

For Immediate Release:
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PODCASTING GAINS AN IMPORTANT Foothold AMONG U.S. ADULT ONLINE POPULATION, ACCORDING TO NIELSEN//NETRATINGS

Podcasters Most Likely to Be Young, Apple Fans

NEW YORK— July 12, 2006— Nielsen//NetRatings, a global leader in Internet media and market research, announced today that 6.6 percent of the U.S. adult online population, or 9.2 million Web users, have recently downloaded an audio podcast; 4.0 percent, or 5.6 million Web users, have recently downloaded a video podcast (see Table 1). These figures put the podcasting population on a par with those who publish blogs, 4.8 percent, and online daters, 3.9 percent. However, podcasting is not yet nearly as popular as viewing and paying bills online, 51.6 percent, or online job hunting, 24.6 percent.

Podcasting is a relatively new technology that enables users to quickly and easily download multimedia files, including audio and video, for playback on mobile devices including iPods and other MP3 players, as well as cell phones.

"The portability of podcasts makes them especially appealing to young, on-the-go audiences," said Michael Lanz, analyst, Nielsen//NetRatings. "We can expect to see podcasting become increasingly popular as portable content media players proliferate," he continued.

Table 1: Market Size Estimation of Audio and Video Podcasters (U.S., Home and Work)*

Segment	Estimate of Number in Segment	Percent Composition of Online Population
Music/Audio - Download File for Portable Media (podcast) (computer - last 30 days) †	9,205,981	6.6
Video - Download File for Portable Media (podcast) (computer - last 30 days) †	5,563,867	4.0

Source: Nielsen//NetRatings @Plan Summer 2006 Release

*Data is based on US Adult active Online population (18+).

† Profile point has been measured for less than four (4) survey waves.

Young Demographic

As is often typical with new technologies, young people are more likely than their older counterparts to engage in audio or video podcasting. Web users between the ages 18 and 24 are nearly twice as likely as the average Web user to download audio podcasts, followed by users in the 25-34 and 35-44 age groups, who were also more likely than the average Web user to do audio podcasting. Video podcasters trended a little older, with 25-34 year olds indexing the highest. Web users above the age of 45 were less likely than average to engage in podcasting of either sort.

Table 2: Composition Index according to Age Group among Audio and Video Podcasters (U.S., Home and Work)*

Demographic Group	Audio Podcast Composition Index	Video Podcast Composition Index
18-24	172	147
25-34	155	164
35-44	117	115
45-54	85	92
55-64	53	49
65+	29	31

Source: Nielsen//NetRatings @Plan Summer 2006 Release

* Data is based on US Adult active Online population (18+).

Note: Average composition index is 100. Any index above 100 indicates the overrepresentation of a demographic group.

The “Pod” in Podcasting

Since the popularity of Apple’s iPod is largely responsible for the spread of podcasting, not surprisingly podcasters enjoy using Apple products and visiting Apple Web sites. For example, audio and video podcasters are over three times as likely as the average Web user to use Apple’s Safari as their primary Internet browser (see Table 3).

Table 3: Primary Internet Browsers among Audio and Video Podcasters (U.S., Home and Work)*

Primary Internet Browser	Audio Podcast Composition Index	Video Podcast Composition Index
Safari	320	336
Firefox	233	176
Internet Explorer	88	84
AOL	63	91
Netscape	57	68

Source: Nielsen//NetRatings @Plan Summer 2006 Release

* Data is based on US Adult active Online population (18+).

Note: Average composition index is 100. Any index above 100 indicates the overrepresentation of a demographic group

Among audio podcasters, Macworld is the No. 1 most-visited content site, with a composition index of 606 (see Table 4). Apple and iTunes are the No. 2 and 3 e-commerce sites visited by audio podcasters, with composition indexes of 455 and 396, respectively. The Apple connection is not as clear for video podcasters, who flock to Startrek.com among content sites, with an index of 864. Live365.com and eMusic are the two most popular e-commerce sites for video podcasters, with indexes of 730 and 656, respectively.

“Competitors to the iPod are now in the marketplace, but Apple got a big head start,” said Lanz. “It will take time before other portable media players make significant in-roads with the early-adopters who are currently podcasting,” he continued.

Table 4: Top Content and E-Commerce Sites Visited by Podcasters (U.S., Home and Work)*

Audio Podcasters		Video Podcasters	
Content Sites	Composition Index	Content Sites	Composition Index
Macworld	606	StarTrek.com	864
Lycos Wired News	553	Live365.com	730
Slashdot	544	Fark.com	724
E-Commerce Sites	Composition Index	E-Commerce Sites	Composition Index
Niketown.com	474	Live365.com	730
Apple	455	eMusic	656
iTunes	396	Niketown.com	614

Source: Nielsen//NetRatings @Plan Summer 2006 Release

* Data is based on US Adult active Online population (18+).

Note: Average composition index is 100. Any index above 100 indicates the overrepresentation of a demographic group

Nielsen//NetRatings reports June 2006 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for June 2006.

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand, June 2006

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	114,842	1:59:38
2. Yahoo!	105,811	3:19:24
3. Time Warner	103,962	4:38:11

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	105,217	3:19:45
2. MSN/Windows Live	96,073	1:42:54
3. Microsoft	95,095	0:40:27



4. Google	96,785	0:54:31
5. eBay	64,802	1:30:18
6. News Corp. Online	62,277	1:33:22
7. InterActiveCorp	57,020	0:27:33
8. Amazon	45,626	0:21:21
9. Walt Disney Internet Group	41,634	0:40:11
10. RealNetworks, Inc.	38,458	0:48:16

4. Google	94,774	0:52:55
5. AOL	74,081	5:56:21
6. eBay	58,037	1:29:59
7. MySpace	45,791	1:53:12
8. MapQuest	45,095	0:11:06
9. Real Network	38,430	0:48:17
10. Amazon	38,319	0:19:26

Example: The data indicates that 38.5 million home and work Internet users visited at least one of the RealNetworks, Inc.-owned sites or launched a RealNetworks, Inc.-owned application during the month, and each person spent, on average, a total of 48 minutes and 16 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.

Nielsen//NetRatings AdRelevance Top 10 Advertisers, June 2006

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. GUS Plc	\$47,037,400	22,784,920
2. Vonage Holdings Corp	\$37,462,700	16,680,886
3. Verizon Communications, Inc.	\$18,723,100	5,678,718
4. NexTag, Inc.	\$18,034,400	9,741,922
5. United Online, Inc.	\$17,840,000	5,420,177
6. Netflix, Inc.	\$16,329,400	5,256,759
7. Skype Technologies S.A.	\$16,123,900	2,650,339
8. Time Warner Inc.	\$13,277,500	3,889,288
9. YourGiftCards.com	\$11,527,300	3,835,010
10. E*TRADE FINANCIAL Corp.	\$10,645,300	2,897,455

Estimated spending reflects CPM-based advertising online, and excludes search-based advertising, paid fee services, performance-based campaigns, sponsorships, barter, partnership advertising, advertorials, promotions and email. Impressions reported exclude house ads, which are ads that run on an advertiser's own or related property and co-branding relationships.

Example: An estimated 2.9 billion E*TRADE FINANCIAL Corp. ads were rendered for viewing at the cost of approximately \$10.6 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.