



For Immediate Release:
NetRatings, Inc.

Jennifer Fan (408) 941-2951

A FIFTH OF ONLINE USERS WHO READ NEWSPAPERS NOW RELY PRIMARILY ON WEB EDITIONS, ACCORDING TO NIELSEN//NETRATINGS

A Greater Proportion of Men than Women Access their News Primarily Online

NEW YORK– June 16, 2005 – Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reported today findings from the Nielsen//NetRatings @Plan Summer 2005 release on online versus offline newspaper consumption. The research focused exclusively on Internet users who consume newspapers and excluded online users who obtain their news from other online news and information sources.

The research shows that a significant 21 percent of Web users who read newspapers have transferred their readership primarily to the online version, while a majority, or 72 percent, of online users who consume newspapers primarily still access print editions (see Table 1). Seven percent of online users who consume newspapers split their time evenly between the online and offline editions.

“A significant percentage of newspaper readers have transferred their preference from print to online editions,” said Gerry Davidson, senior media analyst, Nielsen//NetRatings. “Accordingly, many online editions now feature original content and have developed an online strategy that includes online message boards and editorial blogs, which leverage the medium’s strengths of interactivity and immediacy.”

Table 1. Nielsen//NetRatings @Plan Online & Offline Newspaper Consumption

Online/Offline Newspaper Consumption	Breakdown
Primarily Print Newspaper Reading	72%
Primarily Online Newspaper Reading	21%
Split Between Print & Online Newspaper Reading	7%

Source: Nielsen//NetRatings @Plan, Summer 2005 Release

Survey Question: Many newspapers have both print and online versions. In the past week, which statement would best reflect your newspaper readership?

Note: Percentages calculated from respondents who consumed either online or offline newspapers, and excludes those who either did not respond or weren’t sure.

A greater proportion of male readers than female readers access their newspapers primarily online. Men who primarily read online newspapers make up 53 percent of online readers while women comprise 47 percent. In comparison, women make up 57 percent of those who read newspapers primarily in print.

NYTimes.com led the top five online newspapers with an audience of 11.3 million unique visitors during May 2005, followed by USAToday.com with 9.2 million readers and WashingtonPost.com with 7.4 million viewers (see Table 2). Rounding out the top five were LATimes.com with 3.8 million and San Francisco Chronicle (SFGate.com) with 3.4 million unique visitors.

“Not surprisingly, the top online newspapers tend to be located in metropolitan cities where both population and broadband access rates are higher, which correlates with greater Web page consumption,” said Davidson.



Table 2. Top 5 Newspaper Web sites (Non-aggregated Brands), May 2005, U.S., Home & Work

Newspaper Web site	Unique Audience (000)	Active Reach
NYTimes.com	11,255	7.6%
USATODAY.com	9,186	6.2%
WashingtonPost.com	7,387	5.0%
LA Times	3,751	2.5%
San Francisco Chronicle	3,421	2.3%

Source: Nielsen//NetRatings NetView, June 2005

Nielsen//NetRatings @Plan Summer 2005 Release

The @Plan Summer release is currently available. Please contact a Nielsen//NetRatings sales representative at <http://netratings.com/contact.jsp> for more information about the service.

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

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

Month of May 2005

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	107,450	2:01:06
2. Yahoo!	97,499	3:00:30
3. Time Warner	96,911	5:24:41
4. Google	77,327	0:41:18
5. United States Government	53,881	0:26:34
6. eBay	53,416	2:07:10
7. InterActiveCorp	40,949	0:22:31
8. Amazon	38,694	0:22:12
9. RealNetworks	32,906	0:42:54
10. Walt Disney Internet Group	32,332	0:33:14

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	96,930	3:00:53
2. Microsoft	90,822	0:42:13
3. MSN	88,631	1:43:21
4. Google	75,796	0:40:32
5. AOL	71,174	6:45:06
6. eBay	50,963	2:05:45
7. MapQuest	36,580	0:12:19
8. Amazon	34,294	0:19:49
9. Real	32,300	0:41:13
10. Weather Channel	28,610	0:25:59

Example: The data indicates that 32.3 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 33 minutes and 14 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 May 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. InterActiveCorp	3,120,962
2. Vonage Holdings Corp	2,916,792
3. LowerMyBills.com, Inc.	2,170,360
4. Dell Computer Corporation	2,111,319
5. Verizon Communications, Inc.	2,046,221
6. Netflix, Inc.	1,914,033
7. SBC Communications, Inc.	1,762,111
8. Monster Worldwide, Inc.	1,545,699
9. Apollo Group, Inc.	1,468,174
10. Scottrade, Inc.	1,463,286

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

Example: An estimated 1.5 billion Scottrade, 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.

###