



For Immediate Release:
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BUSH AND KERRY WEBSITES GET BOOST FROM NATIONAL CONVENTIONS, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK, NY – September 13, 2004– Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports today that the Republican National Convention (RNC) boosted at-home traffic to the Bush-Cheney Website by 50 percent, as compared to a 191 percent jump in home visitors to the John Kerry for President Website during the week of the Democratic National Convention (DNC).

The DNC helped Kerry's Website climb to its highest number of weekly home visitors, or 771,000 unique audience, during his campaign, while Bush's Website attracted 438,000 unique visitors during the start of the RNC (see Tables 1 & 2). The Bush-Cheney Website reached the highest number of home visitors, or 622,000 unique audience, during the week ending June 27.

From January 2004, both candidates' Websites have surged significantly in home visitors, with Bush's traffic rising 233 percent to 960,000 unique audience during July 2004, and Kerry's traffic growing 328 percent to 1.6 million unique audience.

"This is the first presidential election where the Internet is being leveraged effectively," said Heather Dougherty, senior analyst, Nielsen//NetRatings. "We've seen both candidates use the Internet to communicate their platforms to voters, rally their audience, and on the side, poke fun at each other via interactive clips that people can forward via emails."

Table 1. Nielsen//NetRatings Traffic to Bush's Website (U.S., At-Home)

Site	29-Aug (000)	5-Sep (000)	% Growth
Bush Cheney ' 04	292	438	50%

Source Nielsen//NetRatings, September 2004

Table 2. Nielsen//NetRatings Traffic to Kerry's Website (U.S., At-Home)

Site	25-Jul (000)	1-Aug (000)	% Growth
John Kerry For President	265	771	191%

Source Nielsen//NetRatings, September 2004

Additional Nielsen//NetRatings' Week on the Web:

- Hurricane Season Strikes Government Sites**

The U.S. National Oceanic & Atmospheric Administration Web (<http://www.noaa.gov>) site skyrocketed 153 percent to nearly 3.6 million unique at-home visitors and 187 percent to 4.3 million unique office workers, according to Nielsen//NetRatings, leading the way as the fastest growing Websites during the week ending September 5, as the 2004 hurricane season reached a peak on September 10. Fourteen percent of the site's at-home audience signed on to view 3-Day and 5-Day forecasts of Hurricane Frances.

Traffic to NASA.gov jumped 39 percent at home during the week ending September 5, with 16 percent of the site's 630,000 unique visitors logged on to view satellite images of Hurricane Frances.

- 2004 NFL Season Kicks Off Online**

The NFL Internet Network Web site spiked 31 percent during the week ending September 5, to nearly 1.9 million unique office workers, as the NFL 2004 Season opened with the Patriots playing the Colts on September 9. Visitors to the site checked individual team sites, fantasy football leagues and entered the NFL Dream Ticket sweepstakes to win tickets to Super Bowl XXXIX.



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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