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INTERNET USAGE CLIMBS TO RECORD HIGH IN OCTOBER, WITH 115 MILLION AMERICANS ONLINE, ACCORDING TONIENSEN/NETRATINGS

NEW YORK, NY – November 13, 2001 – The Internet ratings report for the month of October 2001 from Nielsen//NetRatings, the world's fastest growing Internet measurement service, revealed that Internet usage in the U.S. reached an all-time high, rising four percent in October and spiking 15 percent year-over-year to more than 115.2 million users (see Table 1). The four percent growth in Web usage is the largest increase seen in 2001.

Overall growth of the active Internet population swelled 15 percent during the past year. Surfers accessing the Internet at-home fueled the increase, jumping 14 percent to more than 103.7 million Internet users. The number of office workers logging online grew 11 percent in October to more than 40.1 million.

"The active Internet universe hit an all-time high in October, climbing four percentage points. This indicates that the overall health of the Internet is solid in spite of the current economic conditions and recent national events," said Sean Kaldor, vice president of analytical services, NetRatings.

"Last year, from October to December 2000, we witnessed an 8 percent surge in Web users. If a similar trend appears again in the fourth quarter of this year, we are establishing a firm base for stable growth of holiday ecommerce traffic."

Table 1. Nielsen//NetRatings Active Internet Population Trend, (U.S., Combined Home & Work)

Month	Active Internet Universe
October 2001	115.2 million
September 2001	110.8 million
August 2001	112.6 million
July 2001	112.6 million
June 2001	112.9 million
May 2001	113.7 million
April 2001	113.1 million
March 2001	112.7 million
February 2001	109.5 million
January 2001	111.1 million
December 2000	108.7 million
November 2000	105.3 million
October 2000	100.3 million

Source: Nielsen//NetRatings, October 2001

Note: Active Internet universe is the total number of users who accessed the Web at least once during the given time period.

Sixty-Two Percent of All Americans Have Internet Access

Three out of five, or 62 percent of all Americans had Internet access in October 2001, as compared to 57 percent last year (see Table 2).

Web usage continues to grow. Surfers spent more time online and logged onto the Internet more frequently in October as compared to last year. On average, Web surfers spent 19 hours online during the month of October, rising nearly nine percent from 17.5 hours the year prior. Americans are accessing the Internet more frequently, averaging 35 sessions in October. This is a six percent jump year-over-year from 33 sessions during the same time last year.

Table 2. Nielsen/NetRatings Internet Penetration, (U.S., Combined Home & Work)

Month	Current Internet Universe	Census Population	Internet Penetration
October 2001	176.5 million	285.5 million	62%
October 2000	155.9 million	275.8 million	57%

Source: Nielsen/NetRatings, October 2001

Note: Current Internet universe is the total number of users who had access to the Web during the month, but did not necessarily log on during the given time period.

October Internet Audience Ratings

The following set of at-home and at-work information includes: Top 25 Web Properties and Average Web Usage for the month of October 2001.

Nielsen/NetRatings: Top 25 Web Sites by Property
 Month of October 2001
 Ranking of the Most Visited Web Properties

Top 25 Properties, Combine Home & Work

Property	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. AOL Time Warner	80,593	1:23:06
2. Yahoo!	71,142	2:19:17
3. MSN	66,905	1:49:38
4. Microsoft	44,098	0:13:23
5. Lycos Network	34,212	0:17:41
6. Amazon	27,800	0:19:24
7. About-Primedia	26,617	0:11:52
8. Walt Disney Internet Group	26,281	0:39:41
9. eUniverse Network	24,181	0:17:34
10. eBay	23,092	2:18:37
11. Google	21,271	0:31:22
12. American Greetings	21,263	0:14:02
13. Excite@Home	20,616	1:00:01
14. CNET Networks	18,990	0:16:39
15. InfoSpace	18,880	0:12:34
16. Ask Jeeves	16,675	0:10:19
17. ClassMates Online	15,042	0:09:50
18. Vivendi Universal	13,195	0:19:52
19. AT&T	12,977	0:29:39
20. CitySearch/Ticketmaster Online	11,286	0:23:40
21. Homestore	11,142	0:17:13
22. Gannett LTD	10,876	0:25:12
23. Homestead.com	10,863	0:05:20
24. EarthLink	10,734	0:23:57
25. Real Networks	10,592	0:12:09

Example: The combined home and work data indicate that nearly 10.6 million home & work Internet users visited at least one of the Real Networks -owned sites during the reporting period, and each person spent, on average, a total of 12 minutes and 9 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 Combined Home & Work
Month of October 2001

Data below represent activity for the average Internet user at-home and at-work during the month.

	Home & Work, October	Home & Work, September	% Change from September
Number of Sessions per Month	35	32	+9.4
Page Views per Month	1,194	1,085	+10.1
Page Views per Surfing Session	35	34	+2.9
Time Spent per Month	19:02:35	17:05:45	+11.4
Time Spent During Surfing Session	0:32:44	0:31:50	+2.8
Duration of a Page viewed	0:00:57	0:00:56	+1.2
Active Internet Universe (actually surfed)	115.2 million	110.8 million	-1.6
Current Internet Universe Estimate (had access, but did not necessarily go online)	176.5 million	175.3 million	+1.4

About Nielsen//NetRatings

Through strategic partnerships between NetRatings, Inc. (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings 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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