



For Immediate Release:
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THREE OUT OF FOUR PEOPLE CONNECT TO THE INTERNET THROUGH NON-BROWSER BASED APPLICATIONS, BLURRING THE LINES BETWEEN THE DESKTOP AND THE WEB, ACCORDING TO NIELSEN//NETRATINGS

Instant Messaging and Media Players are Primary Internet Applications, Attracting 106 Million Internet Users

NEW YORK — December 30, 2003 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that three out of every four home and work Internet users or 76 percent of active Web surfers, access the Internet using a non-browser based Internet application. Media players, instant messengers and file sharing applications are the most popular Internet applications.

The total unique audience using Internet applications reached 106 million during the month of November 2003, an increase of 11 percent from the same period last year. Internet users spent an average of three hours and 37 minutes per month using Internet applications.

The top five applications are Windows Media Player, AOL Instant Messenger, Yahoo! Messenger, MSN Messenger Service and Real Player. Of these top five applications, Windows Media has the largest active user reach at 34 percent. AOL Instant Messenger was next at 20 percent, followed by Real Player also at 20 percent, MSN Messenger Service at 19 percent and Yahoo! Messenger Service, which reaches 12 percent of the active user base.

Table 1: Nielsen//NetRatings Top 5 Internet Applications Ranked By Active Reach (U.S. Home and Work)

Internet Application	Unique Audience	Active User Reach
	(000) Nov-03	% Nov-03
Windows Media Player	48,159	34.43%
AOL Instant Messenger	28,363	20.27%
RealOne/RealPlayer	27,648	19.76%
MSN Messenger Service	27,018	19.31%
Yahoo! Messenger Service	17,148	12.26%

Source: Nielsen//NetRatings, December 2003

“With 76 percent of Web surfers using Internet applications, functionality has grown beyond the browser to become a fundamental piece of the overall desktop,” said Abha Bhagat, senior analyst Nielsen//NetRatings. “It’s become harder to distinguish when you’re on the Internet, blurring the lines between what’s sitting on the desktop and what’s coming from the World Wide Web.”

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



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

Month of November 2003

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	101,312	2:08:31
2. Time Warner	92,610	5:21:42
3. Yahoo!	88,466	2:31:26
4. Google	53,648	0:25:36
5. eBay	48,254	1:46:22
6. United States Government	40,162	0:23:48
7. Amazon	36,754	0:24:09
8. Terra Lycos	33,395	0:10:34
9. RealNetworks	32,890	0:38:59
10. InterActiveCorp	29,710	0:22:18

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. MSN	89,242	1:49:45
2. Yahoo!	86,871	2:33:14
3. Microsoft	82,955	0:38:46
4. AOL	69,680	6:27:11
5. Google	53,260	0:25:28
6. eBay	46,853	1:41:59
7. Amazon	34,466	0:22:29
8. Real	32,645	0:37:06
9. Lycos Network	32,458	0:10:09
10. About Network	27,050	0:10:49

Example: The data indicate that 29.7 million home and work Internet users visited at least one of the InterActiveCorp-owned sites or launched an InterActiveCorp-owned application during the month, and each person spent, on average, a total of 22 minutes and 18 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 November 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. Dell Computer Corporation	2,887,769
2. InterActiveCorp	2,590,033
3. Netflix, Inc.	2,453,282
4. Apollo Group, Inc.	2,007,019
5. LowerMyBills.com, Inc.	1,698,020
6. SBC Communications, Inc.	1,451,964
7. Ameriquest Mortgage Company	1,326,847
8. Ameritrade Holding Corporation	1,320,438
9. Amazon.com, Inc.	1,224,042
10. AT&T Wireless Services, Inc.	1,189,320

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



Example: An estimated 1.2 billion AT&T Wireless Services, 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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