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## BROADBAND AUDIENCE SURPASSES 21 MILLION IN NOVEMBER, SETTING A RECORD HIGH, ACCORDING TO NIELSEN//NETRATINGS

Thirty One Percent of Surfers Who Consume Streaming Media are Broadband Users

**NEW YORK, NY – December 11, 2001** – The Internet ratings report for the month of November 2001 from Nielsen//NetRatings, a leading Internet audience measurement service, revealed that the total number of broadband users at-home in the U.S. surpassed 21 million during the month of November, setting an all-time high. One out of every five surfers accessed the Internet via broadband connection, reaching a record 20 percent of 106 million active Internet users (see Table 1).

Broadband audience growth is outpacing the overall growth of the active Internet universe. The number of surfers accessing the Internet via a high-speed connection in November jumped 90 percent from 2000. By comparison, the active Internet universe grew 11 percent from November 2000 to 2001. Twenty percent of the active Internet population accessed the Internet via broadband in November, as compared to nearly 12 percent one year ago.

**Table 1. Broadband Audience (U.S., Home)**

	November 2000	November 2001	Growth
<b>Total Broadband Users</b>	11.2 million	21.3 million	90%
<b>Active Internet Universe</b>	95.4 million	105.5 million	11%
<b>Percent of Active Internet Universe</b>	11.8%	20.2%	

Source: Nielsen//NetRatings, November 2001

"Surfers continue to seek high speed connections for quicker Internet access, faster downloads and more aggressive Internet usage," said T.S. Kelly, director and principal analyst, NetRatings.

"Broadband surfers tend to log on to the Internet more often, stay online longer and are more likely to shop online than narrowband surfers."

"Last year, broadband surfers spent 67 percent more dollars online each month than narrowband surfers, Kelly added. "The continued healthy growth of the broadband population bodes well for ecommerce."

### Broadband Fuels 94 Percent Growth in Streaming Audience

In November, 12.7 million broadband Internet surfers consumed streaming media content at-home, jumping 94 percent from the previous year (see Table 2). The overall streaming population grew 18 percent year-over-year from 34.4 million to 40.7 million. The proportion of broadband to narrowband streamers has continued to increase, growing to 31 percent of the total streaming population, as compared to 19 percent last year.

**Table 2. Growth of Streaming Audience (U.S., Home)**

	November 2000	November 2001	Growth
Broadband Users	6.6 million	12.7 million	94%
Narrowband Users	27.8 million	28.1 million	1%
Total Number of Streamers	34.4 million	40.7 million	18%

Source: Nielsen//NetRatings, November 2001

Narrowband surfers comprised a smaller percentage of the streaming audience. In November 2001, 69 percent of the streaming audience accessed the Internet via narrowband, as compared to 81 percent a year ago.

"Broadband is a main driver behind streaming media, with three out of every five broadband users now accessing some form of online audio or video," continued Kelly. "Streaming usage has historically spiked around major news events as surfers logged on to the Internet to access the latest coverage of the breaking news for Election 2000 and the events of September 11<sup>th</sup>."

### November 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 November 2001.

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

Month of November 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	81,074	1:16:18
2. Yahoo!	73,305	2:15:15
3. MSN	67,688	1:41:20
4. Microsoft	44,691	0:14:37
5. Amazon	32,631	0:24:36
6. About-Primedia	32,620	0:19:52
7. Lycos Network	32,538	0:18:59
8. Walt Disney Internet Group	26,586	0:44:55
9. eBay	25,772	2:15:15
10. American Greetings	25,557	0:14:26
11. Google	22,069	0:43:03
12. CNET Networks	20,142	0:15:33
13. Excite@Home	19,835	0:58:13
14. InfoSpace	19,116	0:12:56
15. eUniverse Network	18,400	0:15:21
16. Classmates	18,276	0:09:50
17. Ask Jeeves	16,087	0:09:35
18. Vivendi Universal	13,877	0:23:23
19. AT&T	13,632	0:27:14
20. CitySearch/Ticketmaster Online	11,896	0:22:09
21. Viacom International	11,049	0:23:43
22. EarthLink	10,849	0:24:27
23. Real Networks	10,768	0:13:02
24. Macromedia	10,315	0:08:26
25. Gannett LTD	9,974	0:23:48

Example: The combined home and work data indicate that nearly 10.0 million home & work Internet users visited at least one of the Gannett LTD -owned sites during the reporting period, and each person spent, on average, a total of 23 minutes and 48 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 November 2001

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

	<b>Home &amp; Work, November</b>	<b>Home &amp; Work, October</b>	<b>% Change from November</b>
Number of Sessions per Month	33	35	-5.7
Page Views per Month	1,184	1,194	-0.8
Page Views per Surfing Session	36	35	2.9
Time Spent per Month	18:14:45	19:02:35	-4.2
Time Spent During Surfing Session	0:33:20	0:32:44	+1.8
Duration of a Page viewed	0:00:55	0:00:57	-3.0
Active Internet Universe (actually surfed)	117.8 million	115.2 million	+2.2
Current Internet Universe Estimate (had access, but did not necessarily go online)	181.4 million	176.5 million	+2.7

**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 233,000 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](http://www.nielsen-netratings.com).

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

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