



For Immediate Release:
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SENIOR CITIZENS LEAD INTERNET GROWTH, ACCORDING TO NIELSEN//NETRATINGS

Senior Women Outpace Senior Men in Audience and Web Usage Growth

NEW YORK — November 20, 2003 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that senior citizens age 65 and older were the fastest growing age group online, surging 25 percent year over year to 9.6 million Web surfers from home and work in October 2003. Additionally, within the senior citizen age group, Nielsen//NetRatings found that the number of female seniors online jumped 30 percent, while male seniors jumped 20 percent.

Since October 2002, senior citizens online grew from 7.6 million or 5.9 percent of the active Internet universe to 9.6 million surfers aged 65 plus, making up seven percent of the active Internet universe in October 2003 (see Table 1). The second fastest growing age group was Internet users 55-64, which jumped 15 percent from 13.6 million to 15.6 million surfers from home and work. The third fastest growing age group were those aged 18-24, jumping 13 percent from 9.3 million to 10.5 million surfers.

Table 1: Nielsen//NetRatings Year-Over-Year Audience Profile Growth, by Age Group (U.S. Home and Work)

Audience Age Group	Oct-02	Oct-03	% Growth
2 - 11	12,160	12,211	0%
12 - 17	14,016	14,999	7%
18 - 24	9,300	10,512	13%
25 - 34	20,702	21,380	3%
35 - 49	39,409	39,712	1%
50 - 54	12,078	12,257	1%
55 - 64	13,585	15,632	15%
65+	7,642	9,554	25%

Source: Nielsen//NetRatings, November 2003

Nielsen//NetRatings found that in addition to outpacing senior males in audience growth, the rise in usage by female seniors was greater than the increase in usage by senior males (see Table 2). While male senior usage still dominates, female seniors increased their average Web pages viewed per month by 14 percent, whereas male seniors increased their pages viewed by five percent. Female seniors increased their average time spent online by six percent, spending nearly two more hours online, while male seniors increased their time online by two percent. While the number of sessions for female seniors increased by two percent, the number of sessions for male seniors decreased by three percent.

"As a whole, the Internet audience is continuing to become more representative of the general population," said Greg Bloom, senior Internet analyst, Nielsen//NetRatings. "Thanks to new technologies such as broadband and wireless, the bulk of the internet's recent growth has been associated to higher levels of activity from experienced web users. However, as we continue to track year-over-year trends, we observe significant upticks in the online presence of important groups such as seniors."

Table 2: Nielsen//NetRatings Female 65+ Online Usage Data vs. Male 65+ Online Usage Data (U.S., Home and Work)

Females	Oct-02	Oct-03	%	Males 65+	Oct-02	Oct-03	% Change
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65+			Change
Unique Audience (000)	3,528	4,604	30%
Average Web Pages Viewed Per Month	540	613	14%
Average Time Spent During Month	41:23:18	43:42:06	6%
Number of Sessions per Month	49	50	2%

Unique Audience (000)	4,114	4,950	20%
Average Web Pages Viewed Per Month	890	935	5%
Average Time Spent During Month	52:44:19	53:41:00	2%
Number of Sessions per Month	65	63	-3%

Source: Nielsen//NetRatings, November 2003

“The overall increase of Web consumption by senior citizens is a great indicator of the growing online market potential with seniors,” continued Bloom. “More than 25 million adults over the age of 55 were online last month. That is clear evidence for advertisers and marketers looking to reach those older adults that the Internet should be part of the marketing mix.”

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

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

Month of October 2003

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	98,338	2:18:33
2. Time Warner	90,015	5:34:57
3. Yahoo!	86,533	2:51:08
4. Google	49,987	0:27:40
5. eBay	45,295	1:53:27
6. United States Government	42,537	0:26:02
7. Terra Lycos	34,683	0:09:41
8. Amazon	32,602	0:20:26
9. RealNetworks	30,924	0:39:12
10. InterActiveCorp	30,713	0:25:11

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. MSN	87,313	2:01:14
2. Yahoo!	84,460	2:54:05
3. Microsoft	81,554	0:37:10
4. AOL	67,532	6:39:05
5. Google	49,625	0:27:30
6. eBay	43,806	1:48:46
7. Lycos Network	33,716	0:09:41
8. Amazon	30,770	0:18:23
9. Real	30,685	0:38:29
10. About Network	27,381	0:10:48

Example: The data indicate that 30.7 million home and work Internet users visited at least one of the InterActiveCorp-owned sites or launched a InterActiveCorp-owned application during the month, and each person spent, on average, a total of 25 minutes and 11 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 October 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. NetFlix, Inc.	3,247,291
2. Dell Computer Corporation	2,534,144
3. InterActiveCorp	2,237,484
4. Ameriquest Mortgage Company	2,033,965
5. AT&T Wireless Services, Inc.	1,974,326
6. Apollo Group, Inc.	1,724,446
7. Ameritrade Holding Corporation	1,438,918
8. SBC Communications, Inc.	1,333,248
9. LowerMyBills.com, Inc.	1,298,043
10. AOL Time Warner Inc.	1,281,377

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

Example: An estimated 1.3 billion AOL Time Warner 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, 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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