

For Immediate Release:  
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## 'STAR WARS' AND OTHER MOVIE TRAILERS DRAW SURFERS TO THE WEB, ACCORDING TO NIELSEN//NETRATINGS

Surfers Flock to StarWars.com, SonyPictures.com and ET20.com

**NEW YORK – March 22, 2002** – Nielsen//NetRatings, the global standard in Internet media and market research, reports that surfers flocked to movie Web sites at home during the week ending March 17 to view exclusive Web trailers of movies which are set to debut this spring.

Traffic to StarWars.com jumped 97 percent to 315,000 surfers. The online trailer featuring "Episode II, Attack of the Clones," which is set to debut in theatres on May 16, was one of the top pages visited, attracting 31 percent of the site's audience. SonyPictures.com drew 286,000 Web surfers, rising 75 percent from the week prior. Seventeen percent of the visitors to SonyPictures.com accessed news and information on the feature film "Resident Evil," which opened in theatres on March 15, while 15 percent logged on to pages featuring exclusive Web trailers for the "Spider-Man" movie which debuts on May 3. Rounding out the list, ET20.com grew 73 percent in traffic as 255,000 surfers logged on for the latest information on the 20<sup>th</sup> anniversary and March 22 re-release of "E.T. The Extra-Terrestrial."

"Movie trailer distribution has become an online commodity for the entertainment industry. For example, not only is the new 'Spider-Man' trailer privy to Web viewers first, but the large versions of the four 'Star Wars' trailers are only available to consumers who purchase QuickTime Pro," said Jarvis Mak, senior Internet media analyst, NetRatings. "Hollywood continues to play a growing role in contributing to the premium online content puzzle."



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

March 11 – 17, 2002

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	40,104	0:15:59
2. Yahoo!	34,769	0:33:26
3. MSN	32,255	0:26:46
4. Microsoft	16,387	0:07:40
5. Google	10,192	0:07:40
6. eBay	9,192	0:55:16
7. Lycos Network	8,274	0:07:45
8. About-Primedia	8,236	0:08:59
9. Walt Disney Internet Group	7,902	0:17:17
10. Amazon	7,805	0:08:52
11. eUniverse Network	5,191	0:06:53
12. AT&T	4,920	0:15:04
13. CNET Networks	4,715	0:07:21
14. Classmates	4,700	0:05:15
15. Excite Network	4,696	0:22:14
16. Symantec	4,451	0:05:54
17. InfoSpace	3,939	0:05:55
18. Gator.com	3,928	0:14:55
19. WhenU.com	3,885	0:01:53
20. Ask Jeeves	3,625	0:06:39
21. EarthLink	3,584	0:09:01
22. AWS Convergence Technologies	3,518	N/A
23. Electronic Arts	3,325	1:35:39
24. American Greetings	3,258	0:07:17
25. Landmark Communications	3,096	0:06:25

**Top 25 Properties, At-Work**

Property	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	20,231	0:46:28
2. MSN	19,415	0:36:14
3. AOL Time Warner	18,968	0:22:31
4. Microsoft	11,553	0:07:03
5. Google	8,640	0:11:30
6. Walt Disney Internet Group	6,813	0:23:33
7. Amazon	6,450	0:10:32
8. eBay	6,176	0:51:17
9. Lycos Network	5,592	0:15:20
10. About-Primedia	5,475	0:08:12
11. CNET Networks	4,285	0:07:35
12. Excite Network	3,356	0:32:53
13. Classmates	3,134	0:04:50
14. InfoSpace	2,939	0:07:55
15. AT&T	2,843	0:20:35
16. Gannett LTD	2,781	0:12:29
17. CitySearch/Ticketmaster Online	2,755	0:10:33
18. Landmark Communications	2,728	0:05:34
19. New York Times Digital	2,596	0:19:37
20. Real Networks	2,530	0:11:48
21. eUniverse Network	2,308	0:04:45
22. Sportsline.com	2,183	0:28:32
23. Symantec	2,144	0:06:29
24. USA Networks	2,140	0:11:46
25. News Corp. Online	2,088	0:12:23

Example: The data indicate that 3.1 million home Internet users visited at least one of the Landmark Communications -owned sites during the week, and each person spent, on average, a total of 6 minutes and 25 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**  
 March 11 – 17, 2002

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

	<b>Current Week At- Home</b>	<b>% Change from Last Week</b>	<b>Current Week At- Work</b>	<b>% Change from Last Week</b>
Number of Sessions per Week	7	0	13	0
Page Views per Week	246	-0.4	459	-1.9
Page Views per Surfing Session	36	0	36	+2.9
Time Spent per Week	3:40:13	-0.2	7:13:25	-1.5
Time Spent during Surfing Session	0:32:15	-0.6	0:33:44	+1.6
Duration of a Page Viewed	0:00:54	-0.6	0:00:56	-1.3
Active Internet Universe (actually surfed)	80.1 million	+0.1	37.5 million	+0.6
Current Internet Universe Estimate (had access, but did not necessarily go online)	166.2 million	0	45.0 million	0

**About Nielsen//NetRatings**

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings Internet audience measurement service collects real-time data from individuals with access to the Internet 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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