



For Immediate Release:
NetRatings, Inc.

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FIREFOX BROWSER CHARMS WEB USERS TO 237 PERCENT GROWTH FROM JUNE 2004, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK— April 13, 2005 – Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reported today that escalating interest in the FireFox browser garnered a 237 percent spike in unique visitors to the Web site from nine months ago when the site first met Nielsen//NetRatings' minimum reporting levels in June 2004. More than 2.6 million people visited the FireFox site (www.mozilla.org/products/firefox) during March 2005 to download the browser and obtain more information (see Table 1).

Males, often the early adopters of technology and gadgets, dominated FireFox's site composition during the month of March 2005. Men accounted for 71 percent or nearly 1.9 million site visitors, compared to the women who comprised of 29 percent or the minority population who visited in March 2005.

"The search for an alternative browser has grown in recent years, as the Internet's early adopters have begun to think of the browser as something other than a commodity," said Ken Cassar, director of strategic analytics, Nielsen//NetRatings. "FireFox gives Web surfers a simple tool that blocks unsolicited windows, is less susceptible to virus attacks and offers a unique means of navigating multiple sites within a single browser."

Table 1. Growth from June 2004 to March 2005 at FireFox (U.S., Home & Work)

Site	June 2004 Unique Audience (000)	March 2005 Unique Audience (000)	Growth
Mozilla.org/products/firefox	795	2,679	237%

Source: Nielsen//NetRatings, April 2005

Traffic to Mozilla.org, the site for the Mozilla Foundation credited with developing the FireFox browser, saw a 284 percent year-over-year growth to 4.1 million unique visitors (see Table 2). When the latest version of FireFox launched in November 2004, Mozilla.org drew its second largest audience with 3.4 million unique visitors.

Table 2. Year Over Year Growth at Mozilla.org (U.S., Home & Work)

Site	March 2004 Unique Audience (000)	March 2005 Unique Audience (000)	Growth
Mozilla.org	1,079	4,143	284%

Source: Nielsen//NetRatings, April 2005

Cassar warns that, with Firefox's penetration growing as quickly as it is, publishers need to be certain that their sites are compatible with the upstart browser. "It was looking as though Microsoft Explorer was in the process of establishing itself as the standard browser, which was great news for site developers. With Firefox on the rise, they have to grudgingly accept that they don't live in a one browser world."

Nielsen//NetRatings reports March 2005 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for March 2005.

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand



Month of March 2005

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	109,220	2:03:27
2. Time Warner	100,583	5:23:36
3. Yahoo!	99,282	2:59:49
4. Google	76,495	0:40:49
5. United States Government	54,495	0:30:23
6. eBay	53,377	2:08:31
7. InterActiveCorp	39,789	0:22:20
8. Amazon	38,428	0:21:29
9. RealNetworks	36,730	0:39:38
10. Walt Disney Internet Group	35,039	0:35:25

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	98,775	3:00:16
2. Microsoft	92,280	0:44:08
3. MSN	91,011	1:43:02
4. Google	75,194	0:39:48
5. AOL	74,514	6:37:34
6. eBay	51,589	2:05:27
7. Real	35,731	0:38:41
8. MapQuest	35,125	0:12:58
9. Amazon	34,605	0:18:58
10. Weather Channel	29,176	0:16:38

Example: The data indicates that 35.0 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 35 minutes and 25 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 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.	2,865,083
2. Netflix, Inc.	2,730,861
3. Vonage Holdings Corp	2,510,228
4. Dell Computer Corporation	2,250,842
5. Ameritrade Holding Corporation	1,851,324
6. Monster Worldwide, Inc.	1,650,285
7. SBC Communications, Inc.	1,568,075
8. Viacom Inc	1,514,142
9. InterActiveCorp	1,494,264
10. United Online, Inc.	1,462,160

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

Example: An estimated 1.5 billion United Online, Inc. 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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