



For Immediate Release:
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INTERNET APPLICATION USAGE CONTINUES TO DECLINE, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK — September 29, 2003— Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that file-sharing application usage from home continues to decline since the Recording Industry Association of America's initial warning that people who illegally downloaded music would be sued or prosecuted. As the RIAA begins filing hundreds of lawsuits against individuals downloading music, usage of popular file-sharing applications are at an all-time low.

Since the week ending June 29, traffic to the KaZaA application has declined 41 percent from 6.5 million unique visitors to nearly 3.9 million unique visitors for the week ending September 21 (see Table 1). Despite the declines in usage, KaZaA remains the most popular file-sharing application for Americans with millions of users. Traffic to the Morpheus application decreased from 272,000 unique visitors during the week ending June 29, to the 261,000 visitors during the week ending September 21. BearShare and iMesh attracted 192,000 and 255,000 visitors, respectively, during the week ending June 29 and fell below Nielsen//NetRatings reporting levels during the week ending September 21.

"The RIAA is clearly sending a strong message to American Web users and the message appears to be working," said Greg Bloom, senior Internet analyst, Nielsen//NetRatings. "With hundreds of individuals facing real lawsuits, the threat to music file sharers is very serious."

Table 1: Nielsen//NetRatings Week Over Week Trend of Select File-Sharing Applications (U.S., Home)

File Sharing Application	Unique Audience (000)		
	6/29/2003	9/21/2003	% Growth
KaZaA	6,526	3,867	-41%
Morpheus	272	261	-4%
iMesh	255	--	N/A
BearShare	192	--	N/A

Source: Nielsen//NetRatings, September 2003

Additional Nielsen//NetRatings' Week on the Web:

- **Online Sweepstakes Draws Surfers to Kraft Foods**

Traffic to Kraft Foods jumped 63 percent at work, for the week ending September 21st, according to Nielsen//NetRatings. The site attracted 560,000 unique office workers with 28 percent of visitors logging on for a chance to win a home theater system.

- **Hurricane Isabel Storms NASA.gov**

The U.S. National Aeronautics & Space Administration site grew 41 percent to 772,000 unique visitors at work for the week ending September 21st. One quarter of the site's traffic clicked on a satellite picture of Hurricane Isabel.

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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