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## NAPSTER KEEPS TOP SPOT, BUT OTHER FILE-SHARING SITES GAIN MOMENTUM, ACCORDING TO NIELSEN//NETRATINGS

**NEW YORK – July 23, 2001** – According to the latest report from Nielsen//NetRatings, the world's fastest growing Internet audience measurement service from Nielsen Media Research, ACNielsen eRatings.com and NetRatings, Inc. (Nasdaq: NTRT), traffic to Napster at-home declined 36 percent during the past eight weeks ending July 15th, while other file-sharing sites, including KaZaA, BearShare, Audiogalaxy and iMesh, are gaining traffic, suggesting that Web surfers are seeking alternatives to Napster. Teens are leading the growth to these other file-sharing sites.

Napster retains its top spot among file-sharing sites with 2.6 million unique visitors, but traffic has declined 36 percent from more than four million during the past eight weeks.

Other file-sharing sites have seen large increases in traffic. KaZaA spiked 142 percent in traffic to 433,000 unique surfers, compared to 179,000 unique visitors during the week ending June 3<sup>rd</sup> (see Table 1). Bearshare surged 39 percent in traffic to 274,000 unique visitors, while Audiogalaxy jumped 32 percent to 707,000 unique visitors during the past eight weeks. Another file-sharing site iMesh rose 26 percent to 331,000 unique visitors.

"Consumer interest in file-sharing sites is skyrocketing, in light of the recent restrictions placed on Napster. Traffic to Napster is dropping while other file-sharing sites are spiking in traffic," said Jarvis Mak, senior Internet analyst, NetRatings. "However, we're finding that consumers are still willing to try the new Napster software, as nearly 16 percent of the site's audience are visiting the software download page."

**Table 1. Traffic to File-Sharing Sites for Past Eight Weeks (U.S., Home)**

Site	5/27 Unique Audience	7/15 Unique Audience	Percent Change
Napster.com	4,073,000	2,628,000	- 36%
KaZaA	179,000*	433,000	142%
BearShare	197,000	274,000	39%
Audiogalaxy	534,000	707,000	32%
iMesh	262,000	331,000	26%

*Source: Nielsen//NetRatings, July 2001*

*\*Note: These traffic figures represent the audience for KaZaA during the week ending June 3<sup>rd</sup>. Traffic to KaZaA during the week ending May 27 did not meet Nielsen//NetRatings' reporting level.*

### Teens Lead Growth to File-Sharing Sites

File sharing sites are attracting a large audience from teens ages 12 to 17 (see Table 2). Teens spent more time and accessed more pages on file-sharing sites than any other demographic during this past week ending July 15<sup>th</sup>.

"Generation Y surfers sit at the intersection of digital entertainment, as both hip consumers of music and savvy Internet users. More than a third of the visitors to kazaa.com are Gen Y surfers, for example, while that group normally comprises only 12.6 percent of the active Web audience."

**Table 2. Teen Demographic Growth Rates at File-Sharing Sites for Past Eight Weeks (U.S., Home)**

Site	5/27 Total Teens	7/15 Total Teens	% Change
Napster.com	1,564,439	1,009,152	-35%
KaZaA	58,282*	162,808	179%
BearShare	37,410	77,542	107%
Audiogalaxy	132,699	223,412	68%
iMesh	90,102	116,181	29%

Source: Nielsen//NetRatings, July 2001

\*Note: These traffic figures represent the audience for KaZaA during the week ending June 3<sup>rd</sup>. Traffic to KaZaA during the week ending May 27 did not meet Nielsen//NetRatings' reporting level.

**Nielsen//NetRatings: Top 25 Web Sites by Property**

July 9 - 15, 2001

Ranking of the Most Visited Web Properties

**Top 25 Properties, At-Home**

Property	Unique Audience (000)	Time Per Person (hrs:min:sec)
1. AOL Time Warner	37,464	0:15:54
2. Yahoo!	29,996	0:29:32
3. MSN	27,282	0:22:31
4. Microsoft	9,484	0:04:48
5. Excite@Home	8,355	0:13:44
6. Lycos Network	8,286	0:09:03
7. eBay	7,753	0:36:42
8. Walt Disney Internet Group	5,913	0:14:16
9. About The Human Internet	5,771	0:06:39
10. Amazon	5,482	0:07:56
11. Google	4,884	0:06:42
12. eUniverse Network	4,783	0:07:54
13. InfoSpace	4,356	0:04:04
14. CNET Networks	4,298	0:06:30
15. Vivendi Universal	4,052	0:10:02
16. Promotions	3,785	0:04:37
17. iWon	3,358	0:24:50
18. ClassMates Online	3,350	0:05:48
19. Ask Jeeves	3,241	0:04:54
20. AT&T	3,026	0:11:31
21. EarthLink	2,944	0:06:23
22. NBC Internet	2,917	0:05:03
23. GoTo.com	2,830	0:02:11
24. Gator.com	2,711	0:07:07
25. Viacom International	2,685	0:14:12

**Top 25 Properties, At-Work**

Property	Unique Audience (000)	Time Per Person (hrs:min:sec)
1. AOL Time Warner	17,623	0:23:42
2. Yahoo!	16,672	0:43:38
3. MSN	15,910	0:32:28
4. Microsoft	8,351	0:06:10
5. Lycos Network	5,394	0:09:05
6. eBay	5,048	0:45:01
7. Excite@Home	4,734	0:14:25
8. Amazon	4,676	0:09:53
9. Google	4,582	0:11:06
10. Walt Disney Internet Group	4,442	0:20:24
11. CNET Networks	3,826	0:09:14
12. About The Human Internet	3,556	0:06:23
13. iWon	3,232	0:33:57
14. InfoSpace	3,036	0:05:35
15. Gannett LTD	2,747	0:10:54
16. Vivendi Universal	2,367	0:11:12
17. NBC Internet	2,239	0:10:33
18. AT&T	2,224	0:15:01
19. Weather Channel	2,141	0:06:18
20. GoTo.com	2,087	0:03:36
21. CitySearch/Ticketmaster Online	2,008	0:14:00
22. AltaVista	1,971	0:05:44
23. Ask Jeeves	1,935	0:05:43
24. ClassMates Online	1,914	0:04:21
25. eUniverse Network	1,912	0:07:25

*Example: The data indicate that 2.7 million home Internet users visited at least one of the Viacom International-owned sites during the week, and each person spent, on average, a total of 14 minutes and 12 seconds at one or more of their sites.*

*Notes: Rankings are based on audience measurement of people who have access to the Internet at-home and at-work. Work rankings are based on persons at work who have access to a non-shared personal computer. A property is defined as a consolidation of multiple domains and URLs owned by a single entity. Reach is a measure of the unduplicated audience that visits a property. The data are expressed as the percentage of the total universe of Internet users who logged onto the Internet at least once during the reporting period.*

## Nielsen//NetRatings: Top Ten Advertisers

July 9 - 15, 2001

Top advertisers, ranked by banner impressions, are based on data from BannerTrack<sup>SM</sup>, Nielsen//NetRatings' syndicated advertising research report. An impression is counted each time an ad banner is fully loaded onto a user's screen.

### Top 10 Advertisers, At-Home

Advertiser*	Impressions (000)	Reach %
1. TRUSTe	362,264	19.0
2. Microsoft	343,425	30.6
3. Yahoo!	283,516	25.1
4. MSN	254,028	20.8
5. ClassMates	219,809	22.8
6. America Online	196,004	26.2
7. JP Morgan Chase	174,860	17.3
8. Columbia House	162,624	30.9
9. Providian	161,897	26.1
10. eBay	155,859	12.7

### Top 10 Advertisers, At-Work

Advertiser*	Impressions (000)	Reach %
1. TRUSTe	287,799	27.7
2. Microsoft	201,077	37.6
3. Yahoo!	171,661	31.2
4. MSN	160,476	28.3
5. JP Morgan Chase	147,864	24.7
6. ClassMates	131,996	30.8
7. Columbia House	116,804	38.6
8. Providian	109,667	33.7
9. MapQuest	100,427	6.6
10. TheBabyOutlet.com	96,007	3.6

\*Impressions reported include house ads, which are ads that run on an advertiser's own web property.

Example: An estimated 155.9 million eBay ad banners were completely loaded on at-home users' computers during the surfing week. These banners were delivered to 12.7 percent or 9.4 million home Internet users.

## Nielsen//NetRatings: Top Ten Ad Banners Viewed

July 9 - 15, 2001

Top Banners, ranked according to reach percentage, are cited from BannerTrack<sup>SM</sup>, Nielsen//NetRatings' syndicated ad research service.

### Top 10 Ad Banners Viewed At-Home

Advertiser*	Reach %	Creative
1. Colonize	10.8	Message Alert - You have 1 message waiting for you.
2. ClassMates	9.0	Do any of these people look familiar? Find your old friends again!
3. JP Morgan Chase	8.3	Shopping sprees have never been so guilt-free!
4. JP Morgan Chase	8.0	For once you'll be glad you're being carded. Get the Shell Platinum MasterCard from Chase.
5. ClassMates	7.6	Find your old friends again.
6. JP Morgan Chase	7.4	Get the power of platinum...with a 2.99% intro APR.
7. JP Morgan Chase/Shell	7.4	Pump More, Save More... with the Shell Platinum Credit Card from Chase.
8. JP Morgan Chase/Shell	7.4	Pump Gas, Get Cash.
9. JP Morgan Chase	7.3	Anything you buy...can take you anywhere you want to fly. The power of platinum is a click away.
10. JP Morgan Chase	7.2	Online shopping guarantee, no annual fee, and a 2.99% intro APR.

### Top 10 Ad Banners Viewed At-Work

Advertiser*	Reach %	Creative
1. Colonize	16.7	Message Alert - You have 1 message waiting for you.
2. JP Morgan Chase/Shell	13.2	Pump More, Save More... with the Shell Platinum Credit Card from Chase.
3. JP Morgan Chase/Shell	12.9	Pump Gas, Get Cash.
4. JP Morgan Chase	12.7	Anything you buy...can take you anywhere you want to fly.
5. JP Morgan Chase	12.6	Get the power of platinum...with a 2.99% intro APR.
6. ClassMates	12.3	Find your old friends again.
7. JP Morgan Chase	12.3	The power of platinum is a click away. Online shopping guarantee, no annual fee, and a 2.99% intro APR.
8. ClassMates	12.3	Do any of these people look familiar? Find your old friends again!
9. Consumer Counseling	11.6	Credit Card Bill - Student Loans - Medical Bills Getting behind on those bills? We can help!

10. Consumer Counseling	11.2	Credit Card Bills – Medical Bills – Student Loans Erase your debt! We can help.
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\*Ad banners that run predominantly on an advertiser's own property or house ads are not included in the above.

**Nielsen//NetRatings: Average Internet Usage**

July 9 - 15, 2001

Data below represent activity for the average Internet user during the designated weekly period.

	Current Week At-Home	% Change from Last Week	Current Week At-Work	% Change from Last Week
Number of Sessions per Week	6	0	12	+20.0
Number of Unique Sites Visited	6	0	15	+7.1
Page Views per Week	229	-0.9	408	+9.4
Page Views per Surfing Session	37	0	35	-5.4
Time Spent per Week	3:15:33	+0.8	6:25:10	+14.1
Time Spent during Surfing Session	0:31:31	+0.3	0:32:36	-2.1
Duration of a Page viewed	0:00:51	0	0:00:56	+3.6
Average Click Rate for Top Banners	0.25	-3.9	0.11	-15.4
Active Internet Universe (actually surfed)	73.9 million	+1.1	34.6 million	+3.9
Current Internet Universe Estimate (had access, but did not necessarily go online)	167.3 million	-0.1	42.5 million	0

**About Nielsen//NetRatings**

Nielsen//NetRatings, the audience measurement service from Nielsen Media Research and NetRatings, Inc. (NASDAQ: NTRT), collects real-time data from more than 70,000 panel members in the United States. The U.S. panel sample consists of 62,000 at-home users and 8,000 at-work users. These panels collectively represent the largest representative media research sample of Internet users in the industry. Worldwide, Nielsen//NetRatings services are provided via a partnership with ACNielsen eRatings.com, a venture between ACNielsen and NetRatings, Inc., and measure the Internet experiences of more than 225,000 Internet users.

Nielsen//NetRatings services use unique technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive Internet usage data and advertising information in the global marketplace. Nielsen//NetRatings services leverage proprietary data-collection technology from NetRatings, Nielsen Media Research's 50 years of expertise in research and audience measurement, and ACNielsen's international leadership in supplying market research information covering more than 100 countries. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

Editor's Note: Please source all data to Nielsen//NetRatings.

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