

For Immediate Release:
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ONLINE NEWSPAPERS ENJOY DOUBLE-DIGIT YEAR-OVER-YEAR GROWTH, REACHING ONE OUT OF FOUR INTERNET USERS, ACCORDING TO NIELSEN//NETRATINGS

Men, High-Income Earners, and College Graduates More Likely to Read Newspapers Online

NEW YORK—November 15, 2005— Nielsen//NetRatings, a global leader in Internet media and market research, announced today that newspaper Web sites grew 11 percent year-over-year to 39.3 million unique visitors in October 2005, comprising 26 percent of the active U.S. Internet population, or one out of every four Internet users. The 11 percent increase exceeds the growth of the active Internet universe as a whole, which rose three percent year-over-year.

This research follows on the heels of last week's news of the recent six-month decline in average weekday print circulation among America's top 20 largest newspapers, as reported by the Audit Bureau of Circulations. According to Nielsen//NetRatings @Plan Fall 2005 release, among online adults who read either a print or online newspaper, 22 percent shifted their readership preferences from offline to online sources (see Table 1). The majority of readers, 71 percent, still prefer print newspapers, while seven percent divide their time evenly between the two sources.

Table 1: Online and Offline Newspaper Consumption

Online/Offline Newspaper Consumption	Breakdown
Primarily Print Newspaper Reading	71%
Primarily Online Newspaper Reading	22%
Split Between Print & Online Newspaper Reading	7%

Source: Nielsen//NetRatings @Plan, Fall 2005 Release, November 2005

NYTimes.com was the top U.S. online newspaper site, with 11.4 million unique visitors in October 2005 (see Table 2). USATODAY.com and WashingtonPost.com took the No. 2 and 3 spots with 10.4 and 8.1 million unique visitors, respectively. LATimes and SFGate.com rounded out the top five with 3.9 million unique visitors each.

Table 2: Top 10 Newspaper Web Sites* (Non-Aggregated Brands), October 2005 (U.S.)

Newspaper Site	UA (000)	Active Reach (%)	Y-O-Y Percent Change
1. NYTimes.com	11,405	7.5	15%
2. USATODAY.com	10,361	6.81	8%
3. WashingtonPost.com	8,067	5.31	28%
4. LA Times	3,934	2.59	23%
5. SFGate.com/San Francisco Chronicle	3,922	2.58	4%
6. Boston.com	3,602	2.37	-1%
7. Daily News Online Edition	2,870	1.89	5%
8. Wall Street Journal Online	2,665	1.75	9%
9. The Houston Chronicle	2,654	1.75	35%
10. Chicago Sun-Times	2,584	1.7	20%
Online Newspaper Category**	39,283	25.83	11%

Source: Nielsen//NetRatings, November 2005

* Newspaper Web sites rankings include U.S. based online newspapers only.

** Category includes both U.S. and internationally based online newspapers.



“The growth among newspaper Web sites demonstrates that these entities offer unique incentives to visitors,” said Gerry Davison, senior media analyst, Nielsen//NetRatings. “Most, if not all of the top newspaper sites offer interactivity such as blogs, podcasts and streaming video/audio. These interactive features, combined with Internet users’ thirst for up-to-date information, make newspaper Web sites an increasingly appealing choice for news.”

Online Newspaper Readership Demographics

More men than women read online newspapers; they constituted 56 percent of newspaper site readership in October, compared with women who made up 44 percent of online readers. People with an income between \$100,000 and \$150,000 and those with a bachelor’s or postgraduate degree were also likely to visit online newspapers, comprising 21 percent and 52 percent of visitors, respectively.

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

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

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	110,827	2:08:08
2. Yahoo!	102,243	3:24:40
3. Time Warner	101,976	4:50:47
4. Google	85,170	0:47:49
5. eBay	58,753	2:03:48
6. United States Government	56,390	0:27:23
7. InterActiveCorp	53,422	0:29:08
8. Amazon	44,227	0:25:47
9. Walt Disney Internet Group	37,522	0:36:14
10. New York Times Company	36,129	0:20:05

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	101,790	3:24:58
2. Microsoft	95,879	0:45:08
3. MSN	89,769	1:49:41
4. Google	83,350	0:46:57
5. AOL	75,355	5:54:39
6. eBay	53,206	2:07:19
7. Amazon	39,020	0:23:40
8. MapQuest	37,578	0:13:18
9. Real	34,575	0:46:09
10. Weather Channel	31,062	0:35:47

Example: The data indicates that 36.1 million home and work Internet users visited at least one of the New York Times Company-owned sites or launched a New York Times Company-owned application during the month, and each person spent, on average, a total of 20 minutes and 5 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, October 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. Vonage Holdings Corp	\$30,444,700	12,507,387
2. DeVry Inc.	\$17,201,600	5,492,903
3. LowerMyBills.com, Inc.	\$13,744,100	3,331,186
4. Dell Computer Corporation	\$9,230,700	2,233,000
5. Apollo Group, Inc.	\$8,819,700	1,874,152
6. NexTag.com	\$8,730,600	2,124,267
7. Scottrade, Inc.	\$8,065,000	1,821,128
8. InterActiveCorp	\$8,033,000	1,842,735
9. The Walt Disney Corporation	\$7,545,500	1,226,945
10. Verizon Communications, Inc.	\$7,479,800	1,883,391

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 1.9 billion Verizon Communications, Inc. ads were rendered for viewing at the cost of approximately \$7.5 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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