

For Immediate Release:  
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## **MORE THAN 10 MILLION AFRICAN AMERICANS ARE ONLINE, ACCORDING TO NIELSEN//NETRATINGS**

*Thirty-two Percent of the African American Online Community  
Now Uses Broadband at Home*

**NEW YORK — February 26, 2003** — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that the African American Internet audience in the U.S. has grown to more than 10 million surfers, comprising almost eight percent of the total home and work combined online population. The African American Internet population spent a total of 44 hours on the Web, initiated 42 sessions, and viewed 1,186 pages online in January 2003. In comparison, the total online population spent more than 50 hours surfing the Web, logged 52 sessions and viewed 1,444 pages last month.

BlackPlanet.com was the top online destination for African Americans (see Table 1). The site garnered the highest concentration of African Americans with 75 percent of their traffic, or 892,000 unique visitors being of African American descent. Following closely, music site Zjamz.com was the second most visited destination with a 71 percent concentration of African American surfers. In third, BET Interactive garnered a unique audience of 554,000 African Americans, representing 63 percent of the site's total traffic. Overall, the top 10 sites comprised of various cultural, entertainment and educational sites, drawing a high concentration of the African American Web audience.

"African Americans surpassing the 10 million unique visitor mark points to the continuing maturation of the online medium," said Charles Buchwalter, vice president of client analytics, Nielsen//NetRatings. "And the emergence of strong sites with a high concentration of African American visitors gives marketers ample opportunities to target their messages to a qualified, growing audience."

**Table 1. Nielsen//NetRatings Top 10 Online Destinations Most Visited by African Americans, January 2003 (U.S., Home and Work)**

Brand/Channel	Composition (%)	Unique Audience (000)
1. BlackPlanet.com	74.8	892
2. Zjamz.com	70.6	221
3. BET Interactive	63.0	554
4. Epic Records	26.6	337
5. NBA	18.1	626
6. Columbia Records	17.3	223
7. U.S. Office of Personnel Management	17.2	296
8. U.S. Federal Student Aid	15.8	344

9. FastWeb	15.8	353
10. U.S. Dept. of Education	15.5	642

Source: Nielsen//NetRatings, January 2003

### **The Home Connection: Nearly One-Third Access the Web Via Broadband**

According to the latest Nielsen//NetRatings NetView data, nearly one-third or 32 percent of the African American Internet audience in the U.S. logged onto the Internet through a high-speed connection, an increase of 55 percent from January 2002.

“A factor contributing to this growth is the accessibility of high-speed bandwidth. Just a year ago, many major markets could not provide surfers with the option of broadband service, but with increased competition and higher demand for speed many of these markets are now fully wired,” added Buchwalter. “This double digit growth rate may point to broadband technology breaking through the various segments of the population in an effort to become the standard technology used to access the Internet in the U.S.”

### **About Nielsen//NetRatings**

Nielsen//NetRatings is the global standard for Internet audience 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 research 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.*

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