

For Immediate Release:
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AFFLUENT AMERICANS DRIVE INTERNET GROWTH, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK, NY – October 15, 2002 - Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that affluent Americans are the fastest growing income group online. Individuals with household incomes from \$100k to \$150k are the fastest growing income group online, spiking 20 percent in the past year to nearly 15 million Web surfers or 12 percent of the Web population (see Table 1).

Those earning \$150k and higher belong to the second fastest growing group, recording a 14 percent jump year-over-year. Households with earnings between \$75k and \$100k follow next with a 12 percent rise, comprising 17 percent of all Web surfers or 21 million people.

By comparison, those individuals belonging to households earning less than \$25k or \$25k to \$50k grew two percent and five percent, respectively. The average household income in the U.S. is \$55k, according to the 2002 U.S. Census.

“Droves of highly paid executives are coming online for the first time at their offices. Those earning more than \$100k grew 54 percent in the past year as compared to 14 percent the year before,” said Lisa Strand, director and chief analyst, Nielsen//NetRatings.

“Corporate America is realizing the Internet is as much an essential part of the work environment as the telephone and facsimile,” said Strand. “At the same time, marketers should take note that the Internet offers increasing opportunities to reach the affluent and their pocketbooks, particularly at work.”

Table 1. Yearly Growth of Household Income Groups (U.S., Work, Home Combined)

Income Group	Sept 01 UA (000)	Sept 02 UA (000)	Composition Sept 02	UA YOY Growth
\$ 100,000 - 149,999	12,476	14,949	12.3%	20%
\$ 150,000 - 999,999	5,607	6,383	5.3%	14%
\$ 75,000 - 99,999	18,548	20,693	17.1%	12%
\$ 50,000 - 74,999	33,673	37,263	30.7%	11%
\$ 25,000 - 49,999	30,603	32,266	26.6%	5%
\$ 0 - 24,999	7,025	7,135	5.9%	2%

Source: Nielsen//NetRatings, September 2002

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 September 2002.

Nielsen//NetRatings Top 10 Web Sites by Parent Company
 Month of September 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	85,426	1:33:24
2. AOL Time Warner	81,315	0:57:30
3. Yahoo!	78,181	2:07:13
4. United States Government	37,558	0:23:25
5. Google	35,732	0:24:30
6. Terra Lycos	34,547	0:21:08
7. About-Primedia	32,413	0:18:25
8. Amazon	31,069	0:16:52
9. eBay	30,215	1:52:03
10. USA Network	24,140	0:25:51

Example: The data indicate that 24.1 million home Internet users visited at least one of the USA Network -owned sites during the week, and each person spent, on average, a total of 25 minutes and 51 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 September 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!	78,139	2:07:16
2. MSN	73,108	1:32:53
3. Microsoft	68,783	0:17:17
4. AOL	58,881	0:37:45
5. Google	35,732	0:24:30
6. Lycos Networks	31,902	0:21:53
7. Amazon	30,550	0:14:52
8. eBay	30,164	1:51:43
9. About Network	22,609	0:17:27
10. CNN	21,736	0:30:35

Nielsen//NetRatings AdRelevance Top 10 Advertisers
 Month of September 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. The Estee Lauder Companies Inc	3,745,401
2. Amazon.com, Inc.	3,656,080
3. Bertelsmann AG	3,590,254
4. USA Interactive	2,064,160
5. Classmates Online, Inc.	1,834,180
6. Hewlett Packard Company	1,791,339
7. Barnes & Noble, Inc.	1,674,354
8. Bank One Corporation	1,577,254
9. AT&T Corp.	1,523,606
10. Columbia House Company	1,342,327

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

Example: An estimated 1.3 billion Columbia House Company advertisements were rendered for viewing during the surfing period.

Nielsen//NetRatings Average Internet Usage
 Month of September 2002

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

	Home & Work, September	Home & Work, August	% Change from August
Number of Sessions per Month	38	39	-2.6
Page Views per Month	1,315	1,371	-4.1
Page Views per Surfing Session	35	35	0
Time Spent per Month	20:32:45	21:16:48	-3.5
Time Spent During Surfing Session	0:32:08	0:32:38	-1.5
Duration of a Page viewed	0:00:56	0:00:55	+0.6
Active Internet Universe (actually surfed)	121.2 million	121.7 million	-0.4
Current Internet Universe Estimate (had access, but did not necessarily go online)	177.7 million	177.6 million	+0.1

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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