

For Immediate Release:  
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## TELEVISION WEB SITES THRIVE DURING PRIME TIME, ACCORDING TO NIELSEN//NETRATINGS

*Early Evening is Time for Kids and Cooking*

**NEW YORK – April 11, 2007** – Nielsen//NetRatings (Nasdaq: NTRT), a global leader in Internet media and market research, announced today that television Web sites see an increase in time spent at home during television's prime time, weekdays 8pm - 11pm. At NBC.com in February, 40 percent of total time spent was during prime time, making it the No. 1 Web site when ranked by the prime time index (see Table 1). Web properties ABC Primetime and Fox Broadcasting took the No. 2 and 3 spots, with a respective 30 percent and 26 percent of total time spent taking place between 8pm - 11pm. Other television-related sites that ranked high on the prime time index were TV Guide, Yahoo! TV and CBS Television. The overall total percent of time spent online at home during prime time was 13.7 percent.

"Although online content is available on demand, whenever and wherever you need it, Americans still enjoy an evening of entertainment," said Michael Pond, media analyst, Nielsen//NetRatings. "Moreover, the advent of interactive television such as voting online for contestants on 'Dancing with the Stars' and 'Grease: You're the One that I Want,' encourages the simultaneous consumption of TV and Web content. Advertisers can also take advantage of the interplay between these two media, adding online promotions to their traditional 30-second television spots."

**Table 1: Web Sites ranked by Percent of Time Spent during Prime Time in February 2007\* (U.S., Home only)**

Site	M-F 8PM -11PM Percent of Site's Total Time	M-F 8PM - 11PM Index
NBC.com	39.6%	288
ABC Primetime	29.6%	215
FOX Broadcasting	26.0%	190
Edmunds.com	25.5%	186
TV Guide Online Network	24.6%	179
IGN Entertainment Network	23.2%	169
Yahoo! TV	23.0%	167
Dictionary.com	22.6%	165
Six Apart TypePad	21.6%	158
CBS Television	21.3%	155

Source: Nielsen//NetRatings Custom Analysis, April 2007

Note: An average Index is 100. Anything above 100 indicates that a site is more likely than average to have time spent during prime time. For example, NBC.com is nearly three times as likely as the average Web site to have time spent during prime time. CBS Television is 1.6 times more likely. The index is calculated by dividing the percent of a site's total time spent during prime time by the overall percent of time spent online during prime time.

\* Among top 250 ad-based Web brands and channels for February 2007

### After School Specials Now Online

Between the early evening hours of 5pm - 8pm, Web sites geared for kids see an increase in the amount of time spent at home. Dictionary.com, a reference Web site used by adults and children alike for research projects and homework, ranked No. 1 on the early evening index in February with 31 percent of its total time spent between 5pm – 8pm (see Table 2). Lycos Network Angelfire, a social networking site popular among young people, and Warner Bros., with entertainment content for all ages, ranked No. 2 and 3, with a respective 28 and 25 percent of their total time spent between 5pm - 8pm in February. The Cartoon Network also ranked high on the early evening index.

In addition to kid-oriented content, two cooking Web sites made the top 10 on the early evening index: About.com Food & Drink and CondéNet Publishing Network, which includes Epicurious.com. While kids



are chatting with their friends or checking out cartoons online, their parents can download quick and easy recipes, even specifying the ingredients they have on hand.

**Table 2: Web Sites ranked by Percent of Time Spent between 5PM - 8PM in February 2007\* (U.S., Home only)**

Site	M-F 5PM – 8PM Percent of Site’s Total Time	M-F 5PM - 8PM Index
Dictionary.com	31.4%	210
Lycos Network Angelfire	28.1%	188
WB	24.8%	165
About.com Food & Drink	24.6%	165
MSN TV	23.9%	160
Windows Live Spaces	23.8%	159
Cartoon Network	23.6%	158
TV.com	21.7%	145
CondéNet Publishing Network	21.6%	144
Epinions.com	21.6%	144

Source: Nielsen//NetRatings Custom Analysis, April 2007

Note: An average Index is 100. Anything above 100 indicates that a site is more likely than average to have time spent during the early evening. For example, Dictionary.com is over twice as likely as the average Web site to have time spent between 5pm - 8pm. Epinions.com is 1.4 times more likely. The index is calculated by dividing the percent of a site’s total time spent between 5pm - 8pm by the overall percent of time spent online in the early evening.

\* Among top 250 ad-based Web brands and channels for February 2007

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Nielsen//NetRatings reports March 2007 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for March 2007.

**Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites by Brand, March 2007**

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	119,642	2:10:57
2. Google	113,452	1:24:14
3. Yahoo!	108,453	3:09:59
4. Time Warner	105,630	4:20:02
5. News Corp. Online	74,611	1:47:14
6. eBay	68,528	1:51:35
7. InterActiveCorp	57,966	0:25:42
8. Amazon	49,203	0:21:53
9. Wikimedia Foundation	46,484	0:16:19
10. Walt Disney Internet Group	45,200	0:31:58

**Table 2. Top 10 Brands, Combined Home & Work**

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	108,371	1:06:49
2. Yahoo!	107,844	3:10:21
3. Microsoft	98,707	0:44:28
4. MSN/Windows Live	95,393	1:58:08
5. AOL Media Network	94,967	4:29:43
6. Fox Interactive Media	65,156	1:55:26
7. eBay	61,075	1:51:43
8. Wikipedia	46,383	0:16:14
9. YouTube	45,040	0:41:47
10. Real Network	44,049	0:34:54

Example: The data indicates that 45.2 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 31 minutes and 58 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, March 2007

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. Experian Group Limited	\$90,471,200	40,067,252
2. NexTag, Inc.	\$62,438,200	31,573,396
3. Verizon Communications, Inc.	\$36,394,100	8,696,853
4. InterActiveCorp	\$31,629,700	9,366,933
5. Low Rate Source	\$30,750,900	11,720,234
6. AT&T Corp.	\$27,993,500	8,763,188
7. Netflix, Inc.	\$26,794,800	4,795,658
8. Monster Worldwide, Inc.	\$16,651,700	3,623,115
9. Vonage Holdings Corp	\$15,284,800	3,603,081
10. eBay, Inc.	\$14,235,700	3,562,542

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 e-mail. 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 3.6 billion eBay, Inc. ads were rendered for viewing at the cost of approximately \$14.2 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](http://www.nielsen-netratings.com).

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