

EXHIBIT 68

Subject: HITWISE (NON-US Demographics)
From: "Harley Giles" <harley.giles@hitwise.com>
Date: Wed, 23 Oct 2002 03:57:03 -0500
To: "Alan Murray" <amurray@ec16.com>, "Rodney Hook" <rhook@truedata.org>
CC: "Adrian Giles" <adrian@sinewave.com.au>

Hi Alan, Rodney

I wanted to give you some feedback on the NON-US demographics;

1. We have been getting good match rates on the NON-US demographics, your mining efforts are certainly working!
2. Propose that we commence the NON-US trial on November 1 as planned.
3. True Data to continue mining for trial period (Nov - Jan).
4. True Data to hand over mining to Hitwise towards end of trial.

* MATCH RATES *

Using Australia as an example we have;

30,814 user ids
14,448 gender records
8,041 phone numbers
2,230 of the phone numbers were matched to a MOSAIC code.

I think that by the end of the trial period, we will have satisfactorily mined enough to produce 30,000 demographic profiles in Australia. We are still working through our relationship with Experian in the UK for MOSAIC lookup in that region, however given the strength of the Australian data we feel the UK will be similar in quality.

* JAVA SCRIPTS *

Are you able to send the data mining scripts through to me? I want to get the tech dev team thinking about this, as well as scheduling some of their development time in January for the handover process.

I look forward to hearing back from you shortly...

Regards

Harley Giles
International Business Development

HITWISE
Level 7, 580 St Kilda Road
Melbourne Victoria 3004 Australia
Phone: +61 3 8530 2400
Fax: +61 3 9529 8907
Mobile: +61 413 936 436

Hitwise - for real-time competitive intelligence...
<http://www.hitwise.com>

The information transmitted may be confidential, is intended only for the person to which it is addressed, and may not be reviewed, retransmitted, disseminated or relied upon by any other persons. If you received this message in error, please contact the sender and destroy any paper or electronic copies of this message. Any views expressed in this email communication are those of the individual sender, except where the sender specifically states otherwise. Hitwise does not represent, warrant or guarantee that the communication is free of errors, virus or interference.

DR199520
CONFIDENTIAL

**DR199521
CONFIDENTIAL**