

For Immediate Release:
NetRatings, Inc.

Suzy Bausch (408) 941-2965
Leilani Han (408) 941-2930

U.S. TEENS GRADUATE FROM CHOOSING IM BUDDY ICONS TO CREATING ELABORATE SOCIAL NETWORKING PROFILES, ACCORDING TO NIELSEN//NETRATINGS

Kids and Teens Spending More Time Online Than Ever Before

NEW YORK— October 11, 2006— Nielsen//NetRatings, a global leader in Internet media and market research, announced today that over a three-year period, the top sites among teens 12-17 have shifted from those offering a selection of instant messaging buddy icons to those providing assistance with social networking profiles and page layouts. In September 2003, the No. 1 site among teens was Originalicons.com, with teens composing 77.6 percent of its unique audience. Buddy4u.com and Badass Buddy also made it into the top 10 sites among teens three years ago, with teens accounting for 73.5 and 66.6 percent of their September Web traffic, respectively. Other popular sites among teens were Blunt Truth, a forum for sharing opinions on movies and music, and Teen People, a celebrity gossip magazine.

In September of this year, sites offering tools to improve social networking profiles with song lyrics, pictures, quotes and layout designs won out with those ages 12-17. PLYrics.com ranked No. 1 among teens, who made up 68.4 percent of its unique audience. Notably, nine out of the top 10 teen sites either offered content or tools for social networking site profiles, or were social networking sites themselves. Snapvine, which offers a voice player for social networking sites, ranked No. 2, with a 67.6 percent teen audience, followed by WhateverLife.com, with 60.6 percent.

“It is not a surprise that teens are actively engaged in social networking sites like MySpace and YouTube,” said Ken Cassar, chief analyst, Nielsen//NetRatings. “What is surprising, however, is the extent to which a wide array of supporting Web sites has developed in conjunction with these bigger, more well-known Web destinations. MySpace and YouTube have spawned a vibrant online ecosystem.”

Table 1: Top Sites among Teens 12-17 (U.S., Home and Work)

Sept. 03	UA Composition Percent	Sept. 06	UA Composition Percent
Originalicons.com	77.6	PLYrics.com	68.4
Blunt Truth	76.1	Snapvine	67.6
Teen People	73.5	WhateverLife.com	60.6
FireHotQuotes.com	73.5	QuickKwiz	58.8
Buddy4u.com	73.5	PureVolume	58.2
Bolt	71.3	myYearbook	57.0
Badass Buddy	66.6	SparkNotes.com	55.4
SparkNotes.com	63.8	One True Media	55.3
QuizYourFriends.com	63.0	DiscoverClips	55.3
Blurty.com	62.8	Poqbum.com	55.2

Source: Nielsen//NetRatings, October 2006

Kids of All Ages Spend More Time Online

In September 2003, kids ages 2-11 spent average of six hours and 39 minutes online; this September, that average had increased 41 percent to nearly 9 hours and 24 minutes. Teens spend even more time online, increasing 27 percent from an average of 21 hours and 4 minutes in September 2003 to 26 hours and 48 minutes in September of this year.

“The Internet is as much a part of children’s lives as TV, school and books,” said Cassar. “It provides entertainment, social interaction and educational opportunities. We can expect the time kids spend online



to increase along with expanded offerings on the Web and the growing network of their friends and family who use the Web frequently.”

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

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

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	116,813	2:01:09
2. Yahoo!	106,247	3:08:56
3. Time Warner	102,863	4:23:42
4. Google	100,974	1:03:13
5. eBay	64,781	1:39:00
6. News Corp. Online	63,498	1:43:09
7. InterActiveCorp	56,601	0:28:48
8. Amazon	48,752	0:22:51
9. Walt Disney Internet Group	46,174	0:37:11
10. New York Times Company	39,406	0:17:22

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	105,684	3:09:15
2. Google	99,235	1:01:49
3. MSN/Windows Live	97,336	1:46:20
4. Microsoft	92,334	0:41:05
5. AOL	74,805	5:28:12
6. eBay	57,629	1:41:07
7. MySpace	47,189	2:04:28
8. Amazon	41,915	0:21:04
9. MapQuest	41,798	0:10:47
10. Real Network	38,209	0:43:25

Example: The data indicates that 39.4 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 17 minutes and 22 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, September 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	\$78,328,800	40,490,914
2. NexTag, Inc.	\$41,319,800	22,708,402
3. Netflix, Inc.	\$19,098,700	6,400,486
4. Verizon Communications, Inc.	\$17,054,800	4,594,398
5. Vonage Holdings Corp	\$15,638,500	5,841,630
6. InterActiveCorp	\$12,992,700	5,092,987
7. Viacom Inc	\$12,650,700	3,507,653
8. General Motors Corporation	\$12,405,000	2,435,105
9. Time Warner Inc.	\$11,791,700	3,256,571
10. HSBC Holdings plc	\$11,528,600	6,569,181

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 6.6 billion HSBC Holdings plc ads were rendered for viewing at the cost of approximately \$11.5 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.