



For Immediate Release:
NetRatings, Inc.

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U.S. INTERNET USAGE SHOWS MATURE GROWTH, FORCING INNOVATION OF NEW WEB OFFERINGS, ACCORDING TO NIELSEN//NETRATINGS

Low-Hanging Fruit Lies in Global Markets

NEW YORK– March 18, 2005 – Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reported today that the United States, along with other more mature Internet markets, including Brazil, Germany, Spain, Switzerland, Sweden and United Kingdom, have shown minimal to flat growth in Internet users’ time spent online at-home, forcing companies online to evolve their business to stimulate additional Web growth (see Table 1).

Nielsen//NetRatings found that easier growth opportunities exist in several emerging Internet markets, including Australia, France, Hong Kong, Italy and Japan, which experienced double-digit increases in time spent online at-home. The latest global research from Nielsen//NetRatings tracks the Web usage behavior of 12 countries worldwide, which accounts for more than 70 percent of the world’s Internet usage.

“As the Internet has officially become an important part of our lives, the U.S. is primed for the next ‘big thing’ to spike Internet usage,” said Kaizad Gotla, senior Internet analyst, Nielsen//NetRatings. “There are many opportunities ahead for companies online, but if they just continue to do what they’re doing today, they’re only going to move sideways.”

“The easiest opportunities are in countries where Internet usage patterns and user/site relationships are less established. Acquiring users in markets that are currently in their growth stages will lead to a loyal user base that will pay dividends for Internet companies in the future,” continued Gotla.

Nielsen//NetRatings found that Americans spend on average nearly 14 hours online each month, which is close to the worldwide average. Those living in Hong Kong surf the longest out of the 12 countries, averaging nearly 22 hours. On the lower end, Italians on average log eight hours online during the month.

Table 1. Nielsen//NetRatings Year-over-Year Growth in Time Spent Online, February 2005 (At-Home)

Country	Feb. 2005 Time Spent Online (hr:min:sec)	Year-over-Year Growth
Hong Kong	21:53:24	25%
France	14:25:38	19%
Italy	7:59:57	15%
Japan	14:50:42	12%
Australia	11:39:06	10%
United Kingdom	11:20:34	8%
Sweden	10:29:33	8%
Switzerland	10:52:28	7%
Brazil	13:13:58	6%
Spain	11:36:56	5%
Germany	12:31:22	4%
United States	13:44:04	-2%

Source: Nielsen//NetRatings Global NetView Analysis, excluding Internet Applications and Proprietary Browser Channels, March 2005



The latest Nielsen//NetRatings global research shows that the majority of usage growth has come from increased frequency of access or user session growth. Australia, France, Hong Kong and Italy saw double-digit growth in the number of monthly user sessions (see Table 2). In comparison, the U.S. experienced no growth, second to last in the rankings.

“Shifts in media consumption, steadily improving online offerings, and growing broadband penetration are likely factors in growing the number of online user sessions on a global basis,” said Gotla.

Table 2. Nielsen//NetRatings Sessions Growth, February 2005 (At-Home)

Country	Sessions in February 2005	Year-over-Year Session Growth
Hong Kong	30	26%
France	27	17%
Australia	21	15%
Italy	15	10%
Switzerland	23	9%
United Kingdom	21	9%
Japan	25	9%
Spain	22	8%
Sweden	20	7%
Brazil	19	5%
United States	25	0%
Germany	23	-1%

Source: Nielsen//NetRatings Global NetView Analysis, excluding Internet Applications and Proprietary Browser Channels, March 2005

Nielsen//NetRatings reports February 2005 data for the Top Sites by Parent Company and Top Brands in the United States. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company in the U.S. during February 2005.

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand (U.S.)

Month of February 2005

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	106,509	1:56:20
2. Time Warner	95,744	5:05:43
3. Yahoo!	93,820	2:48:21
4. Google	70,460	0:35:57
5. United States Government	53,751	0:29:43
6. eBay	49,126	2:12:14
7. Amazon	36,392	0:22:04
8. InterActiveCorp	35,825	0:22:28
9. RealNetworks	34,032	0:36:07
10. Walt Disney Internet Group	31,086	0:43:14

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	93,322	2:48:47
2. Microsoft	89,276	0:42:20
3. MSN	88,920	1:36:45
4. AOL	70,310	6:18:34
5. Google	69,117	0:35:00
6. eBay	47,585	2:09:17
7. Real	33,399	0:34:54
8. MapQuest	32,790	0:11:58
9. Amazon	32,025	0:19:47
10. Weather Channel	25,653	0:17:07

Example: The data indicates that 31.1 million home and work Internet users visited at least one of the Walt Disney Internet Group-owned sites or launched a Walt Disney Internet Group-owned application



during the month, and each person spent, on average, a total of 43 minutes and 14 seconds at one or more of its 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, U.S.

Month of February 2005

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. LowerMyBills.com, Inc.	2,535,700
2. Netflix, Inc.	1,884,247
3. Vonage Holdings Corp	1,791,195
4. Dell Computer Corporation	1,656,487
5. Ameritrade Holding Corporation	1,652,247
6. United Online, Inc.	1,395,761
7. Monster Worldwide, Inc.	1,365,388
8. InterActiveCorp	1,357,191
9. Scottrade, Inc.	1,320,070
10. The News Corporation Limited	1,318,400

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

Example: An estimated 1.3 billion The News Corporation Limited ads were rendered for viewing during the surfing period.

About Nielsen//NetRatings

Nielsen//NetRatings, a service provided by NetRatings, Inc. (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, 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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