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NUMBER OF FEMALE WEB SURFERS GROW FASTER THAN OVERALL INTERNET POPULATION, ACCORDING TO NIELSEN//NETRATINGS

Male Surfers Use the Internet More Aggressively than Female Surfers

NEW YORK, NY – January 18, 2002 – The Internet ratings report for the month of December 2001 from Nielsen//NetRatings, a leading Internet audience measurement service, revealed that the number of female Internet users at home grew at a faster clip than the overall Internet population, jumping nine percent in December 2001 from a year ago (see Table 1). The total Internet population grew at a rate of six percent year-over-year.

Females accounted for 52 percent or 55.0 million Internet users at home. Males comprised the remaining 48 percent of the total surfing population, rising three percent from 48.2 million to 49.8 million surfers.

Table 1. Gender Breakdown of Internet Population, December 2001 (U.S., Home)

	Unique Audience December 2000	Unique Audience December 2001	Percent Growth
Female	50.4 million	55.0 million	9%
Male	48.2 million	49.8 million	3%
Active Internet Universe	98.6 million	104.8 million	6%

Source: Nielsen//NetRatings, December 2001

Men Surf the Internet More than Women

Web usage by male surfers at home exceeded the usage patterns of females, as males spent more time on the Internet and accessed more content than their female counterparts.

In December, males spent 24 percent more time online at home than women, averaging 11 hours, rising 17 percent from a year ago (see Table 2). By comparison, females spent 9 hours online, posting an 18 percent increase. Men logged onto the Internet 24 percent more times than women, averaging 21 sessions during the month, posting a 17 percent increase. Female surfers accessed the Internet 17 times this past December, rising 13 percent from the year prior. Male surfers also viewed 40 percent more pages than women. On average, men viewed 801 pages, while women viewed 573.

"Men spent more time online, logged on more often, and accessed more content than women, despite being out-numbered by the female Internet population by more than 5.2 million surfers," said Dawn Brozek, senior Internet analyst, NetRatings. "Generally speaking, women shoulder a majority of the household responsibilities and therefore, face a 'time poverty' at home, with less leisure time than men to spend on activities such as surfing the Internet."

Table 2. Usage Patterns by Gender, December 2001 (U.S., Home)

Metric	Male Surfers December 2000	Female Surfers December 2000	Male Surfers December 2001	Female Surfers December 2001
Average Time Spent (hh:mm:ss)	9:42:14	7:44:57	11:20:27	9:06:51
Number of Sessions	18	15	21	17
Average Pages Viewed	667	503	801	573

Source: Nielsen/NetRatings, December 2001

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

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

Top 25 Properties, Combined Home & Work

Property	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. AOL Time Warner	80,196	1:02:23
2. Yahoo!	71,849	1:52:25
3. MSN	63,568	1:33:24
4. Microsoft	43,900	0:13:29
5. Amazon	35,258	0:22:15
6. AboutPrimedia	31,393	0:17:10
7. Lycos Network	29,191	0:16:59
8. eBay	25,850	1:52:38
9. Walt Disney Internet Group	25,824	0:39:02
10. Google	22,834	0:38:26
11. InfoSpace	22,232	0:10:21
12. American Greetings	21,432	0:11:52
13. CNET Networks	19,998	0:14:27
14. eUniverse Network	19,467	0:17:18
15. Excite Network	17,736	1:15:27
16. Ask Jeeves	15,660	0:09:39
17. Classmates	14,425	0:09:52
18. AT&T	13,470	0:24:58
19. CitySearch/Ticketmaster Online	12,903	0:19:34
20. Vivendi Universal	12,731	0:19:14
21. Real Networks	11,736	0:09:36
22. Viacom International	10,513	0:21:39
23. EarthLink	10,329	0:20:13
24. Landmark Communications	9,832	0:15:11
25. Macromedia	9,741	0:10:31

Example: The combined home and work data indicate that nearly 9.7 million home & work Internet users visited at least one of the Macromedia -owned sites during the reporting period, and each person spent, on average, a total of 10 minutes and 31 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 December 2001

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

	Home & Work, December	Home & Work, November	% Change from November
Number of Sessions per Month	32	33	-3.2
Page Views per Month	1,125	1,184	-5.0
Page Views per Surfing Session	36	36	-2.0
Time Spent per Month	17:05:48	18:14:45	-6.3
Time Spent During Surfing Session	0:32:23	0:33:20	-2.9
Duration of a Page viewed	0:00:54	0:00:55	-0.9
Active Internet Universe (actually surfed)	116.3 million	117.8 million	-1.2
Current Internet Universe Estimate (had access, but did not necessarily go online)	182.4 million	181.4 million	+0.6

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.

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

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