

For Immediate Release:
NetRatings, Inc.

Christine Chan (408) 586-7572
Maria Bumatay (408) 586-7560

Weber Shandwick

Suzie Pileggi (212) 445-8170

ANTHRAX CASES FUEL 118 PERCENT MORE TRAFFIC TO CDC.GOV, ACCORDING TO NIELSEN//NETRATINGS

Terrorism Concern Drives Surfers to FBI and Department of Justice Web Sites

NEW YORK – October 19, 2001 – Nielsen//NetRatings, the world's fastest growing Internet audience measurement service, reports that traffic to various government Web sites skyrocketed during the week ending October 14, as surfers at-home turned to the Internet for information on the recent anthrax and terrorist-related cases.

The Web site for the Center of Disease Control, CDC.gov, jumped more than 118 percent to 515,000 unique surfers (see Table 1). More than 59 percent of the site's audience accessed pages containing information on the symptoms, diagnosis and treatment of Anthrax.

Traffic to FBI.gov, the official Web site for the Federal Bureau of Investigation, skyrocketed 518 percent to 908,000 unique visitors, as compared to 147,000 surfers the week before. Sixty-seven percent of the site's audience accessed pages featuring photographs and background information on the most wanted terrorists, with 25 percent logging onto the page featuring information on Osama bin Laden.

The Web site for the U.S. Department of Justice, USDOJ.gov, posted a 62 percent gain, rising to 227,000 surfers. More than 39 percent of the site's audience visited pages featuring photographs and biographical information about the nation's most wanted fugitives.

"The need for thorough and reliable information is critical, especially during this time when facts of recent events may be inaccurately reported," said Allen Weiner, vice president and principal analyst, NetRatings.

"Government Web sites play a large role in educating surfers, offering guidance on steps to take during these uncertain times."

Table 1. Growth of Various Government Web Sites, Week Ending October 14 (U.S., Home)

Site	Week Ending 10/7 UA	Week Ending 10/14 UA	Percent Growth
FBI.gov	147,000	908,000	518%
CDC.gov	236,000	515,000	118%
USDOJ.gov	140,000	227,000	62%

Source: Nielsen//NetRatings, October 2001

[Continued Below]

Nielsen//NetRatings: Top 25 Web Sites by Property

October 8 – 14, 2001

Ranking of the Most Visited Web Properties

Top 25 Properties, At-Home

Property	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. AOL Time Warner	39,862	0:16:39
2. Yahoo!	31,826	0:26:25
3. MSN	29,523	0:22:55
4. Microsoft	10,504	0:04:52
5. Lycos Network	9,265	0:08:01
6. eBay	7,581	0:37:12
7. Walt Disney Internet Group	7,081	0:13:26
8. Excite@Home	6,906	0:13:23
9. Google	6,615	0:06:29
10. Amazon	6,108	0:07:29
11. About-Primedia	5,760	0:05:16
12. eUniverse Network	5,564	0:09:00
13. InfoSpace	4,142	0:04:43
14. CNET Networks	3,992	0:06:11
15. American Greetings	3,898	0:07:32
16. Ask Jeeves	3,870	0:05:49
17. ClassMates Online	3,476	0:03:39
18. AT&T	3,443	0:11:00
19. EarthLink	3,245	0:07:38
20. iWon	3,048	0:25:28
21. Gator.com	2,927	0:05:06
22. Vivendi Universal	2,897	0:09:26
23. EA Online	2,662	1:12:05
24. iVillage	2,496	0:08:30
25. Homestead.com	2,292	0:03:58

Top 25 Properties, AtWork

Property	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. AOL Time Warner	20,338	0:26:29
2. MSN	17,965	0:33:49
3. Yahoo!	17,729	0:42:02
4. Microsoft	8,515	0:05:54
5. Lycos Network	6,015	0:08:01
6. Google	5,799	0:09:02
7. eBay	5,501	0:51:05
8. Walt Disney Internet Group	5,282	0:19:47
9. Amazon	4,990	0:10:36
10. About-Primedia	4,455	0:07:16
11. Excite@Home	3,832	0:21:04
12. CNET Networks	3,746	0:06:39
13. InfoSpace	3,342	0:05:23
14. Gannett LTD	2,963	0:11:27
15. iWon	2,742	0:39:50
16. eUniverse Network	2,550	0:11:30
17. New York Times Digital	2,450	0:14:53
18. News Corp. Online	2,350	0:13:57
19. AT&T	2,296	0:15:37
20. American Greetings	2,107	0:07:25
21. Ask Jeeves	2,050	0:05:28
22. CitySearch/Ticketmaster Online	2,044	0:13:24
23. ClassMates Online	2,025	0:04:15
24. AltaVista	1,960	0:04:00
25. Weather Channel	1,958	0:08:16

Example: The data indicate that 2.3 million home Internet users visited at least one of the Homestead.com-owned sites during the week, and each person spent, on average, a total of 3 minutes and 58 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: Average Internet Usage

October 8 – 14, 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	0
Page Views per Week	221	+0.9	396	-1.0
Page Views per Surfing Session	36	+2.9	34	+3.0
Time Spent per Week	3:21:07	+1.4	6:34:58	-0.8
Time Spent during Surfing Session	0:32:21	+1.7	0:33:31	+0.9
Duration of a Page viewed	0:00:54	-1.1	0:00:59	-2.1
Active Internet Universe (actually surfed)	76.7 million	+1.4	36.1 million	-2.2
Current Internet Universe Estimate (had access, but did not necessarily go online)	170.2 million	-0.3	43.4 million	0

About Nielsen//NetRatings

Through strategic partnerships between NetRatings, Inc. (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings Internet audience measurement service collects real-time data from more than 225,000 individuals with access to the Internet in 29 countries around the world. Nielsen//NetRatings uses 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. For more information, please visit www.nielsen-netratings.com.

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

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