

NIELSEN//NETRATINGS LAUNCHES NEW WEB MULTIMEDIA FORMAT REPORT, TRACKING REALMEDIA, WINDOWS MEDIA AND QUICKTIME

NEW YORK, NY – June 20, 2002 – Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, today announced a new online multimedia measurement report measuring use of content for the three largest proprietary formats, regardless of the media player or environment. The new report provides online publishers and content providers a better perspective on the encoding and consumption of rich media content to drive technology decisions, form strategic partnerships and affect the sales of rich media advertising.

“As the Web evolves, we are constantly refining our tracking technology to provide deeper, more insightful media measurement,” said Manish Bhatia, senior vice president of product marketing, NetRatings. “This new report offers enhanced breakdowns of multimedia activity, responding to requests from the industry for more granular information on which to base business decisions.”

Due to the new methodology, this report does not permit comparisons to previously published market sizes and positions. The actual market positions and user bases of the tracked companies remain fundamentally the same.

The new report includes:

- Unique audience and active reach percents for RealMedia, Windows Media and QuickTime
- Segmented activity with enhanced breakdowns of multimedia consumption into "audio/video" and "images/text" categories.
- Top requested audio/video content
- An overall Web multimedia unique audience number using the three proprietary formats

Following are the Web Multimedia Format reports for April 2002 for at-home and at-work.

Nielsen//NetRatings Web Multimedia Formats, April 2002 (U.S., Home)

Format	Class	Unique Audience (000)	Reach (%)
Total Proprietary Formats	Total	28,336	26.94
Total Proprietary Formats	audio/video	28,031	26.65
Total Proprietary Formats	images/text	2,164	2.06
RealNetworks' RealMedia	Total	17,069	16.23
RealMedia	audio/video	17,059	16.22
RealMedia	images/text	159	0.15
Microsoft's Windows Media	Total	15,150	14.41
Windows Media	audio/video	15,148	14.40
Windows Media	images/text	--*	--*
Apple's QuickTime	Total	7,874	7.49
QuickTime	audio/video	7,278	6.92
QuickTime	images/text	1,976	1.88

Source: Nielsen//NetRatings, April 2002

•Note: Data falls below Nielsen//NetRatings' normal reporting levels.

Nielsen//NetRatings Web Multimedia Formats, April 2002 (U.S., Work)

Format	Class	Unique Audience (000)	Reach (%)
Total Proprietary Formats	Total	19,224	44.53
Total Proprietary Formats	audio/video	18,915	43.82
Total Proprietary Formats	images/text	2,074	4.81
Microsoft's Windows Media	Total	12,223	28.32
Windows Media	audio/video	12,223	28.32
Windows Media	images/text	--*	--*
RealNetworks' RealMedia	Total	11,650	26.99
RealMedia	audio/video	11,633	26.95
RealMedia	images/text	--*	--*
Apple's QuickTime	Total	5,692	13.19
QuickTime	audio/video	5,021	11.63
QuickTime	images/text	1,803	4.18

Source: Nielsen//NetRatings, April 2002

* Note: Data falls below Nielsen//NetRatings' normal reporting levels.

About Nielsen//NetRatings

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings services include worldwide Internet audience measurement, AdRelevance tracking of online advertising creatives, impressions and expenditures, and the @plan Internet user lifestyle, demographic, and product brand preferences measurement. Nielsen//NetRatings uses patented technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive 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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