



For Immediate Release:
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ATLANTA, LOS ANGELES AND WASHINGTON D.C. ARE FASTEST GROWING TOP WIRED CITIES, ACCORDING TO NIELSEN//NETRATINGS

San Francisco Tech Hub Shows Slowest Growth

NEW YORK — July 21, 2003 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, today reports that Atlanta, Los Angeles and Washington, D.C. were the fastest growing top wired cities at home in June 2003. Year over year, Atlanta grew 19 percent, claiming the fastest growing title amongst the largest online populated cities with more than 2.1 million surfers (see Table 1). Los Angeles and Washington, D.C. followed closely rising 14 percent since June 2002. In comparison, the number of Web users in the U.S. grew seven percent during the past year.

Online usage for the top three fastest growing cities outpaced overall population growth. According to recent U.S. Census population estimates, the general population in the city of Atlanta was estimated to have grown more than two percent between April 2000 and July 2002. Los Angeles's population estimate rose nearly three percent, while Washington, D.C.'s remained stable during this period.

On the other end of the spectrum, San Francisco increased its Internet audience by a mere one percent to nearly 3.1 million Web users, which parallels the latest U.S. Census estimates that show San Francisco losing two percent of its population between April 2000 and July 2002.

"With respect to depressed economic conditions in the last couple of years, the slowed growth in tech-heavy cities, such as San Francisco, should come as no surprise," said Greg Bloom, senior Internet analyst, Nielsen//NetRatings.

Table 1: Nielsen//NetRatings Top Ten Wired Cities, Ranked by Percent Growth (U.S., Home)

Local Market		Unique Audience (000)		
		June 02	June 03	% Growth
1.	Atlanta	1,777	2,118	19%
2.	Los Angeles	5,888	6,740	14%
3.	Washington DC	2,325	2,640	14%
4.	Chicago	3,258	3,525	8%
5.	Seattle	2,075	2,177	5%
6.	Dallas	2,290	2,400	5%
7.	New York	7,566	7,900	4%
8.	Boston	2,697	2,805	4%
9.	Philadelphia	2,942	3,009	2%
10.	San Francisco	3,042	3,061	1%

Source: Nielsen//NetRatings, June 2003

*Note: Ranking is based on the top ten cities with the greatest online audience for June 2003, at home.



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

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand

Month of June 2003

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	95,450	2:12:25
2. AOL Time Warner	90,176	7:04:11
3. Yahoo!	82,864	2:32:36
4. Google	44,229	0:26:28
5. eBay	40,568	1:48:10
6. United States Government	39,396	0:22:36
7. Amazon	36,452	0:19:32
8. RealNetworks	32,554	0:33:08
9. Terra Lycos	32,139	0:15:44
10. USA Interactive	30,359	0:20:56

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. MSN	83,844	1:58:07
2. Yahoo!	82,852	2:32:37
3. Microsoft	79,755	0:34:17
4. AOL	68,228	8:41:06
5. Google	44,229	0:26:28
6. eBay	39,304	1:44:54
7. Amazon	35,582	0:16:55
8. Real	32,376	0:33:05
9. Lycos Networks	31,077	0:15:53
10. MapQuest	25,456	0:12:13

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 20 minutes and 56 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 June 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. Homestore, Inc.	2,855,816
2. Citigroup Inc.	2,744,111
3. HomeGain.com, Inc.	2,727,199
4. NetFlix.com, Inc.	2,331,405
5. USA Interactive	1,925,935
6. The Estee Lauder Companies Inc	1,913,873
7. SBC Communications, Inc.	1,818,603
8. Classmates Online, Inc.	1,769,922
9. Amazon.com, Inc.	1,736,165
10. Apollo Group, Inc.	1,666,742

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

Example: An estimated 1.7 billion Apollo Group, 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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