

For Immediate Release:  
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## HISPANICS ARE THE FASTEST GROWING ETHNIC GROUP ONLINE, ACCORDING TO NIELSEN//NETRATINGS

*Online Hispanic Population Jumps 13 Percent Year-Over-Year to 7.6 Million*

**NEW YORK, NY – July 16, 2002**– Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, today revealed that Web surfers of Hispanic origin are the fastest growing at-home ethnic group on the Web. Nearly 7.6 million Hispanics accessed the Internet in June, jumping 13 percent year-over-year as compared to 6.7 million the previous year, making Hispanics the third largest ethnic group online (see Table 1).

Web surfers identifying themselves as being Asian or of Pacific Islander descent grew six percent to nearly 2.4 million individuals. More than 94 million Caucasian Web surfers accessed the Internet during the month, rising four percent year-over-year, while the African American Web population grew three percent to nearly 7.8 million. By comparison, the overall Web population grew three percent, year-over-year to nearly 105 million unique Internet users this past month. With the exception of the Hispanic group, the market share of the various ethnicities has remained relatively unchanged.

“With the online populations of ethnic Web surfers growing each year, the online landscape is more closely mirroring the offline reality,” said T.S. Kelly, director and principal analyst, NetRatings. “This growth reveals an untapped opportunity for businesses to win over these population groups.”

Caucasians comprised nearly 90 percent of the online audience at home in June, while African Americans took the spot as the second largest group, accounting for 7.4 percent. Web surfers of Hispanic origin comprised more than seven percent of the total online population while Asian Americans rounded out the list with 2.3 percent.

**Table 1. Nielsen//NetRatings Online Population by Race (U.S., Home)**

Ethnicity	June 2001 Unique Audience	June 2002 Unique Audience	Year Over Year Percent Growth
<b>Hispanic Origin</b>	6.7 million	7.6 million	13%
Percent Composition	6.6%	7.2%	
<b>Asian or Pacific Islander</b>	2.2 million	2.4 million	6%
Percent Composition	2.2%	2.3%	
<b>White (Caucasian)</b>	90.8 million	94.0 million	4%
Percent Composition	89.5%	89.6%	
<b>African American</b>	7.5 million	7.8 million	3%
Percent Composition	7.4%	7.4%	

Source: Nielsen//NetRatings, June 2002

NOTE: Nielsen//NetRatings reports on Internet audience behavior based on data collected from 60,000 at-home and at-work users in the U.S. Nielsen//NetRatings' recruitment of ethnic households is conducted in English only.

NOTE: The Hispanic Origin ethnicity is not mutually exclusive to the other listed ethnicities as respondents may identify themselves as being both African American, for example, and of Hispanic origin. The composition percentages therefore do not total 100.

### Web Surfing by Ethnic Populations Grows

Across the board, Web usage by various ethnic groups grew year-over-year, with Asian Web surfers posting the most aggressive consumption. Asian Web surfers initiated 26 Internet sessions, spending more than 16 hours online in June, recording eight percent and 17 percent growth, respectively (see Table 2).

Asian Web surfers additionally accessed 1,364 Web pages last month, jumping 11 percent.

Caucasian Internet users accessed the Internet 21 times in June, jumping 11 percent as compared to the previous year, and spent more than 11 hours online, posting a 14 percent growth. Surfers of Hispanic origin logged online 18 times during the month, rising six percent year-over-year, and spent more than 10 hours online, jumping 14 percent. African American Web surfers initiated 17 Web sessions and spent nearly 10 hours online, rising 6 percent and 5 percent, respectively, from the year prior.

**Table 2. Growth of Web Surfing by Ethnic Populations (U.S., Home)**

Ethnic Population	June 2001 Sessions	June 2001 Average Time Spent (hh:mm:ss)	June 2001 Average Pages Viewed	June 2002 Sessions	June 2002 Average Time Spent (hh:mm:ss)	June 2002 Average Pages Viewed
Asian or Pacific Islander	24	13:55:31	1,230	26	16:21:35	1,364
White (Caucasian)	19	9:41:24	670	21	11:03:54	740
Hispanic Origin	17	9:22:22	661	18	10:39:00	723
African American	16	9:22:47	665	17	9:48:30	600

Source: Nielsen//NetRatings, June 2002

"With online populations of various ethnic groups on the rise, companies and marketers are presented with a growing opportunity to reach these underserved groups through targeted content offerings and smartly placed advertising," Kelly continued.

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 June 2002.

### Nielsen//NetRatings Top 10 Web Sites by Parent Company

Month of June 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. AOL Time Warner	81,705	0:51:35
2. Microsoft	81,318	1:28:18
3. Yahoo!	75,247	1:59:57
4. Terra Lycos	32,532	0:17:07
5. Google	31,737	0:40:18
6. Amazon	31,313	0:18:35
7. About-Primedia	30,625	0:16:16
8. eBay	27,169	1:56:25
9. USA Network	25,366	0:20:41
10. Viacom International	22,310	0:24:28

Example: The data indicate that 22.3 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 24 minutes and 28 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 June 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!	75,244	1:59:58
2. MSN	71,210	1:29:25
3. Microsoft	64,841	0:12:32
4. AOL.com	60,971	0:31:53
5. Google	31,737	0:40:18
6. Amazon	30,596	0:15:53
7. Lycos Networks	30,334	0:17:31
8. eBay	26,396	1:55:49
9. About Network	20,984	0:15:07
10. CNN	20,173	0:27:49

## Nielsen//NetRatings AdRelevance

### Top 10 Advertisers

Month of June 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	6,236,013
2. Amazon.com, Inc.	3,228,688
3. USA Interactive	2,950,515
4. Columbia House Company	2,808,870
5. eDiets.com, Inc.	2,686,557
6. Classmates.com	1,957,863
7. Sabre Inc.	1,834,381
8. Barnes & Noble, Inc.	1,784,641
9. Verizon Communications, Inc.	1,520,671
10. Homestore.com, Inc.	1,252,219

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

*Example: An estimated 1.3 billion Homestore.com, Inc. advertisements were rendered for viewing during the surfing period.*

**Nielsen//NetRatings Average Internet Usage**  
 Month of June 2002

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

	<b>Home &amp; Work, June</b>	<b>Home &amp; Work, May</b>	<b>% Change from May</b>
Number of Sessions per Month	36	37	-2.7
Page Views per Month	1,267	1,295	-2.2
Page Views per Surfing Session	35	35	0
Time Spent per Month	19:12:38	19:46:25	-2.9
Time Spent During Surfing Session	0:32:03	0:31:38	+1.3
Duration of a Page viewed	0:00:54	0:00:54	-0.3
Active Internet Universe (actually surfed)	120.3 million	121.5 million	-1.0
Current Internet Universe Estimate (had access, but did not necessarily go online)	177.2 million	178.2 million	-0.6

**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](http://www.nielsen-netratings.com).

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

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