



For Immediate Release:
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ONLINE BANKING GROWS NEARLY 80 PERCENT FROM 2001, ACCORDING TO NIELSEN//NETRATINGS

Sacramento, Salt Lake City and Seattle Markets Lead Online Banking Transactions

Nielsen//NetRatings Releases August 2003 Internet Rankings

NEW YORK — September 19, 2003 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that the number of individuals conducting banking transactions online has increased nearly 80 percent over a two-year period (see Table 1).

Recent analysis of Nielsen//NetRatings Fall 2003 @Plan data reveals that since the Fall of 2001, the number of people conducting online banking transactions jumped 79 percent from nearly 13 million to 23.2 million individuals. This data is based on a survey of individuals age 18 plus that used online banking in the last six months. Drilling down to the year over year comparison, from the Fall of 2001 to the Fall of 2002, online banking grew 32 percent from 12.9 million to 17.1 million. Comparing the Fall of 2002 to Fall of 2003, the trend continued as the audience level for online banking grew 36 percent.

"The incremental growth for online banking speaks directly to the success financial institutions have had in transitioning customers from traditional banking channels to the Internet," said Patrick Thomas, senior Internet analyst, Nielsen//NetRatings.

"Migrating consumers from offline branches to online services not only keep costs in check, but also creates a more user friendly and streamlined experience for clients. Who wants to spend their lunch hour in line at a teller window or drive through? With a few clicks of a mouse people can check deposits, pay bills or even submit a loan application," continued Thomas.

Table 1. Nielsen//NetRatings Online Banking Conducted in the Past Six Months (U.S., Home and Work)

Online Population (000)*			Year over Year Growth		
Fall 2001	Fall 2002	Fall 2003	Fall 01 vs. 02	Fall 02 vs. 03	Fall 01 vs. 03
12,958	17,081	23,181	32%	36%	79%

Source: Nielsen//NetRatings @Plan, Fall 2003

*Based on individuals aged 18+ that conducted an online banking transaction in the last six months.

Mapping the Online Banking Community

Nielsen//NetRatings found that Sacramento and Salt Lake City surfers have the highest propensity for using online banking of any major markets in the country (see Table 2). Surfers in both markets are 54 percent more likely to have used online banking in the last six months than the average Internet user. Seattle and Austin followed as the second and third highest ranked major markets. San Diego rounded out the top five regions where online banking occurs.

"Conspicuously absent from the list of top 5 DMAs are those metropolitan areas traditionally considered to be the centers of the US banking industry," added Thomas. "While we continue to see increased adoption of online banking across the US, it is important to make note of the untapped potential still visible among Internet users in financial epicenters, like New York and Chicago, who currently demonstrate below average usage levels of available online banking features."



Table 2. Top 5 Major Markets Conducting Online Banking Transactions in the Last 6 Months, Ranked by Index Number (U.S. Home and Work, Fall 2003 @Plan Release)

City*	Index Number
1. Sacramento	154
2. Salt Lake City	154
3. Seattle-Tacoma	148
4. Austin	145
5. San Diego	143

Source: Nielsen//NetRatings @Plan, Fall 2003

*Market or area is a designated market area (DMA) as mapped out and trademarked by Nielsen Media Research.

About Nielsen//NetRatings' @Plan

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 Fall 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 preferences of consumers who have used online banking in the past six months. 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 use online banking.

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

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

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	97,857	2:14:41
2. AOL Time Warner	90,740	7:06:59
3. Yahoo!	81,863	2:43:07
4. Google	46,196	0:28:11
5. eBay	43,393	1:48:45
6. United States Government	42,959	0:24:47
7. RealNetworks	32,529	0:37:02
8. Terra Lycos	32,107	0:11:05
9. InterActiveCorp	30,819	0:23:55
10. Amazon	28,178	0:21:45

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. MSN	87,248	1:56:26
2. Microsoft	82,193	0:36:36
3. Yahoo!	81,854	2:43:08
4. AOL	66,711	8:54:57
5. Google	45,691	0:28:09
6. eBay	42,430	1:43:53
7. Real	32,490	0:36:45
8. Lycos Network	31,245	0:10:54
9. MapQuest	27,158	0:11:24
10. Amazon	26,098	0:18:27

Example: The data indicate that 28.2 million home and work Internet users visited at least one of the Amazon-owned sites or launched a Amazon-owned application during the month, and each person spent, on average, a total of 21 minutes and 45 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 August 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. GUS Plc	6,553,870
2. Expertcity, Inc.	6,187,125
3. j2 Global Communications, Inc.	5,474,562
4. Intuit, Inc.	2,994,947
5. Apollo Group, Inc.	2,419,484
6. Bank One Corporation	2,416,728
7. NetFlix, Inc.	2,268,580
8. InterActiveCorp	2,106,872
9. Citigroup Inc.	2,080,719
10. Dell Computer Corporation	1,781,556

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

Example: An estimated 1.8 billion Dell Computer Corporation 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, WebRF, LemonAd, MegaPanel and SiteCensus 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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