



For Immediate Release:  
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**BLOGGER.COM TRAFFIC SURGES 73 PERCENT IN WAKE OF TSUNAMI AFTERMATH, ACCORDING TO NIELSEN//NETRATINGS**

**News Sites Including New York Post, CBS News, Forbes.com and Time Inc. Publications See Spikes in At-Work Traffic**

**NEW YORK, NY – January 7, 2005**– Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reported today that at-work traffic to blogger.com skyrocketed 73 percent resulting from heavy news interest in the December 26 tsunami that ravaged 11 countries, including Sri Lanka, India and Thailand during the week ending January 2. In addition, traffic to news sites including New York Post, CBS News, Forbes.com and several Time Inc. publications jumped 31 percent, 28 percent, 26 percent and 22 percent, respectively, due to office workers accessing the latest news on the natural disaster (see Table 1).

Traffic to blogger.com jumped to 1.3 million unique visitors with 76 percent of the site's traffic viewing tsunami footage. New York Post's traffic climbed to 733,000 online surfers as 25 percent of the site's traffic accessed a commentary titled "It's about the tragedy – Not More Bush-Bashing," which touched upon the need to focus U.S. efforts on disaster relief, not politics. In addition, traffic to CBS News' site soared to 1.1 million unique visitors as 20 percent of the online surfers went to an article on the tsunami, and 13 percent of unique visitors went to the Web page titled "Undersea Quake Tragedy in Asia."

Forbes.com soared to 775,000 unique visitors with nine percent of the traffic viewing an article outlining the donations of cash and supplies by U.S. corporations to tsunami victims. Time Inc. Publications' traffic jumped to 1.4 million online surfers as 17 percent of the site's traffic read the article, "The Drowned World."

"The rise in traffic to news sites demonstrates the effectiveness of the Internet as a vital 24/7 communication tool in time sensitive situations where providing updated real-time information to a large audience is critical," said Kaizad Gotla, Internet Analyst, Nielsen//NetRatings.

**Table 1: Growth on Blogger.com and News Destinations from Tsunami Coverage, Week Ending January 2, 2005 (US, Work)**

Site	Week Ending 12/26/04 Unique Visitors (000)	Week Ending 01/02/05 Unique Visitors (000)	% Growth
Blogger.com	755	1,307	73%
New York Post	560	733	31%
CBS News	898	1,149	28%
Forbes.com	614	775	26%
Time Inc. Publications	1,126	1,372	22%

Source Nielsen//NetRatings, January 2005

\*Please note that the sites above do not represent all of the possible news or blog destinations that covered the tsunami devastation.

\*Time Inc. Publications includes Time Magazine, People, EW Fortune, and Teen People.



**Additional Nielsen//NetRatings' Week on the Web:**

- **HGTV Dream Home Builds Audience Online**

HGTV.com soared 125 percent at home, during the week ending January 2, according to Nielsen//NetRatings, as visitors flocked online for a chance to win HGTV's newest dream home located in Tyler, Texas. The site attracted more than 1.5 million unique visitors as compared to 681,000 the week prior, with 65 percent of the site's audience visiting the Dream Home page.

- **Diet Sites Ring in a Healthy New Year**

The start of the year marks new resolutions to lose weight, drawing traffic to WeightWatchers.com, which spiked 94 percent to 670,000 unique home visitors during the week ending January 2. Twenty-five percent of visitors logged onto the site's Food & Recipes page.

Mydietpatches.com and eDiets attracted 827,000 and 468,000 at-home visitors, respectively, rising from below reporting levels.

- **Evite.com Draws Holiday Traffic**

Evite.com jumped 43 percent at home, during the week ending January 2, as party goers logged on to check their New Year's Eve plans. The site drew 603,000 unique visitors with 94 percent of the site's visitors logging on to view evites and 16 percent posting replies.

**About Nielsen//NetRatings**

Nielsen//NetRatings, a service provided by NetRatings, Inc. (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, 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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