



For Immediate Release:
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NEARLY 40 MILLION INTERNET USERS CONNECT VIA BROADBAND, GROWING 49 PERCENT, ACCORDING TO NIELSEN//NETRATINGS

Women, Seniors, Students and Affluent Americans Comprise Some of the Fastest Growing Demographic Groups Adopting Broadband

NEW YORK — June 17, 2003 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, today reports that there are 39 million, or 13 percent of Americans, connecting via broadband in the U.S., the highest number to date. Broadband users at-home grew 49 percent year-over-year, while narrowband users declined 12 percent during May 2003 (see Table 1).

Despite higher growth rates for broadband, there are nearly twice as many narrowband users as broadband users in the U.S. In comparison, last year there were three times as many narrowband users as broadband users. Narrowband users continue to outweigh broadband users with 69.6 million users.

Of narrowband users, the 28.8/33.6Kbps group experienced the biggest decline of 16 percent to 10.1 million users, while the 56Kbps group had the biggest drop in sheer size of 7.4 million users or a 12 percent decrease.

“We’re seeing the mainstreaming of broadband as more and more modem users migrate to high-speed, especially as broadband costs continue to drop,” said Marc Ryan, director of analysis, Nielsen//NetRatings. “Clearly people are discovering the perks of high-speed access, from streaming video and audio to rich media.”

Table 1. Internet Connection Speed Growth Rates (U.S., At-Home)

Speed	May 02 (000)	May 03 (000)	% Change
Broadband Total	26,113	38,957	49.2%
Narrowband Total	79,444	69,647	-12.3%
Modem 14.4K	3,966	3,454	-12.9%
Modem 28.8/33.6K	12,014	10,118	-15.8%
Modem 56K	63,465	56,075	-11.6%

Source: Nielsen//NetRatings, May 2003



The following data highlights demographic changes occurring during the past year in the at-home audience.

- Women outpace men in broadband adoption slightly at 51 percent versus 48 percent. There are still more men (20.1 million) who access the Internet via broadband than women (18.9 million), and there continues to be more females (37.8 million) who access the Internet via narrowband than males (31.8 million).
- Seniors ages 65 to 99 continue to be the fastest growing age group using broadband, rising 64 percent to 1.7 million users. They are, however, still increasing their narrowband usage by three percent year-over-year.
- Students are the largest set of broadband users in the occupation category with 7.8 million users, growing 51 percent year-over-year. More than 12.3 million students connect via narrowband.
- Those earning between \$75-100k belong to the fastest growing income group adopting high-speed access, increasing 55 percent to 8.1 million users.

Nielsen//NetRatings reports May 2003 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for May 2003.

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

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	93,184	2:09:20
2. AOL Time Warner	90,073	6:41:06
3. Yahoo!	81,352	2:30:35
4. Google	44,736	0:27:25
5. United States Government	39,497	0:22:58
6. eBay	37,916	1:53:19
7. Amazon	35,296	0:19:23
8. Terra Lycos	33,068	0:17:43
9. RealNetworks	30,750	0:30:42
10. USA Interactive	30,369	0:21:00

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. MSN	82,052	1:53:36
2. Yahoo!	81,323	2:30:37
3. Microsoft	78,272	0:34:53
4. AOL	69,217	8:03:10
5. Google	44,736	0:27:25
6. eBay	36,429	1:50:14
7. Amazon	34,460	0:16:58
8. Real	30,551	0:30:46
9. About Network	25,839	0:13:13
10. MapQuest	23,821	0:11:24

Example: The data indicate that 30.4 million home and work Internet users visited at least one of the USA Interactive-owned sites or launched an USA Interactive-owned application during the month, and each person spent, on average, a total of 21 minutes 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 May 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	3,837,995
2. NetFlix.com, Inc.	2,340,278
3. USA Interactive	1,904,082
4. SBC Communications, Inc.	1,790,040
5. 1-800-FLOWERS.COM, Inc.	1,740,510
6. Sabre Holdings Inc.	1,732,812
7. Classmates Online, Inc.	1,606,774
8. Amazon.com, Inc.	1,584,925
9. CoolSavings, Inc.	1,521,446
10. Verizon Communications, Inc.	1,491,321

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

Example: An estimated 1.5 billion Verizon Communications, Inc. advertisements were rendered for viewing during the surfing period.

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.

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