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KIDS AGES 2-11 LEAD GROWTH IN WEB PAGE CONSUMPTION, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK — November 17, 2004 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, today reported that Web pages viewed by kids ages 2-11 grew the most as compared to other demographic groups at-home with a 36 percent year-over-year jump to 264 Web pages viewed in October 2004 (see Table 1). This growth is further marked by the group's 106 percent increase in Web pages consumed during the past two years from 128 Web pages in October 2002. The latest research from Nielsen//NetRatings underscores the growing impact the medium has on children for educational and entertainment purposes.

While kids have earned the distinction as the group with the fastest growing appetite for Web pages viewed, the average Web surfer still consumed a far greater number of 911 Web pages in October 2004, marking an 11 percent growth from the year prior.

In October 2004, there were 12.8 million kids connected to the Internet who each spent an average of more than seven hours online. These statistics have remained flat over the past year. The nearly 13 million children connected online are part of 137 million at-home Web surfers in the U.S., who each spent approximately 27.5 hours surfing the Internet in October.

"While kids are not necessarily spending more time online, they are digesting more content at a faster pace," said Charles Buchwalter, vice president of analytics, Nielsen//NetRatings. "Savvy marketers are successfully integrating brand loyalty initiatives by translating television programming into engaging Web sites that provide kids with interactive, kid-friendly destinations featuring their favorite characters, keeping kids focused on their Websites."

Table 1. Kids' Consumption of Web Pages, Ages 2-11, October 2002-2004 (U.S., Home)

Group	Average Web Pages (Oct. 2002)	Average Web Pages (Oct. 2003)	Average Web Pages (Oct. 2004)	Average Web Pages (Oct. 2003 v. Oct. 2004)	Average Web Pages (Oct. 2002 v. Oct. 2004)
Average Web user	791	895	911	2%	15%
Persons 2-11	128	194	264	36%	106%
Male 2-11	125	165	256	55%	105%
Female 2-11	130	223	272	22%	109%

Source: Nielsen//NetRatings, November 2004

Boys vs. Girls Web Consumption Differences

There are differences between boys and girls' Web page consumption behavior. Overall, Web pages viewed by girls saw a 22 percent year-over-year spike, while boys' viewing habits jumped 55 percent. Instant messaging sites saw the most growth amongst girls' Web page viewing in a year-over-year comparison. MSN Messenger Web pages grew 381 percent, while AOL Instant Messenger saw a 177 percent growth (see Table 2). Rounding out the top five sites with the highest Web page growth for girls were Cartoon Network, DisneyChannel.com and Macromedia. Boys' Web page viewing, on the other hand, focused on entertainment-driven sites. DisneyChannel.com led the growth of Web page views with



a 230 percent increase while RealOne Player drew a 185 percent growth (see Table 3). Kraft Entertainment, Amazon and Cartoon Network rounded out the top five destinations with the greatest Web page growth amongst boys.

“What’s noteworthy is that the top sites for Web page growth for both boys and girls centered on entertainment. Girls surfed instant messenger sites to update their IM application in the Fall when updates were made available, while boys’ growth focused on big consumer brand sites including Amazon and Kraft,” said Buchwalter.

Table 2. Top Five Web Sites Ranked By Fastest Growth in Web Page Views for Girls Ages 2-11, October 2004 (U.S., Home)

Site	Average Web Pages (Oct. 2003)	Average Web Pages (Oct. 2004)	% Growth (Oct. 2003 v. Oct. 2004)
MSN Messenger Service	179	861	381%
AOL Instant Messenger	4,537	12,582	177%
Cartoon Network	11,511	29,617	157%
DisneyChannel.com	27,782	52,978	91%
Macromedia	405	679	68%

Source: Nielsen//NetRatings, November 2004

Table 3. Top Five Web Sites Ranked By Fastest Growth in Web Page Views for Boys Ages 2-11, October 2004 (U.S., Home)

Site	Average Web Pages (Oct. 2003)	Average Web Pages (Oct. 2004)	% Growth (Oct. 2003 v. Oct. 2004)
DisneyChannel.com	5,643	18,648	230%
RealOne Player	931	2,657	185%
Kraft Entertainment	5,837	13,807	137%
Amazon	4,297	8,528	98%
Cartoon Network	40,682	77,668	91%

Source: Nielsen//NetRatings, November 2004

About Nielsen//NetRatings

Nielsen//NetRatings (Nasdaq: NTRT) 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.

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

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