

For Immediate Release:  
NetRatings, Inc.

Grace Kim (408) 941-2932  
Max Heineman (212) 703-5953

## CURRENT NEWS EVENTS BOOST TRAFFIC TO ONLINE NEWSPAPERS, ACCORDING TO NIELSEN//NETRATINGS

**NEW YORK — February 7, 2003** — Nielsen//NetRatings, the global standard for digital media measurement and analysis, shows that traffic from home to various Web newspapers soared, as reports of the Columbia shuttle tragedy and Iraq dominated the headlines for the week ending February 2<sup>nd</sup>.

Time.com, surged 112 percent to 863,000 surfers, claiming the No. 1 spot as the fastest growing news site for the week ending February 2<sup>nd</sup> (See Table 1). One of Time.com's most visited pages examined the Columbia shuttle crash and attracted more than 30 percent of the site's audience traffic. Following closely as the second fastest growing current events and global news site, MSN Slate jumped 101 percent to 953,000 unique visitors. Traffic to Newsday.com and Netscape News also increased by 58 and 52 percent, respectively. Rounding out the top 5 fastest growing new sites, CBS News grew 36 percent to 699,000 surfers.

"By delivering up-to-the-minute content along with supplemental information, the Web is a primary source of news for many Americans" said Carolyn Clark, senior Internet analyst, Nielsen//NetRatings. "In the past week, breaking news, such as the Columbia shuttle tragedy and the Iraq weapons inspections, have dominated the media coverage online and offline."

**Table 1: Nielsen//NetRatings Top 10 Fastest Current Events & Global News Sites, Ranked by Percent Growth (U.S., Home)**

Brand or Channel	01/26 Unique Audience (000)	02/02 Unique Audience (000)	Percent Growth
1. Time Magazine	407	863	112%
2. MSN Slate	473	953	101%
3. Newsday	244	385	58%
4. Netscape News	472	719	52%
5. CBS News	514	699	36%
6. CNN General News	3,008	4,070	35%
7. MSNBC	4,256	5,596	31%
8. Fox News	637	826	30%
9. Hearst Newspapers Digital	730	893	22%
10. Washingtonpost.com	1,039	1,267	22%

Source: Nielsen//NetRatings, February 2003

### Additional Highlights from Nielsen//NetRatings' Week on The Web

- **New Line Cinema**

Traffic to New Line Cinema skyrocketed 126 percent at home, for the week ending February 2<sup>nd</sup>, according to Nielsen//NetRatings. Visitors to the official Web site for "Final Destination 2" comprised 60 percent of the studio's online traffic.

- **Fashion Fun Draws Traffic to Barbie.com**

Barbie.com attracted 29 percent more visitors during the latest week, with 532,000 surfers logging on to the Web site. The site allows surfers to customize their own Barbie doll online, as 62 percent of the total audience played the interactive game to create their doll's skin, eye and hair color, hair style and clothing.

- **1800flowers.com Spikes in Traffic**

With Valentine's Day just around the corner, traffic to 1800flowers.com spiked 25 percent to 233,000 unique visitors at home, for the week ending February 2<sup>nd</sup>. More than 22 percent of the site's visitors also explored their last minute options by visiting the same-day gift service page.

**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, AdRelevance, @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. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

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

###