

For Immediate Release:
NetRatings, Inc.

Maria Bumatay
Max Heineman

(408) 586-7560
(212) 703-5953

RALEIGH, NASHVILLE AND SACRAMENTO SECURE TOP THREE FASTEST GROWING LOCAL MARKETS ONLINE, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK — February 18, 2003 — Nielsen//NetRatings, the global standard for digital media measurement and analysis, today reports that the active online population in Raleigh, NC grew 29 percent at home from January 2002 to January 2003, taking the top spot as the fastest growing city in the U.S. for homes connecting to the Internet (see Table 1). Nashville, TN and Sacramento, CA tied with the 2nd highest growth rate, expanding 19 percent year over year.

"Retailers who do business or advertise online should take note of these rankings. They can point to areas of the country where online advertising and ecommerce will have significantly more impact than a year ago," said Greg Bloom, senior Internet analyst at Nielsen//NetRatings.

Following the top three fastest growing local markets was Hartford, CT with a growth rate of 17 percent. The at-home active audience in Washington, DC and Houston, TX grew by 16 percent.

"Cities like Washington DC and San Diego have maintained their high growth rate, while large metropolitan cities including New York and Los Angeles continue to hold the lion's share of Web surfers," said Bloom.

Table 1. Nielsen//NetRatings Top 10 Fastest Growing Local Markets Online (U.S., Home)

Local Market (DMA)	Jan-02 Unique Audience (000)	Jan-03 Unique Audience (000)	% Growth
1. Raleigh-Durham-Fayetteville	715	924	29%
2. Nashville	734	872	19%
3. Sacramento	1,260	1,495	19%
4. Hartford	992	1,165	17%
5. Washington DC	2,264	2,627	16%
6. Houston	1,670	1,933	16%
7. Minneapolis	1,491	1,720	15%
8. Cincinnati	724	810	12%
9. San Diego	1,218	1,358	11%
10. Indianapolis	988	1,092	11%

Source: Nielsen//NetRatings, January 2003

"Understanding what regions are most active on the Internet will allow marketers to plan their campaigns more efficiently," said Bloom.

High Income Households Grow in Raleigh-Durham-Fayetteville

The fastest growing local market experienced some big shifts in income levels over the past year. In Raleigh, the number of people with at home Internet access reporting a household income of \$75,000 to \$99,999 a year increased by 72 percent (see Table 2) from January 2002 to January 2003. Other high-income groups online grew as well with the \$100,000 to \$149,999 income bracket growing eight percent and the wealthiest bracket of \$150,000 to \$999,999 moving up 17 percent. By contrast the lowest household income bracket for those with at home Internet access saw its active online audience decrease by 26 percent.

"Raleigh has experienced major growth in high income households that have Internet access over the past year," said Bloom "This will make it a prime regional target for marketers looking to push big ticket items like luxury cars and appliances."

Table 2. Nielsen//NetRatings Year Over Year Online Population Income Demographic Growth (Raleigh-Durham-Fayetteville, NC at Home)

Household Income Level	Jan'02 - Jan'03 Growth
\$ 75000 - 99999	72%
\$ 25000 - 49999	47%
\$ 50000 - 74999	17%
\$ 150000 - 999999	17%
\$ 100000 - 149999	8%
\$ 0 - 24999	-26%
No Response	-45%

Source: Nielsen//NetRatings, January 2003

Nielsen//NetRatings reports January 2003 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for January 2003 along with the latest online Average Usage metrics for the month.

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand
Month of January 2003

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. AOL Time Warner	93,924	7:30:03
2. Microsoft	90,341	2:24:23
3. Yahoo!	81,332	2:53:14
4. United States Government	42,456	0:27:17
5. Google	39,421	0:28:31
6. Amazon	38,795	0:19:58
7. eBay	38,689	2:00:04
8. About-Primedia	34,512	0:17:09
9. Terra Lycos	33,926	0:18:55
10. RealNetworks	31,181	0:26:14

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	81,303	2:53:17
2. MSN	76,416	2:18:17
3. Microsoft	75,598	0:32:47
4. AOL	73,448	8:54:09
5. Google	39,421	0:28:31
6. Amazon	38,235	0:17:39
7. eBay	36,840	1:59:08
8. Lycos Networks	31,864	0:19:37
9. Real	31,088	0:26:14
10. About Network	23,951	0:15:39

Example: The data indicate that 31.2 million home and work Internet users visited at least one of the RealNetworks - owned sites or launched a RealNetworks-owned application during the month, and each person spent, on average, a total of 26 minutes and 14 seconds at one or more of their sites or applications.

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 AdRelevance Top 10 Advertisers
Month of January 2003

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	3,691,871
2. Amazon.com, Inc.	3,620,779
3. Classmates Online, Inc.	3,142,931
4. NetFlix.com, Inc.	2,495,425
5. CoolSavings, Inc.	2,374,530
6. SBC Communications, Inc.	2,371,131
7. USA Interactive	2,267,592
8. Columbia House Company	1,873,465
9. Barnes & Noble, Inc.	1,852,346
10. Ameritrade Holding Corporation	1,649,888

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

Example: An estimated 1.6 billion Ameritrade Holding Company advertisements were rendered for viewing during the surfing period.

Nielsen//NetRatings Average Internet Usage
Month of January 2003

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

	Home & Work, January	Home & Work, December	% Change from December
Number of Sessions/Visits per Month	52	48	+8.3
Number of Domains Visited per Month	82	76	+7.9
Web Page Views per Month	1,444	1,336	+8.1
Web Page Views per Surfing Visit	35	35	0
Time Spent per Month	50:25:06	45:13:36	+11.5
Time Spent During Web Visit	0:33:24	0:32:41	+2.2
Duration of a Web Page viewed	0:00:57	0:00:56	+2.2
Active Digital Media Universe	133.6 million	131.9 million	+1.3
Current Digital Media Universe Estimate	179.9 million	175.9 million	+2.3

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 Digital Media Universe (DMU) measurement in October 2002, 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 percent increase versus 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, 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.

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

###

NETRATINGS, INC.
890 HILLVIEW COURT
MILPITAS, CA 95035
1 888 634 1222

NIELSEN MEDIA RESEARCH
250 PARK AVENUE
NEW YORK, NY 10177
1 212 907 4220

ACNIELSEN ERATINGS.COM
1 STAMFORD LANDING
62 SOUTHFIELD AVENUE
STAMFORD, CT 06902
1 203 602 4500