

For Immediate Release:
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NIELSEN//NETRATINGS ANNOUNCES THE FIRST DIGITAL MEDIA UNIVERSE RANKINGS, WITH MICROSOFT AND AOL TIME WARNER NECK-AND-NECK AS THE TOP PARENT COMPANIES

Nielsen//NetRatings NetView Service Expands Audience Measurement Coverage to Include Internet Applications and Proprietary Browser Channels

NEW YORK — November 21, 2002 — Nielsen//NetRatings, the global standard for digital media measurement and analysis, today announced the first rankings report measuring the Digital Media Universe (DMU), offering the most complete view of Web and digital media usage.

As part of the Nielsen//NetRatings NetView (formerly AMS) service, DMU tracking combines Web-based traffic with Internet applications and browser channel audience data, including comprehensive measurement of AOL proprietary channels, instant messaging applications, media players, ISP applications (non-browsing), wireless content systems, Web phones, news and information toolbars, connected games, weather applications, auction assistants and shopping assistants.

“With the launch of Digital Media Universe measurement, marketers can understand how consumers are using Instant Messengers and other applications that are fast becoming an important vehicle for advertising,” said Manish Bhatia, senior vice president of product marketing and business development, NetRatings.

“This information is critical for marketers looking to expand their reach beyond the boundaries of the World Wide Web. Tracking of digital media usage equips marketers with the in-depth data intelligence and analysis they need to plan their advertising strategies and campaigns,” added Bhatia.

Microsoft and AOL Time Warner Lead Top 10 Parent Companies

The following set of combined at-home and at-work information includes DMU traffic data. The Top 10 Parent Companies provides a business-driven perspective of the Internet, while the Top 10 Brands offer a consumer view.

Leading the Top 10 Parent Companies, both Microsoft and AOL Time Warner attracted more than 92.6 million unique visitors, during the month of October 2002 (see Table 1). Yahoo! drew 79.8 million unique visitors, while visitors to the United States Government Web sites totaled more than 38.3 million visitors. Google garnered nearly 37.7 million unique visitors, placing fifth overall.

Yahoo! leads the Top 10 Brands online, with nearly 79.8 million unique visitors, followed closely by Microsoft at 78.8 million visitors last month. MSN claimed the No. 3 spot with 75.5 million unique visitors, while the AOL brand drew nearly 73.3 unique visitors. Google attracted nearly 37.7 million visitors as the No. 5 online brand.

“Tracking the Digital Media Universe increases the active online universe by approximately 10 percent and we can now see how much activities, such as Internet application usage, impacts the total online population,” said Bhatia. “Within some of the top players in the industry, we’ve seen how much their Internet applications offerings is clearly influencing the number of users they reach.”

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand
Month of October 2002

Table 1. Top 10 Parent Companies,
Combined Home & Work

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	92,619	2:27:32
2. AOL Time Warner	92,608	7:51:51
3. Yahoo!	79,780	2:47:50
4. United States Government	38,331	0:23:50
5. Google	37,655	0:25:44
6. Terra Lycos	37,033	0:22:20
7. About-Primedia	34,497	0:16:42
8. RealNetworks	34,369	0:38:30
9. Amazon	33,983	0:17:46
10. eBay	32,483	2:02:52

Table 2. Top 10 Brands,
Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	79,752	2:47:53
2. Microsoft	78,782	0:46:07
3. MSN	75,517	2:12:50
4. AOL	73,273	8:55:11
5. Google	37,655	0:25:44
6. Lycos Networks	34,681	0:23:14
7. Real	34,163	0:38:40
8. Amazon	33,243	0:15:49
9. eBay	31,460	2:02:38
10. CNN	24,206	0:34:14

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.

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 Average Internet Usage
Month of October 2002

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

	Home & Work, October
Number of Sessions per Month	54
Web Page Views per Month	1,307
Web Page Views per Surfing Visit	34
Time Spent per Month	52:00:24
Time Spent During Web Visit	0:32:28
Duration of a Web Page viewed	0:00:57
Active Digital Media Universe	128.9 million
Current Digital Media Universe Estimate	178.7 million

Note: The Nielsen//NetRatings audience measurement panels represent the universe of persons with access to the Internet via personal computer either in the home, or at the workplace from a non-shared personal computer. The "active" portion of the universe previously represented persons who actively generated Web-traffic, or URLs, through a Web browser. With the launch of the Digital Media Universe (DMU), the "active" portion of the universe now represents persons who actively used a computer connected to the Internet and either generated Web-traffic, or launched and brought into focus any computer application tracked by the Nielsen//NetRatings meter, or both. The new definition of Active Internet Universe is applied consistently across all audience measurement reports. This is true whether the view includes Web traffic only, Internet applications usage only, AOL proprietary browser channels only, or the combined DMU report which includes Web traffic, AOL Proprietary browser channels and Internet applications

usage in combination. The impact of this change on the size of the Active Internet Universe is currently an approximate 10% increase vs. the previous definition based on Web-only activity.

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for digital media measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media ratings reports and custom-tailored data to help companies gain valuable insight into their business.

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

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