



For
For Immediate Release:
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RAP, DANCE/CLUB AND ALTERNATIVE ROCK MOST POPULAR WITH ONLINE MUSIC DOWNLOADERS, ACCORDING TO NIELSEN//NETRATINGS

More Than One in Five Surfers Download Music

NEW YORK — May 8, 2003 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that rap music is the most popular genre purchased by Internet users downloading music. According to the latest data from the Nielsen//NetRatings @Plan service, online music enthusiasts were 111 percent more likely to purchase rap music than the average Internet user over the past three months (see Table 1).

Dance and club music held the second spot, with downloaders 106 percent more likely to have purchased dance and club music than the average Internet surfer and 77 percent more likely to purchase alternative rock. R&B/soul music and rock rounded out the top five.

Nielsen//NetRatings reports that nearly 31 million active Internet users, or 22 percent of the active Internet population ages 18 years old and up, downloaded music in the past 30 days and 71 percent of this audience purchased music in the past three months.

“Recording industry executives are devoted to finding a successful business model for selling music online,” said Greg Bloom, senior Internet analyst, Nielsen//NetRatings. “The de facto standard may be a few years away but understanding the genres of music that sell well online and offline will be crucial to generating revenue along the way.”

Nielsen//NetRatings’ @Plan service is the industry’s leading target-marketing platform for Internet media planning, buying and selling. Today’s study from @Plan’s Spring 2003 release is benchmarked off an index number of 100, representing the average usage patterns of the Internet audience as a whole. The data allows companies to determine the purchasing preferences of consumers who have downloaded music or MP3s in the past 30 days. Described by @Plan as an index number, each figure is a multiple of the 100 base and is used to interpret the propensity of a consumer in this group to purchase music offline and online.

Table 1. Top 10 Music Purchases During the Last Three Months by Consumers Downloading Music/MP3s in the Last 30 Days, Ranked by Index Number (U.S. Home and Work, Spring 2003 @Plan Release)

Music Genre	Index Number
1. Rap	211
2. Dance/Club	206
3. Alternative Rock	177
4. R&B/Soul	163
5. Rock	150
6. Pop/Top 40	141
7. Soundtracks	141
8. Alternative Country	139
9. World	139
10. Blues	125

Source: Nielsen//NetRatings @Plan, Spring 2003

Mapping the Music Downloading Community

According to Nielsen//NetRatings, online surfers in Los Angeles have the highest propensity for downloading music as compared to Internet users in other cities across the country (see Table 2). L.A. surfers are 23 percent more likely to have downloaded music in the last 30 days than the average Internet user. New York and Dallas-Ft. Worth followed as the second and third highest ranked cities. Boston and Houston rounded out the top five regions where music/MP3 downloading occurs.

“The cities in the top five, like LA and NY, are not only epicenters for music development in the country but are some of the most wired cities in the nation,” added Bloom.

Table 2. Top 5 Cities Downloading Music/MP3s in the Last 30 Days, Ranked by Index Number (U.S. Home and Work, Spring 2003 @Plan Release)

City*	Index Number
1. Los Angeles	123
2. New York	114
3. Dallas-Ft.Worth	109
4. Boston	106
5. Houston	106

Source: Nielsen//NetRatings @Plan, Spring 2003

*City is a designated market area (DMA) as mapped out by Nielsen//NetRatings

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.

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

