

BROADBAND NET SURFING ACCOUNTS FOR MORE THAN HALF OF ALL TIME SPENT ONLINE, ACCORDING TO NIELSEN//NETRATINGS

Broadband Usage Outpaces Narrowband Usage for the First Time

NEW YORK – March 5, 2002– Nielsen//NetRatings, a leading Internet audience measurement service, reports that broadband usage outpaced narrowband usage for the first time in January, as broadband surfers logged 1.19 billion hours, accounting for 51 percent of the 2.3 billion hours spent online during the month (see Table 1). By comparison, broadband users spent 727 million hours online in January 2001, accounting for 38 percent of the total time spent online.

Total time spent online by broadband surfers skyrocketed 64 percent year-over-year to 1.19 billion hours, while time spent online by narrowband surfers decreased three percent from 1.18 billion hours to 1.14 billion.

“Broadband usage has hit mainstream, with time spent online by broadband surfers surpassing the critical 50 percent benchmark,” said Jarvis Mak, senior Internet media analyst, NetRatings.

Table 1. Broadband vs. Narrowband Time Spent Online (U.S., Combined Home & Work)

| | Jan. 2001 | Jan. 2002 | Percent Change |
|--------------------------------------|--------------|--------------|----------------|
| Broadband Hours Spent Online | 727 million | 1.19 billion | 64% |
| Narrowband Hours Spent Online | 1.18 billion | 1.14 billion | -3% |

Source: Nielsen//NetRatings, January 2002

The Unstoppable March Towards Broadband

As with time spent online by broadband surfers, the unique audience accessing the Internet via high speed connection also continues to post significant gains year-over-year at-home and at-work. Nearly 21.9 million surfers at-home accessed the Internet via broadband connection in January, skyrocketing 67 percent and accounting for 21 percent of the total online population at-home (see Table 2).

During the same time period, the at-work broadband population jumped 42 percent to 25.5 million office workers, as compared to 18 million the year prior, reaching 63 percent of the Internet office population.

“Broadband surfers spend as much time online as narrowband surfers and also comprise a growing proportion of the overall online population. Increasingly, online business models will be built and marketed with the broadband surfer in mind,” continued Mak. “The growth and development of broadband will create a more interactive and robust online experience, impacting ecommerce, streaming media and overall Internet content.”

Table 2. Broadband Audience vs. Narrowband Audience (U.S., Home and U.S., Work)

| | Jan. 2001 | Jan. 2002 | Percent Change |
|---|--------------|--------------|----------------|
| Broadband Unique Audience At-Home | 13.1 million | 21.9 million | 67% |
| Narrowband Unique Audience At-Home | 87.0 million | 82.0 million | -6% |
| Broadband Unique Audience At-Work | 18.0 million | 25.5 million | 42% |
| Narrowband Unique Audience At-Work | 19.3 million | 15.0 million | -23% |

Source: Nielsen//NetRatings, January 2002

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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