

MEDIA RISES TO THE WAR CHALLENGE

Submitted by: WhiteOaks London

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Keynote System's data reveals the winners and losers from the online web 'war'

Keynote Systems, The Internet Performance Authority®, has been measuring the performance of the UK's online news sites throughout the current conflict in Iraq, and as troops declare Tikrit safe, they can now publicly declare the winners.

Storming ahead into the lead, BBC News Online, with a download speed of only 0.36 seconds has beaten its closest rival, The Independent, by a full two thirds of a second (1.02 secs). However, The Indy maintains a full second's lead over its closest print rival The Daily Telegraph.

At the other end of the scale its clear that some news groups failed to prepare as well as their smaller rivals. Associated Newspapers' Evening Standard and Daily Mail were forced into last and second to last place respectively, with download speeds averaging a frustrating 15.90 seconds for The Daily Mail. Strangely, one of the world's largest media groups, News International also appeared to have had major problems with their site over the war period, with downloads for The Sun and The Times averaging, a disappointing, 7.12 seconds and 4.58 seconds respectively.

The results are as follows:

News Site	Download Speed/	Availability
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BBC News (www.news.bbc.co.uk)	0.36 seconds	99.95%
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The Independent (www.independent.co.uk)	1.02 seconds	96.05%
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Daily Telegraph (www.telegraph.co.uk)	2.06 seconds	99.83%
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Financial Times (www.ft.com)	2.12 seconds	99.92%
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ITV News (www.itv.com/news)	2.36 seconds	99.80%
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Sky News (www.sky.com/skynews/home)		
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2.54 seconds
99.91%

The Guardian (www.guardian.co.uk)
2.68 seconds
99.92%

Daily Star (www.dailystar.co.uk)
2.95 seconds
99.19%

The Express (www.express.co.uk)
3.05 seconds
99.17%

CNN (www.cnn.com)
4.40 seconds
99.95%

The Mirror (www.mirror.co.uk)
4.44 seconds
99.53%

The Times (www.timesonline.co.uk)
4.58 seconds
98.58%

The Sun (www.thesun.co.uk)
7.12 seconds
99.86%

Evening Standard (www.standard.co.uk)
6.92 seconds
98.75%

Daily Mail (www.dailymail.co.uk)
15.90 seconds
99.16%

Measurements taken 3am 20/03/03 – 6pm 14/04/03. Six measurements per hour, across all major worldwide Internet backbones.

Andy Didcott, UK Country Manager said: "This conflict was predicted to be the 'online' war in the same way as 1991 was the making of CNN. Its extremely positive to see that our online media has, on the whole, risen to the challenge effectively.

“There were some major slowdowns on a few of the sites in the early days of the war but it appears that they all quickly took measures to avoid any long running impact on performance.”

About Keynote Systems

Keynote Systems (Nasdaq "KEYN"), The Internet Performance Authority®, is the Global leader in Web performance management and testing services that improve the quality of e-business. Keynote's services enable corporate enterprises to benchmark, diagnose, test and manage their e-business systems both inside and outside the firewall. More than 2,300 corporate IT departments and 16,000 individual subscribers rely on the company's easy-to-use and cost-effective services to optimise revenues and reduce downtime costs without requiring additional complex and costly software implementations.

Keynote Systems, Inc. was founded in 1995 and is headquartered in San Mateo, California. The company can be reached at www.keynote.com or by phone in the UK on 0207 887 4531