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**SURFERS SPEND NEARLY TWO HOURS ON FRIENDSTER, AN HOUR MORE THAN TOP DATING SITES, ACCORDING TO NIELSEN//NETRATINGS**

*84 Percent of Visitors to Personals Sites are Online Five or More Times a Week*

**NEW YORK — November 26, 2003** — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that surfers are flocking to Friendster. Recent data reveals that since the tracking of Friendster began in June 2003, the site’s unique audience is up 74 percent. However, the top personals sites remain strong players with traffic more than three times that of Friendster.

According to the most recent Nielsen//NetRatings NetView figures, Friendster, a member community destination, attracted 927,000 visitors from home and work in October 2003. Those logging on to Friendster spent an average of one hour and fifty-one minutes on the site in October (see Table 1). By comparison, the top personals site, Yahoo! Personals attracted 4.9 million surfers from home and work in October 2003. Each surfer spent an average of 35 minutes during the month on Yahoo! Personals. Following closely was Match garnering 3.9 million Internet users who spent more than 55 minutes on the site in October. The third most popular site was AmericanSingles attracting 3.7 million individuals during the same period. Rounding out the top five destinations was MSN Dating & Personals and Netscape Love & Personals, drawing 1.9 million and 1.5 million home and work visitors, respectively.

“The member community format is quickly becoming a popular social network on the web,” said Lauren Taub, Internet analyst, Nielsen//NetRatings. “Friendster’s growth is impressive, but it is too early to tell if its early success is explained by unique functionality or the fact that it is currently a free service.”

**Table 1. Nielsen//NetRatings Friendster vs. Top Five Online Personals Destinations June 2003 to October 2003 (U.S., Home and Work)\***

| Brand (Member Community) | Unique Audience (000) |        | Time Per Person Oct. 2003 (hh:mm:ss) |
|--------------------------|-----------------------|--------|--------------------------------------|
|                          | Jun-03                | Oct-03 |                                      |
| Friendster               | 532                   | 927    | 1:51:54                              |

| Brand (Personals)         | Unique Audience (000) |        | Time Per Person Oct. 2003 (hh:mm:ss) |
|---------------------------|-----------------------|--------|--------------------------------------|
|                           | Jun-03                | Oct-03 |                                      |
| Yahoo! Personals          | 4,110                 | 4,923  | 0:35:07                              |
| Match                     | 4,327                 | 3,916  | 0:55:40                              |
| AmericanSingles           | 3,950                 | 3,725  | 0:17:54                              |
| MSN Dating & Personals    | 3,381                 | 1,946  | 0:01:46                              |
| Netscape Love & Personals | 1,221                 | 1,470  | 0:04:29                              |

\*Please note that Friendster is categorized as a member community and is not in the personals sub category  
Source: Nielsen//NetRatings October 2003



“The Internet has become a widely popular forum for dating, becoming big business, as evidenced by the significant increase of online ads for dating sites in the past few years,” said Taub. “Increased advertising, the relaxing of many stigmas and an expanding tech savvy population are all contributing factors to the continued success of online dating sites.”

Nielsen//NetRatings found that the growing online community of personal sites visitors consisted of Internet savvy adults. This report uncovered the online habits of those surfers logging on to dating sites and found that 84 percent of visitors to dating services are online five or more times a week. Additionally, 37 percent have been online for seven or more years. Those using an online dating site access the Internet to send online invitations, search for homes and apartments, download MP3s, look for restaurants and participate in fantasy sports leagues. Online dating sites are keen to understand the habits of users to maximize reach of online ad campaigns.

“Users of online dating services take full advantage of all the resources the web offers,” said Taub. “These individuals are online all the time, using the web in every way imaginable, especially to organize events through e-vites and read restaurants reviews.”

Singles, divorcees and even a small group of married users accessed these sites in the past 30 days. According to Nielsen//NetRatings @Plan Fall 2003, divorcees are more than three times as likely to use a dating site than the average Internet user and singles are more than twice as likely to do the same. Of those acknowledging they accessed an online dating service yesterday, 11 percent were married individuals. Divorcees make up only eight percent of the 18 plus Internet audience, yet they represent 27 percent of those using an online dating site recently.

#### **About Nielsen//NetRatings**

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan, WebRF, LemonAd, MegaPanel and SiteCensus services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

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

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