



For Immediate Release:
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TRADITIONAL ADVERTISERS CONTINUE TO LEAD ONLINE ADVERTISING GROWTH, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK — May 25, 2004 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, shows that traditional advertisers continued to carry the growth of online advertising through the first quarter of 2004. Among key industry segments, traditional companies topped the fastest growing advertisers within their particular group.

According to Nielsen//NetRatings AdRelevance, AT&T Wireless Services increased ad impressions online by more than one thousand percent (see Table 1). Online ad usage by pharmaceutical company Schering Plough jumped 737 percent, while MBNA Corporation rose 471 percent over the last year. DaimlerChrysler and Safeway, Inc. grew 461 and 440 percent, respectively within their segment groups.

“During the soft economy over the last few years, traditional advertisers with bigger budgets have been the ones to experiment with the Internet as part of their overall ad campaign strategy,” said Charles Buchwalter, vice president of client analytics, Nielsen//NetRatings.

“The Internet continues to be a dynamic and ever-changing medium, providing advertisers with broad offerings from advanced rich media formats to the simplicity of search-based text ads,” continued Buchwalter. “In the past two years blue chips who took a chance at online advertising learned what worked for them, backing out of some areas and investing in others.”

Table 1: Top Advertisers Within Key Industry Segments

Advertiser	Industry Segment	% Growth 2003-2004*
AT&T Wireless Services	Telecommunications Equipment	1262%
Schering Plough	Health Pharmaceuticals	737%
MBNA Corporation	Financial Services Consumer Credit	471%
DaimlerChrysler	Automotive Manufacturers	461%
Safeway, Inc.	Retail Goods & Services Grocery	440%
Amerquest Mortgage	Financial Services Consumer Loans	226%
Apollo Group	Public Services Education	163%
News Corporation	Entertainment Movies	133%
Cendant Corporation	Travel Vehicle Rental	62%
SBC Communications	Telecommunications ISP & Broadband	39%

Source: Nielsen//NetRatings AdRelevance

*Note: Percent change in ad impressions, Q2 '02-Q1 '03 to Q2 '03-Q1 '04, within key industry segments.

Internet usage among key indicators has increased year-over-year, providing advertisers with more opportunities to reach their target audience (see Table 2). Overall, Web pages viewed jumped 26 percent, while average time spent online rose 11 percent year-over-year. Sessions per person increased six percent since last Q1 2003.

“There remain pockets of usage growth that advertisers and marketers can take advantage of to reach their target audience. Increases in Web pages viewed and time spent online confirm that surfers continue to have a healthy appetite for content,” added Buchwalter.

Table 2: Online Usage Metrics Q1 2003 vs. Q1 2004 (U.S., Home and Work)



Average Usage	Q1 2003*	Q1 2004*	% Growth*
Web Page Views	1,275	1,603	26%
PC Time	48:33:17	53:46:51	11%
Sessions	50	53	6%

Source: Nielsen//NetRatings

*Note: Q1 data is based on the monthly average of January to March. Usage metrics are monthly averages and not quarterly metrics.

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 AdRelevance.

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