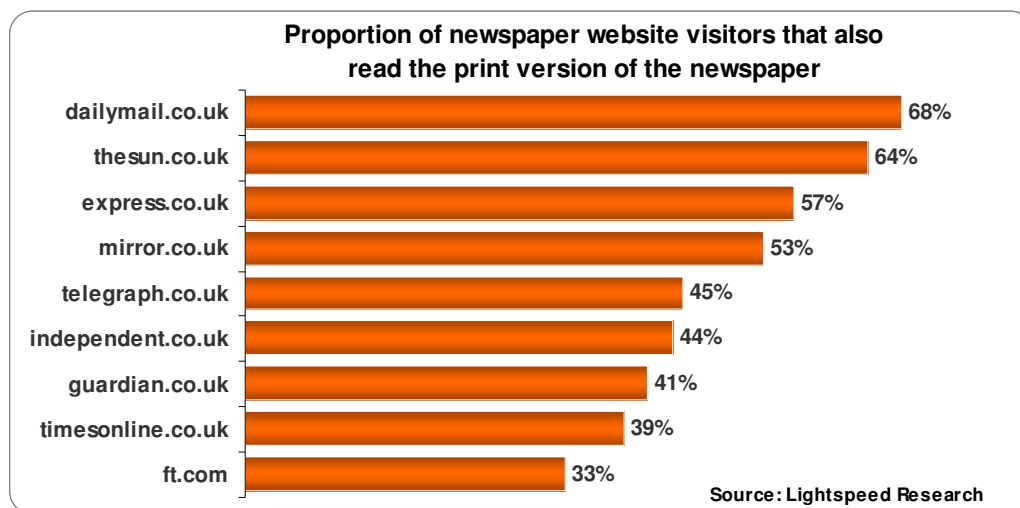
Despite a wide range of online news sites in the UK, more than two thirds of those surveyed still state they read their news in print. In fact, many readers don't go online for their news. It is the red top tabloids that have the highest proportion of print-only readership – 56% of Sun readers don't visit any online news websites, followed by 52% of Daily Mirror readers, 51% Daily Mail and 50% of The Express.



When it comes to online-only news readership, one fifth of visitors to guardian.co.uk and timesonline.co.uk don't read any printed papers, closely followed by 18% of independent.co.uk and telegraph.co.uk readers. By comparison, only 14% of sun.co.uk and mirror.co.uk readers and 11% of

express.co.uk don't read a print edition at all. This might be because the broadsheets websites deliver a more complete view of news and opinion, or that they have additional content that adds to the overall user experience.

Regardless of whether our respondents read their news online or in print, one key aspect of the research was the strong loyalty readers have for their chosen title. The red top tabloids lead, with 68% of visitors to dailymail.co.uk and 64% of sun.co.uk visitors also reading the print editions. At the bottom of this list with 33% was ft.com, the only site in our list that currently charges a subscription fee.



David Day, CEO of Lightspeed Europe said “Our findings suggest that the tabloids are best at maintaining a loyal print reading audience. Perhaps the broadsheets are victims of their own online success, with their web readers getting all the news and comment they need online.

What we did see across all the titles was brand loyalty. With news being available across a range of different media choices, strong, differentiated news brands are crucial. As the newspapers invest more in their online presence, publishers and editors need to understand why a reader chooses a particular newspaper, and build on that strength.”

Ends

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Note to editors:

Just over 55,000 people on the online panel responded to our survey in May 2007. The survey covered a whole range of media behaviours from TV to radio, Internet to print. The research is used to ensure we offer our media clients the most relevant panellists for their surveys.

About Lightspeed Research

Lightspeed Research is a trusted online market research solutions provider delivering research results through global online panels. Lightspeed Research provides access to household members across 34 countries in Europe, North America and Asia-Pacific.

Lightspeed Research's proprietary panels are recruited and maintained to ensure quality and representative sampling to support studies that range in scope and complexity across most industry sectors. Lightspeed Research operates panels covering healthcare, financial services, automotive, B2B, teleco, family and more. Lightspeed Research is a member of WPP (LSE: WPP) (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit

www.lightspeedresearch.com