



**Table 2. Targeting Focus of Eyebalster and All Online Ads, March 2002 (U.S. Home and Work)**

<b>Category</b>	<b>Highly Targeted</b>	<b>Targeted</b>	<b>Diversified</b>
Targeting Focus of Eyebalster Ads	67%	26%	7%
Targeting Focus of All Online Ads	30%	21%	49%

Source: Nielsen//NetRatings AdRelevance

*\*Note: Highly Targeted ads are defined as an ad that shows a bias across multiple demographic categories. Targeted ads show bias on one demographic category. Diversified ads show little bias in any demographic category.*

**About Nielsen//NetRatings**

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings services include Internet audience measurement via real-time data from individuals with access to the Internet around the world and AdRelevance tracking of online advertising creatives, impressions, and expenditures. 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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