

For Immediate Release:
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TRAFFIC TO DAILY NEWSPAPER AND FINANCE NEWS SITES JUMP, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK – September 27, 2002 – Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that traffic from work to daily newspapers and finance news sites jumped during the week ending September 22, as office workers flocked to the Web to get the latest updates on world and financial news.

Traffic to the LA Times Web site surged 37 percent from 451,000 surfers to 616,000 (see Table 1). The Chicago Tribune site jumped 29 percent with 561,000 visitors compared to 435,000 visitors during the previous week. The Wall Street Journal attracted 477,000 surfers jumping 29 percent, while Forbes.com drew 467,000 unique visitors rising 27 percent. Rounding out the list, Marketwatch.com gained 23 percent more surfers for the week to 1.8 million.

“Online news sources deliver a powerful combination of breaking news and deep insight, feeding their audience with round-the-clock content,” said Carolyn Clark, Internet analyst, Nielsen//NetRatings. “As world news and negative Wall Street reports dominated headlines last week, office workers stayed on top of the action online.”

Table 1: Nielsen//NetRatings Top 5 Fastest Growing Daily Newspaper and Finance News Sites, Week Ending September 22 (U.S., Work)

Brand/Channel	Unique Audience (000) 9/15	Unique Audience (000) 9/22	Percent Growth
LA Times	451	616	37%
Chicago Tribune	435	561	29%
Wall Street Journal	370	477	29%
Forbes	367	467	27%
Marketwatch.com	1,471	1,802	23%

Source: Nielsen//NetRatings, September 2002

Additional data highlights for the week ending September 22, 2002:

- **Hurricane Isidore Blows Traffic to the Weather Channel**

As Hurricane Isadore stormed towards the Gulf of Mexico, Web surfers logged onto the Weather Channel, spiking traffic 24 percent at work for the week ending September 22, according to Nielsen//NetRatings. Nearly 4.2 million office workers visited the Weather Channel for up-to-the-minute storm and projected path details, and satellite shots of Hurricane Isadore in the Caribbean and the Gulf of Mexico.

- **“Survivor” Continues to Draw Traffic to CBS**

CBS.com drew 31 percent more traffic in the latest week, as the fifth installment of the “Survivor” series fueled increased visitorship. The premier of “Survivor: Thailand” last week, drove surfers to the site, as more than 1.4 million unique visitors logged on to CBS for the cast and show information.

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.

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