



For Immediate Release:  
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## KERRY OVERTAKES BUSH ONLINE, ACCORDING TO NIELSEN//NETRATINGS

*Online Ads Draw Americans to Candidate Web Sites*

**NEW YORK — May 18, 2004** — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, shows that traffic to the John Kerry for President Web site attracted 1.6 million unique Americans during the month of April, while the Bush Cheney '04 Web site drew 1.5 million visitors. Kerry's Web site continued its three-month lead over the Bush site (see Table 1) from one million unique Americans in February. During this period, Kerry conducted more online advertising than Bush.

**Table 1: Nielsen//NetRatings Traffic Trend for Presidential Candidate Web Sites (U.S., Home and Work)**

Candidate	Unique Audience (000)		
	Feb-04	Mar-04	Apr-04
John Kerry for President	1,052	2,045	1,598
Bush Cheney '04	865	1,886	1,477

Source: Nielsen//NetRatings, April 2004

### Online Advertising By Presidential Candidates

Nielsen//NetRatings AdRelevance data revealed that during April 2004, John Kerry's online advertising campaign registered 52 million online advertising impressions (see Table 2). Since January 2004, the John Kerry for President campaign has grown steadily from 32,000 ad impressions to more than eight million in March and peaking last month with 52 million. Additionally, Kerry's campaign incorporated rich media in its online advertising with 30 percent of all John Kerry for President ads utilizing the format.

In comparison, Bush-Cheney '04 recorded five thousand online advertising impressions in April 2004, down from a three month high of 28,000 online ads in March.

"Despite most political campaigns' continuing comfort level with TV as the preferred medium, the Kerry for President camp and the RNC appear to be embracing online advertising," said Greg Bloom, senior Internet analyst, Nielsen//NetRatings. "Political parties on both sides are recognizing that important target audiences can effectively be reached online."

**Table 2: Nielsen//NetRatings AdRelevance Four Month Impression Trend for Presidential Candidate and Political Party Online Ads (U.S., Home and Work)**

Advertiser	Impressions (000)			
	Jan-04	Feb-04	Mar-04	Apr-04
John Kerry for President	32	39	8,248	51,745
Bush-Cheney '04		8	28	5
Republican National Committee	21,008	227,157	189,443	112,901
Democratic National Committee	--	--	--	63

Source: Nielsen//NetRatings AdRelevance, April 2004

### Democrats vs. Republicans Online

Nielsen//NetRatings AdRelevance data showed that the Republican National Committee used significantly more online ads than the Democratic National Committee. In April 2004, the Republican



National Committee had nearly 113 million impressions online, as compared to 63,000 impressions from the Democratic National Committee during the same period. Republican ads ranged from encouraging voter registration to criticizing the Democratic Committee. Since January 2004, the number of Republican National Committee impressions skyrocketed 437 percent.

During the same period, traffic to the RNC Web site surged 49 percent to 788,000 unique visitors.

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

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

Month of April 2004

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	111,361	2:04:42
2. Time Warner	95,861	5:22:41
3. Yahoo!	95,413	2:42:01
4. Google	65,882	0:29:53
5. United States Government	51,852	0:26:28
6. eBay	50,895	1:47:02
7. Amazon	37,259	0:17:44
8. InterActiveCorp	36,708	0:27:34
9. RealNetworks	33,034	0:46:21
10. Terra Lycos	30,257	0:11:18

**Table 2. Top 10 Brands, Combined Home & Work**

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. MSN	97,241	1:48:53
2. Yahoo!	93,049	2:44:33
3. Microsoft	90,941	0:36:13
4. AOL	69,760	6:22:46
5. Google	65,379	0:29:46
6. eBay	49,154	1:43:09
7. Amazon	33,920	0:15:30
8. Real	32,354	0:44:14
9. MapQuest	31,737	0:11:06
10. Lycos Network	28,630	0:09:13

Example: The data indicates that 30.3 million home and work Internet users visited at least one of the Terra Lycos-owned sites or launched a Terra Lycos-owned application during the month, and each person spent, on average, a total of 11 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 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 April 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. AT&T Wireless Services, Inc.	3,579,859



2.	Netflix, Inc.	2,309,323
3.	InterActiveCorp	1,979,896
4.	Fun Web Products	1,719,080
5.	Dell Computer Corporation	1,615,837
6.	YourGiftCards.com	1,526,920
7.	Classmates Online, Inc.	1,350,187
8.	LowerMyBills.com, Inc.	1,341,842
9.	Ameritrade Holding Corporation	1,185,234
10.	Scottrade, Inc.	1,174,168

\*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. ads 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](http://www.nielsen-netratings.com).

*Editor's Note: Please source all data to Nielsen//NetRatings.*

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