

NIELSEN//NETRATINGS ANNOUNCES THE TOP ONLINE ADVERTISING CATEGORIES, LED BY RETAIL GOODS

Online Ad Impressions Jump 77 Percent to 94 Billion Year-Over-Year

NEW YORK, June 19, 2002 – Nielsen//NetRatings, the global standard in Internet audience measurement and analysis today revealed the top industries which had the strongest online advertising presence in May, with the retail goods and services category leading the way as the top industry advertising online. In fact, retail companies accounted for 6 out of the top 10 online advertisers for the month.

According to data from the Nielsen//NetRatings AdRelevance service, retail goods and services took the top spot as the No. 1 industry advertising on the Web, issuing more than 33.8 billion ad impressions (see Table 1). Overall online advertising impressions jumped 77 percent year-over-year to 94.2 billion impressions in May as compared to 53.2 billion ad impressions one year prior.

The financial services category came in second, issuing 14.4 billion online ad impressions while Web Media related ads totaled 12.1 billion. Rounding out the top five list, travel-related online advertising reached 5.4 billion impressions and the entertainment category recorded 4.3 billion online advertising impressions. Twelve out of the 13 industries measured posted year-over-year increases in online ad impressions, with seven categories boasting triple digit growth.

"Retail companies continue to lead all industry segments in using the Web to get their marketing and branding messages across," said Charles Buchwalter, vice president of client analytics, NetRatings. "Books and CDs are still the most dominant products promoted on the Web, as evidenced by this month's top advertiser, Bertelsmann, who led with large campaigns for DoubleDirect and CDNow."

Table 1. Nielsen//NetRatings AdRelevance Top Online Advertisers by Industry

Industry	May 2002 Online Advertising Impressions	May 2001 Online Advertising Impressions	Percent Growth
1. Retail Goods & Services	33.8 billion	19.4 billion	74%
2. Financial Services	14.4 billion	9.1 billion	59%
3. Web Media	12.1 billion	8.8 billion	38%
4. Travel	5.4 billion	1.3 billion	304%
5. Entertainment	4.3 billion	2.5 billion	70%
6. Consumer Goods	4.1 billion	2.8 billion	46%
7. Telecommunications	3.7 billion	933.3 million	277%
8. Health	3.5 billion	1.1 billion	221%
9. Hardware & Electronics	3.3 billion	1.2 billion	178%
10. Business to Business	3.2 billion	3.8 billion	-17%
11. Public Services	2.7 billion	724.6 million	272%
12. Automotive	1.9 billion	819.7 million	136%
13. Software	1.9 billion	776.4 million	147%

Source: Nielsen//NetRatings AdRelevance, May 2002

NOTE: Figures exclude House Ads which are ads placed on an advertiser's own Web property.

Bertelsmann AG scored as the No. 1 advertiser within the retail goods and services sector while Netstock Corporation took the lead within the financial services category. USA Networks, Inc. issued the most online advertising impressions for both the web media and travel categories, while Cassava Enterprises ran the most entertainment-related online ads.

Table 2. Nielsen/NetRatings AdRelevance Top Advertisers by Industry

Industry	Company	Impressions
1. Retail Goods & Services	Bertelsmann AG	5.2 billion
2. Financial Services	Netstock Corporation	1.2 billion
3. Web Media	USA Networks, Inc.	1.2 billion
4. Travel	USA Networks, Inc.	1.0 billion
5. Entertainment	Cassava Enterprises	1.1 billion
6. Consumer Goods	Spiegel, Inc.	407.6 million
7. Telecommunications	AT&T Corp.	1.4 billion
8. Health	eDiets.com, Inc.	2.5 billion
9. Hardware & Electronics	Dell Computer Corporation	1.2 billion
10. Business to Business	Oracle Corporation	788.9 million

Source: Nielsen/NetRatings AdRelevance, May 2002

"The May figures reflect an online ad market that is poised for new growth, but continues to employ tried and tested approaches," Buchwalter continued. "The retail goods and services industry comprises the largest share of ad impressions, claiming 30 percent of all ads. The full banner continues to be the most prevalent ad element accounting for 32 percent of all impressions and 51 percent of all online advertisements are driving traffic, indicating that the next wave of online advertising innovation has yet to arrive."

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.