

For Immediate Release:
NetRatings, Inc.

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WEB IMAGE HOSTING SITES SHOW EXPLOSIVE GROWTH, CORRESPONDING TO SHARP RISE IN BLOGGING ACTIVITY, ACCORDING TO NIELSEN//NETRATINGS

Teens Index Higher than Other Demographic Groups for Image Hosting Web Sites

NEW YORK— September 13, 2005 – NetRatings, Inc., a global leader in Internet media and market research, today reported that traffic to image hosting Web sites has skyrocketed due to the massive rise in blogging activity seen since the beginning of this year. As a category, image hosting sites have grown 406 percent to more than 14.7 million unique users since January 2005, accounting for nearly 10 percent of active U.S. Internet users (see Table 1).

The top referring sites for the top five image hosting sites during August 2005 included MySpace.com, Xanga.com, LiveJournal, Blogger and MSN Spaces. In July 2005, Nielsen//NetRatings reported that 20 percent of active Web users, or 29.3 million people, accessed blogging or blog-related Web sites, growing 31 percent since the beginning of the year.

“The large rise in blogging activity has lifted other Web sites, the primary one being image hosting sites,” said Jon Gibs, senior research manager, Nielsen//NetRatings. “Simple text-based ‘diaries’ have evolved into a more image-oriented presentation.”

Table 1. Top 5 Image Hosting Web Sites, Jan. vs. Aug. 2005 (Home & Work, U.S.)

Site	Jan 05 UA (000)	Aug 05 UA (000)	Jan-Aug Growth
PhotoBucket	1,537	12,241	696%
ImageShack	1,150	3,444	199%
Putfile.com	-	1,302	-
TinyPic.com	-	715	-
Imagevenue.com	-	559	-
Category*	2,912	14,734	406%

Source: Nielsen//NetRatings, September 2005

*Note: Category is comprised of 50 image hosting Web sites.

Teens Index Higher for Image Hosting Sites

Female teens between the ages of 12 to 17 years indexed the highest out of the age groups broken down by gender. Females between 12 to 17 years were two and a half times more likely to visit an image hosting site than the average site audience, followed by males in the same age group (see Table 2).

“Particularly for the younger demographics where social circles have permeated online, Web journals have become just another way of getting to know someone,” said Gibs.

Table 2. Highest Indexing Age & Gender Groups for Image Hosting Sites (U.S., Home & Work)

Demo Group	Unique Audience (000)	Composition %	Composition Index
Female 12 - 17	2,219	15%	259
Male 12 - 17	1,532	10%	191
Male 21 - 24	479	3%	182
Male 18 - 24	1,004	7%	175

Source: Nielsen//NetRatings, September 2005

*Note: Demographics are based on a category of 50 image hosting Web sites.



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

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand, August 2005

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	111,231	2:12:46
2. Time Warner	103,023	5:15:56
3. Yahoo!	101,521	3:38:52
4. Google	81,653	0:46:55
5. eBay	57,757	2:07:30
6. United States Government	55,067	0:27:00
7. InterActiveCorp	45,745	0:19:53
8. Amazon	43,221	0:25:17
9. RealNetworks	36,957	0:58:43
10. Viacom International	36,558	1:11:02

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	101,283	3:38:42
2. Microsoft	95,621	0:45:44
3. MSN	92,059	1:52:39
4. Google	80,354	0:45:40
5. AOL	75,721	6:27:58
6. eBay	55,181	2:05:05
7. MapQuest	38,959	0:13:02
8. Amazon	37,644	0:22:30
9. Real	36,362	0:57:53
10. Weather Channel	31,176	0:32:32

Example: The data indicates that 36.6 million home and work Internet users visited at least one of the Viacom International-owned sites or launched a Viacom International-owned application during the month, and each person spent, on average, a total of 1 hour, 11 minutes and 2 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, August 2005

Top advertisers, ranked by estimated spending, 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 Estimated Spending

Advertiser	Total Estimated Spending	Impressions (000)
1. United Online, Inc.	\$18,062,500	5,317,932
2. LowerMyBills.com, Inc.	\$15,309,300	3,766,517
3. Vonage Holdings Corp	\$14,165,400	3,130,147
4. Apollo Group, Inc.	\$13,570,100	3,384,091
5. Dell Computer Corporation	\$9,884,300	2,769,026
6. NexTag.com	\$9,166,800	2,143,043
7. Netflix, Inc.	\$8,995,100	1,910,061
8. Orbitz	\$8,318,200	1,132,212
9. Verizon Communications, Inc.	\$7,978,000	1,900,260
10. Scottrade, Inc.	\$7,926,200	1,821,289



Estimated spending reflects CPM-based advertising only, and excludes search-based advertising, paid fee services, performance-based campaigns, sponsorships, barter, partnership advertising, advertorials, promotions, email and direct response. Impressions reported exclude house ads, which are ads that run on an advertiser's own Web property.

Example: An estimated 1.8 billion Scottrade, Inc. ads were rendered for viewing at the cost of approximately \$7.9 million during the surfing period.

About Nielsen//NetRatings

NetRatings, Inc. (Nasdaq: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

Editor's Note: Please source all data to Nielsen//NetRatings.

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