



For immediate release

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USERS OF BLOG SERVICE SITES SURGE — HATENA DIARY ATTRACTS MOST USERS WHILE @NIFTY'S COCOLOG GAINS GROUND WITH THREE-FOLD INCREASE FROM DECEMBER

Nielsen//NetRatings NetView Audience Measurement Service Report on Japan Internet Ratings for January

TOKYO — February 27, 2004 — NetRatings Japan Inc., the global standard for Internet audience measurement and analysis, today announced a report on the results of its NetView Audience Measurement Service (NetView AMS) for January 2004.

The survey revealed a rapid increase in the number of users of Web sites offering blog services, which have been gaining attention since the second half of 2003. “Blog” is short for WebLog, services that link news articles and information as well as responses to and comments on them in chronological order. Communication services such as these have already become widespread in the U.S. as an alternative to BBS and information searches.

The blog currently attracting the highest number of users in Japan is the Hatena Diary from hatena. When a user writes a diary entry, the site can provide links to other diary entries containing the same keywords in the text. This allows users to share common interests and has proven to be very popular. The number of site users has increased rapidly over the past year. In January, the number of those accessing from home surpassed 2 million for the first time.

@Nifty's Cocolog, which only launched services in December 2003, has user numbers surge from 185,000 in December to 594,000 in January, an increase of 3.2 times.

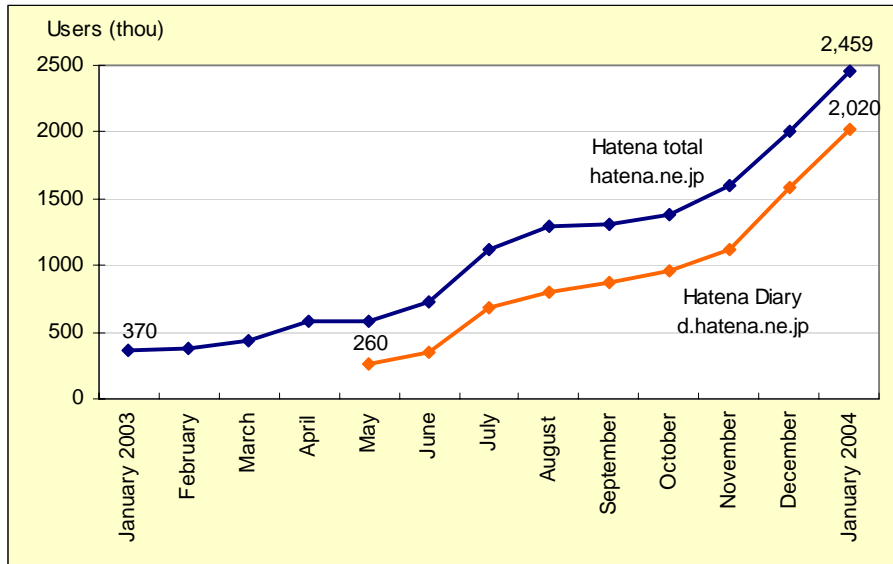
Figure 1. User numbers at main blog service sites

(in thousands)

		December 2003	January 2004	MoM
Hatena Diary	d.hatena.ne.jp	1,578	2,020	128%
Cocolog (@Nifty)	cocolog-nifty.com	185	594	321%
MyProfile	myprofile.ne.jp	244	303	124%
BlogPeople	blogpeople.net	—	284	Debut
livedoor Blog	blog.livedoor.jp	—	206	Debut



Figure 2. User numbers at Hatena over the past year (in thousands)



NetRatings President and Chief Analyst Masashi Hagihara comments: "User numbers shown here include both blog creators and readers. Blog services have a high user migration potential as a result of linking pages using TrackBack and other mechanisms. Once they begin to spread, these services will grow rapidly. Given their higher potential for expanding business than that of traditional Web sites, major ISPs have started offering competing services since last year. Hatena Diary is currently the largest blog service, followed by @Nifty's Cocolog, which is a step ahead of other major ISP blog services."

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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