

INSTANT MESSAGING USED BY MORE THAN 41 MILLION HOME INTERNET SURFERS, ACCORDING TO NIELSEN//NETRATINGS

Nearly 40 Percent of Active Internet Users at Home Communicate
Via Instant Messaging Applications

NEW YORK, NY – June 17, 2002 – Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, today revealed that more than 41 million, or nearly 40 percent of the active Internet surfing population at home, used at least one of the four major instant messaging applications during the month of May. In addition, nearly 12.6 million office workers used instant messaging during the same time period, reaching 31 percent of the total active Internet population at work.

AOL Instant Messenger took the top spot as the No. 1. instant messaging application, attracting more than 22 million unique users, or 21 percent of the total surfing population at home (see Table 1). MSN Messenger drew nearly 15.7 million Internet users, while Yahoo! Messenger attracted 12.4 million. Rounding out the list, ICQ users totaled nearly 4.4 million during the month.

“As with Internet browsers, instant messaging is an interface to the online world,” said Jarvis Mak, senior Internet analyst, NetRatings. “Holding the key to this gateway offers tremendous strategic advantage to companies and marketers with the ability to shape content and commerce and choose among advertising partners.”

Nielsen//NetRatings data show that active instant messenger access multiple IM programs. The most common combination among surfers who use instant messaging is AOL Instant Messenger and MSN Messenger, which are also the two most popular applications.

“Disputes over compatibility and standards have plagued the instant messaging industry in the past,” added Mak. “With the high rate of cross usage among the various applications, interoperability between the messaging platforms will be key in promoting increased usage and development of IM applications.”

Table 1. Nielsen//NetRatings Top Instant Messaging Applications (U.S., Home)

Internet Application	Unique Audience (000)	Active Reach (%)
TOTAL:	41,482	39%
AOL Instant Messenger (App)	22,144	21%
MSN Messenger (App)	15,678	15%
Yahoo! Messenger (App)	12,402	12%
ICQ (App)	4,368	4%

Source: Nielsen//NetRatings, May 2002

Note: MSN Messenger and AOL Instant Messenger traffic represents usage from a stand-alone application only. It does not include the use of instant messaging launched from another application.

Note: Unique Audience is the number of Web users with at least one in-focus instant messaging session during the month.

The following set of at-home and at-work information includes: Top 10 Parent Companies, providing a business-driven perspective of the Internet, Top 10 Brands, offering a consumer view of the Internet, and Top 10 Advertisers and Average Web Usage for the month of May 2002.

Nielsen/NetRatings Top 10 Web Sites by Parent Company

Month of May 2002

Ranking of the Most Visited Web Parents

Top 10 Parent Companies, Combined Home & Work

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	83,644	1:38:25
2. AOL Time Warner	83,039	0:54:18
3. Yahoo!	78,077	2:02:24
4. Google	34,093	0:25:15
5. AboutPrimedia	33,985	0:17:47
6. Terra Lycos	33,534	0:17:37
7. Amazon	32,712	0:16:28
8. eBay	28,134	1:56:43
9. USA Network	25,307	0:20:45
10. Viacom International	22,376	0:21:16

Example: The data indicate that 22.4 million home Internet users visited at least one of the Viacom International-owned sites during the week, and each person spent, on average, a total of 21 minutes and 16 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. Rankings are based on Internet traffic to Web sites and do not include proprietary services.

A parent company is defined as a consolidation of multiple domains and URLs owned by a single entity. A brand is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content. 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 Top 10 Web Sites by Brands

Month of May 2002

Ranking of the Most Visited Web Brands

Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	78,074	2:02:24
2. MSN	73,175	1:40:48
3. Microsoft	66,088	0:12:57
4. AOL.com	59,875	0:34:24
5. Google	34,093	0:25:15
6. Amazon	31,693	0:14:20
7. Lycos Networks	31,406	0:17:47
8. eBay	26,713	1:59:56
9. Netscape	23,401	0:35:07
10. CNN	19,292	0:26:04

Nielsen//NetRatings AdRelevance Top 10 Advertisers
Month of May 2002

Top advertisers, ranked by impressions, are based on data from AdRelevance, Nielsen//NetRatings' advertising research service. An impression is counted as the number of times an ad is rendered for viewing.

Top 10 Advertisers by Company

Advertiser*	Impressions (000)
1. Bertelsmann AG	6,054,309
2. Amazon.com, Inc.	3,585,123
3. Columbia House Company	3,104,993
4. Barnes & Noble, Inc.	2,662,991
5. eDiets.com, Inc.	2,505,466
6. Classmates.com	2,432,020
7. USA Networks, Inc.	2,236,837
8. CMGI, Inc.	2,170,996
9. 1-800-FLOWERS.COM, Inc.	1,488,010
10. AT&T Corp.	1,287,654

*Impressions reported exclude house ads, which are ads that run on an advertiser's own Web property.

Example: An estimated 1.3 billion AT&T Corp. advertisements were rendered for viewing during the surfing week.

Nielsen//NetRatings Average Internet Usage
Month of May 2002

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

	Home & Work, May	Home & Work, April	% Change from April
Number of Sessions per Month	37	37	0
Page Views per Month	1,295	1,297	-0.2
Page Views per Surfing Session	35	35	0
Time Spent per Month	19:46:25	20:00:40	-1.2
Time Spent During Surfing Session	0:31:38	0:32:00	-1.1
Duration of a Page viewed	0:00:54	0:00:55	-0.7
Active Internet Universe (actually surfied)	121.5 million	119.3 million	+1.8
Current Internet Universe Estimate (had access, but did not necessarily go online)	178.2 million	176.2 million	+1.2

About Nielsen//NetRatings

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings services include worldwide Internet audience measurement, AdRelevance tracking of online advertising creatives, impressions and expenditures, and the @plan Internet user lifestyle, demographic, and product brand preferences measurement. Nielsen//NetRatings uses patented technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive information in the global marketplace. For more information, please visit www.nielsen-netratings.com.

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

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