

## FINANCE AND INVESTMENT WEB SITES SPIKE IN TRAFFIC AS DOW REACHES FIVE-YEAR LOW, ACCORDING TO NIELSEN//NETRATINGS

**NEW YORK – August 2, 2002** – Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that traffic to various financial news and investment Web sites skyrocketed during the week ending July 28. Web surfers at home logged online to obtain the latest financial news and monitor their stock portfolios as the Dow Jones Industrial Average dropped to a five-year low on July 24.

More than six million surfers, or nearly eight percent of the active Internet population, visited a financial news site this past week, jumping 22 percent from the week prior. Business Week drew 253,000 Web surfers, surging 68 percent in traffic while Forbes jumped 45 percent, attracting 269,000 visitors. Traffic to Bloomberg.com grew 32 percent to 231,000 Web surfers while Smartmoney surged 30 percent to 332,000. MSN Money, meanwhile, jumped 26 percent in traffic to nearly 2.3 million visitors.

Traffic to online stock trading Web sites also surged, growing six percent week-over-week to 2.1 million Web surfers. Traffic to TD Waterhouse jumped 28 percent to 215,000 visitors. Charles Schwab and Merrill Lynch each grew 15 percent in traffic, drawing 411,000 and 196,000 Web surfers, respectively. Ameritrade, Datek and E Trade each posted a 12 percent audience gain, as Ameritrade captured 284,000 visitors while E Trade and Datek drew 390,000 and 185,000 Web surfers, respectively.

“Consumers are turning to the Web to keep a close watch on the stock market as recent volatility sent the market to lower levels,” said Patrick Thomas, Internet analyst, Nielsen//NetRatings.

### Additional data highlights for the week ending July 28, 2002:

- **Savings Bonds and 35-year Record Low Mortgage Rates Drive Surfers to the Web**

Traffic to the U.S. Department of Treasury Web site soared 66 percent in traffic as 305,000 surfers logged on to the site to calculate the values of savings bonds. Surfers also flocked to Bankrate.com to obtain information about mortgage rates, which fell to a 35-year record low. Traffic to Bankrate.com skyrocketed 150 percent to 653,000 visitors.

- **“Austin Powers” Draws Surfers to New Line Cinema Sites**

New Line Cinema traffic jumped 62 percent at home for the week ending July 28, with 86 percent of viewers logging onto the “Austin Powers” Web site, which debuted in theatres last weekend. The New Line Cinema brand of sites attracted 736,000 unique visitors at home as compared to 454,000 visitors for the previous week.

- **Web Surfers Flock to the Social Security Administration Web Site**

The official site of the Social Security Administration grew 54 percent to 249,000 unique visitors at home for the week ending July 28, with 18 percent of the audience visiting the page for the Social Security Card application. Adults age 35 to 64 comprised of 68 percent of the site’s traffic.

### 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.

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