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September Sees Highly Focused Internet Use

Government, News Sites See Significant Audience Increases

STAMFORD, CT – October 23, 2001 – Internet users in the 29 countries where Nielsen//NetRatings measures Internet audience activity pursued shorter, more focused web sessions in September, undertaking fewer Internet sessions and viewing fewer pages during one of the most significant news cycles in recent history (see Table 1).

“For the first time in its history, the Internet was truly working alongside of television in September, as each medium provided news and information on the terrible events of last month,” said Richard Goosey, chief of measurement science and analytics, Nielsen//NetRatings. “Television provided immediate news and information for the broad population, but the Internet provided a critical link for people in locations without access to a television, for people who were looking for more in-depth information on aspects of the tragedy, and for people who were looking to the Internet as an interactive media outlet that would allow them to air their feelings and reactions.

“The number of Internet sessions per month, the number of unique sites visited and the page views for September declined because surfers wanted to access news and information quickly and efficiently. At the same time, the duration of a page viewed increased because surfers were stopping to read each page more thoroughly than they would during a surfing session less focused on gathering and understanding information.”

Nielsen//NetRatings is the world's fastest growing Internet audience measurement service with the largest geographic footprint. The Nielsen//NetRatings Global Internet Index provides the only worldwide measurement of Web audience and usage patterns across 29 countries comprising more than 91% of the global Internet audience universe.

[Continued below]

Nielsen//NetRatings Global Internet Index
 Table 1. Average Usage, At-Home, September 2001

	September	August	% Change
Number of Countries in Global Index	29	28	3.57
Number of Sessions per Month	17	18	-4.57
Number of Unique Sites Visited	15	16	-4.44
Page Views per Month	746	818	-8.77
Page Views per Surfing Session	43	45	-3.94
Time Spent per Month	9:00:07	9:33:43	-5.86
Time Spent During Surfing Session	0:31:30	0:32:11	-2.13
Duration of a Page viewed	0:00:46	0:00:45	1.51
Average Click Rate for Top Banners	0.23	0.26	-8.43
Total Internet Audience Sample	174,945	176,454	-0.86
Active Internet Universe	241,212,555	235,662,292	2.36
Current Internet Universe Estimate	438,244,693	426,694,574	2.71

Source: Nielsen//NetRatings

Goosey also noted that while the average Internet usage in September saw an impact from August, the list of top 25 properties remained largely static. "This demonstrates that during a month when surfers wanted news and information, the top global properties Yahoo!, MSN and AOL Time Warner provided the content their audiences were looking for."

Table 2. Top 25 Global Web Properties, At-Home, September 2001

Rank by Unique Audience	Change vs. August	Property	Unique Audience	Reach % (Active)	Rank by Page Views	Pages Per Person	Time Per Person
1	0	Yahoo!	123,850,357	51.34	1	139	1:12:15
2	0	MSN	113,172,954	46.92	2	92	0:53:19
3	0	AOL Time Warner	99,354,053	41.19	4	48	0:41:10
4	0	Microsoft	75,491,530	31.30	13	11	0:06:45
5	0	Lycos Network	68,947,650	28.58	6	46	0:18:19
6	1	Google	32,727,252	13.57	9	42	0:15:13
7	2	Amazon	27,236,450	11.29	21	21	0:12:09
8	2	About-Primedia	26,565,400	11.01	33	15	0:08:09
9	-3	Excite@Home	25,261,262	10.47	10	49	0:34:15
10	-2	eBay	24,897,677	10.32	5	186	1:23:23
11	1	Walt Disney Internet Group	24,876,002	10.31	14	31	0:24:39
12	-1	CNET Networks	24,821,566	10.29	36	15	0:09:36
13	0	InfoSpace	20,710,047	8.59	38	17	0:10:24
14	0	Vivendi Universal	20,533,251	8.51	29	20	0:12:42
15	0	FortuneCity	19,872,182	8.24	75	9	0:03:25
16	0	AltaVista	17,741,937	7.36	41	19	0:09:16
17	0	eUniverse Network	16,873,400	7.00	26	28	0:19:14
18	2	Tiscali	16,169,944	6.70	35	24	0:08:55
19	20	American Greetings	15,822,708	6.56	51	17	0:12:01
20	-1	Real Networks	15,800,785	6.55	120	7	0:04:58
21	-3	Macromedia	14,862,902	6.16	129	6	0:06:24
22	1	Comet Systems	14,539,601	6.03	28	29	0:09:16
23	-2	Terra Networks	14,143,082	5.86	25	35	0:16:41
24	4	Ask Jeeves	13,979,947	5.80	63	15	0:08:51
25	-3	Sony	13,882,638	5.76	39	25	0:13:39

Source: Nielsen//NetRatings

“At the same time, government and news properties saw exponential audience growth in September as surfers again sought out information and guidance following the tragedy,” Goosey continued. “The web sites of New York City, the White House, the US Senate and House of Representatives, the US State Department, the FBI and the Federal Emergency Management Agency saw their rankings increase in some cases by more than 3,000 spots in September.

“Within US and global news properties, the greatest audience gains over August were seen by CNN, the Irish Times, Kyodo News and Le Monde, showing that news properties headquartered outside the US were attracting nationals in many countries to learn how their home country news organization was reporting the events of the month.” (see Table 3)

Table 3. Selected Government and News Properties Showing Greatest Audience Gain, At-Home, September 2001

Rank Change vs. August	Property	Unique Audience	Reach (% Active)	Global Rank
3,402	New York City	606,000	0.25	1114
2,845	CNN Networks	239,375	0.10	2787
2,634	Irish Times	245,152	0.10	2723
2,445	Kyodo News	258,000	0.11	2596
2,296	Le Monde	291,413	0.12	2281
2,043	Federal Emergency Management Agency	526,000	0.22	1281
1,847	White House	991,000	0.41	637
1,283	US Senate	401,000	0.17	1674
1,093	Washington Times	603,000	0.25	1120
1,069	Federal Bureau of Investigation	1,791,880	0.74	336
1,014	US State Department	850,000	0.35	757
914	US News and World Report	1,166,000	0.48	534
840	US House of Representatives	724,000	0.30	919
702	Associated Press	944,000	0.39	670
660	New York Daily News	433,000	0.18	1538
639	Bloomberg	522,815	0.22	1289
570	US Air Force	686,000	0.28	979
538	ITV Network Centre	358,680	0.15	1860
484	New York Post Online	990,000	0.41	638
428	US Navy	1,209,000	0.50	515

Source: Nielsen//NetRatings

Two web properties outside the government and news categories also showed significant growth in global audience figures over August: American Greetings, which saw its audience grow 81% over the month, and Google, which saw audience growth of 17% in September.

“American Greetings announced in September that it will acquire the popular BlueMountain.com online greeting site. This property is already the 800-pound gorilla in the electronic greetings channel, with AmericanGreetings.com, Egreetings and Beatgreetings.com, and is forging strong online ties to its offline retail business by providing surfers with value-added coupons to redeem on greeting card purchases at retail stores,” Goosey said.

Goosey also noted that Google’s growth comes during a time when the property has undertaken specific steps towards increasing its global reach, recently announcing a partnership with Brazilian Internet Service provider UOL to provide the Google search engine in Latin America and opening an office in London to meet UK market demand for online advertising.

About Nielsen//NetRatings

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings Internet audience measurement service collects real-time data from more than 225,000 individuals with access to the Internet in 29 countries around the world. Nielsen//NetRatings uses unique technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive Internet usage data and advertising information in the global marketplace. For more information, please visit www.nielsen-netratings.com.

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