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FINANCE AND INVESTMENT WEB SITES SECURE THE NO.1 SPOT AS THE MOST ADDICTIVE ONLINE DESTINATION, ACCORDING TO NIELSEN//NETRATINGS

Online Trading and Banking Web Sites Claim Top Stickiest Rankings

NEW YORK, NY – February 27, 2002 – Nielsen//NetRatings, a leading Internet audience measurement service, revealed that financial Web sites took the No. 1 spot as the most addictive online destination at-home and at-work in January (see Table 1).

More than 44 percent of the active Web population visited a finance Web site last month, attracting nearly 51.6 million unique visitors. On average, surfers spent more than 21 minutes browsing finance and investment sites, with males comprising 53 percent of the total audience while females attracted 47 percent.

“Financial Web sites outscore every other category in depth of usage, including the popular search engines, portals and online communities,” said Patrick Thomas, senior Internet analyst, NetRatings. “Financial Web sites attract serious and engaged consumers who go beyond casual Internet activity, logging more than 21 minutes of online activity per surfer in January.”

“The addictive nature of financial Web sites tempts surfers to spend increasing amounts of time online, promoting familiarity, brand recognition and a sense of trust, which is critical in the realm of finance,” said Thomas.



Table 1. Nielsen/NetRatings Most Addictive Web Categories (U.S., Combined Home & Work)

Category Name	Time Per Person (hh:mm:ss)	Unique Audience (000)
1. Finance & Investment	0:21:33	51,586
2. News & Information	0:15:47	64,822
3. Family & Lifestyles	0:14:32	45,922
4. Search Engines/Portals & Communities	0:13:27	110,673
5. Travel	0:11:57	41,523

Source: Nielsen/NetRatings, January 2002

Surfers Embrace Online Financial Transactions

Financial Web sites with transactional capabilities, such as online trading and banking sites, led the way as the stickiest finance and investment destinations, capturing the majority of surfers' time spent online (see Table 2).

"We are seeing the true adoption of the Internet as a resource consumers turn to in order to move money and monitor their financial holdings," said Thomas. "As markets have matured, new features and services such as interactive planning tools and extended online bill payment have been integrated into consumers' lives."

Table 2. Nielsen/NetRatings Stickiest Financial Web Sites (U.S., Combined Home & Work)

Site	Time per Person (hh:mm:ss)	Unique Audience (000)	Reach % (Active)
1. schwab.com	1:48:18	1,166	0.99
2. datek.com	1:37:27	797	0.68
3. etrade.com	1:22:09	1,873	1.60
4. ameritrade.com	1:19:37	1,614	1.38
5. csfbdirect.com	1:16:14	406	0.35
6. wamu.com	1:09:17	798	0.68
7. tdwaterhouse.com	1:09:06	904	0.77
8. netbank.com	1:09:02	429	0.37
9. nasdaq.com	1:01:57	781	0.67
10. wachovia.com	0:59:01	416	0.35

Source: Nielsen/NetRatings, January 2002

*Note: Rankings do not include traffic to unique sites of the Yahoo.com domain.

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 individuals with access to the Internet 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.

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

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