

For Immediate Release:
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TRAFFIC TO EDUCATION AND UNIVERSITY WEB SITES SOARS AS FALL SEMESTER NEARS, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK – July 19, 2002 – Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that traffic to education and university Web sites jumped 34 percent to nearly 3.3 million Web surfers at-home during the week ending July 14, as students gear up for fall semester.

“University Web sites have really evolved from simple informational sites,” said T.S. Kelly, director and principal analyst, NetRatings. “Students and administrators alike benefit from the convenience and efficiency of streamlined, Web-based offerings such as registering for classes or renewing library books.”

Traffic to MIT.edu skyrocketed 80 percent to 230,000 Web surfers as compared to 128,000 visitors the week prior (see Table 1). Columbia University drew 191,000 visitors, jumping 54 percent in traffic, while Ohio State University attracted 213,000 surfers, rising 38 percent. University of Texas surged 34 percent to 218,000, while traffic to Virginia.edu grew 29 percent to 192,000 Web surfers, rounding out the top five list.

On a related note, traffic to Web sites offering information on financial aid for students also grew. The U.S. Department of Education Web site (www.ed.gov), which offers a downloadable version of the Free Application for Financial Student Aid, drew 533,000 Web surfers, recording a 28 percent increase in traffic. Upromise.com, an online college savings network, skyrocketed 89 percent in traffic, drawing 506,000 visitors.

Table 1. Nielsen//NetRatings Fastest Growing University Web Sites, Week Ending July 14 (U.S., Home)

| Rank | Brand or Channel | Week Ending July 7 Unique Audience (000) | Week Ending July 14 Unique Audience (000) | Percent Growth |
|------|---|--|---|-------------------|
| 1. | MIT.edu* | 128 | 230 | 80% |
| 2. | Columbia University* | 124 | 191 | 54% |
| 3. | Ohio State University | 154 | 213 | 38% |
| 4. | University of Texas | 163 | 218 | 34% |
| 5. | Virginia.edu | 149 | 192 | 29% |
| 6. | University of Illinois at Urbana Champaign | 180 | 220 | 22% |
| 7. | University of Phoenix | 155 | 188 | 21% |
| 8. | University of California at Davis* | 133 | 157 | 18% |
| 9. | Michigan State University | 183 | 208 | 14% |
| 10. | UFL.edu | 151 | 170 | 13% |

Source: Nielsen//NetRatings, July 2002

Note: Asterisk indicates data for the week ending July 7 fell below normal reporting levels and therefore may exhibit increased variability.

Additional data highlights for the week ending July 14, 2002:

- **Real World Season Finale Draws Fans to MTV.com**

Traffic to MTV Networks spiked 42 percent to more than 1.1 million unique visitors at home during the week ending July 14, according to Nielsen//NetRatings. Fans flocked to the site for a recap of the “Real World Chicago” episodes. MTV Networks also jumped 60 percent at work to 645,000 unique visitors.

- **Businesses Track Shipments Online**

Shipping sites such as UPS, FedEx and USPS drew office workers during the week ending July 14. UPS and USPS each drew nearly 1.6 million Web surfers while FedEx attracted more than one million office workers. Seventy-seven percent of UPS visitors and 54 percent of FedEx online

customers utilized the online shipment tracking features. Nearly 10 percent of the USPS audience visited pages featuring online package tracking services.

- **New Human Fossil Discoveries Attract Surfers to National Geographic**

The National Geographic Web site skyrocketed 332 percent in traffic at-home during the week ending July 14, leading the way as the fastest growing brand at home. The site drew 801,000 unique visitors with 66 percent of the audience logging on to read about the latest skull discovery in Africa, believed to be the oldest known ancestor of humans. The site drew a predominantly male audience, capturing 53 percent of the site's traffic.

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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