



For Immediate Release:
NetRatings, Inc.

Grace Kim (408) 941-2932
Maria Bumatay (510) 337-9023

AFFLUENT AMERICANS POWER INTERNET GROWTH, ACCORDING TO NIELSEN//NETRATINGS

Upper Income Surfers Show Highest Concentration of Broadband Users

NEW YORK — April 19, 2004 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, shows that affluent Americans are the fastest growing income group online. Surfers with total household incomes of \$150K and higher grew 31 percent year-over-year at home to nearly 7.9 million individuals (see Table 1). Those earning between \$75K-100K increased to 26.4 million in March 2004, as compared to 20.7 million a year ago. Internet users with upper incomes ranging from \$100K-150K rose 24 percent since last March.

Table 1: Year-Over-Year Internet Access Growth by Income Level (US, Home)

Income Level*	Unique Audience (000)		Yearly Percent Growth (%)
	Mar-03	Mar-04	
\$ 150,000+	6,010	7,873	31%
\$ 75,000 - 99,999	20,732	26,393	27%
\$ 100,000 - 149,999	14,356	17,786	24%
\$ 0 - 24,999	7,961	9,399	18%
\$ 25,000 - 49,999	33,074	37,826	14%
\$ 50,000 - 74,999	38,165	42,473	11%

Source: Nielsen//NetRatings, March 2004

*Income level based on combined total household annual earnings

Broadband Adoption Rates Highest Among Affluent Surfers

Internet users earning upper-level incomes have a higher concentration of broadband adopters. Broadband surfers made up 69 percent of the total audience for those with incomes of \$150K and above, as compared to 31 percent accessing via dial-up (see Table 2). Those earning between \$100K-\$150K showed a 61/39 split favoring high speed, while Internet users with incomes between \$75K-\$100K posted an even split among narrowband and broadband users.

Middle and lower income surfers accessing the Internet via broadband posted much smaller concentrations. Almost two-thirds of individuals with household earnings between \$25K-50K log online via narrowband, with just 36 percent accessing through broadband. Broadband composition is even less for lower income surfers earning between \$0-25K, with just 25 percent accessing via cable, DSL or other high speed.

“Cost plays a tremendous part in Internet access patterns,” said Kenneth Cassar, director of strategic analysis, Nielsen//NetRatings.

“While broadband has become much less expensive over the past few years, it’s still a significant cost as compared to narrowband. Couple high-speed access with other utility expenses, and households with tighter budgets simply would not be able to afford the luxury of having broadband,” added Cassar.



Table 2: Broadband vs. Narrowband by Household Income March 2004 (U.S., Home)

Income Level	Narrowband	Broadband
\$ 150,000+	31%	69%
\$ 100,000 - 149,999	39%	61%
\$ 75,000 - 99,999	50%	50%
\$ 50,000 - 74,999	54%	46%
\$ 25,000 - 49,999	64%	36%
\$ 0 - 24,999	75%	25%

Source: Nielsen//NetRatings, March 2004

Nielsen//NetRatings reports March 2004 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for March 2004.

Nielsen//NetRatings Top 5 Web Sites by Parent Company and Top 5 Web Sites By Brand

Month of March 2004

Table 1. Top 5 Parent Companies, Combined Home & Work

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	111,710	2:13:06
2. Time Warner	99,020	5:31:21
3. Yahoo!	98,046	2:46:08
4. Google	65,632	0:30:15
5. eBay	58,596	1:49:43

Table 2. Top 5 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. MSN	96,922	1:58:01
2. Yahoo!	95,624	2:49:22
3. Microsoft	93,747	0:36:33
4. AOL	73,108	6:29:54
5. Google	65,073	0:30:06

Example: The data indicates that 58.6 million home and work Internet users visited at least one of the eBay-owned sites or launched an eBay-owned application during the month, and each person spent, on average, a total of 1 hour 49 minutes and 43 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 is 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 March 2004

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.	3,406,366
2. AT&T Wireless Services, Inc.	3,168,587
3. InterActiveCorp	2,210,668
4. Dell Computer Corporation	1,779,117
5. Classmates Online, Inc.	1,749,064
6. LowerMyBills.com, Inc.	1,722,594
7. SBC Communications, Inc.	1,672,592
8. Fun Web Products	1,541,988
9. Ameriquest Mortgage Company	1,463,644
10. Scottrade, Inc.	1,206,129

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

Example: An estimated 1.2 billion Scottrade, Inc. advertisements were rendered for viewing during the surfing period.

About Nielsen//NetRatings

Nielsen//NetRatings (Nasdaq: NTRT) 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.

###