



For Immediate Release:
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INTERNET USERS EARNING \$150K IN HOUSEHOLD INCOME GROW 20 PERCENT YEAR-OVER-YEAR, LEADING ALL INCOME GROUPS, ACCORDING TO NIELSEN//NETRATINGS

Big Earners Seek Travel, Financial and Entertainment Sites

NEW YORK, NY – February 16, 2005 – Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reported today that Internet users with household incomes of more than \$150,000 jumped 20 percent year-over-year to 10.3 million in January 2005, leading all income groups (see Table 1). This group not only spends the most amount of time online (76 hours per month) as compared to the other income segments, but it consumes more Web pages (2,126 pages) than any other group.

“The rise in the number of high-income Web surfers, combined with their propensity to spend the most amount of time surfing and consuming Web pages as compared to everyone else, represents a solid opportunity for marketers,” said Heather Dougherty senior retail analyst, Nielsen//NetRatings. “Advertisers would do well to turn to the sites they surf to most efficiently reach this high-income group.”

Table 1: Growth in Web Users Earning Household Incomes over \$150,000, January 2005 vs. 2004, (US, Home & Work)

Unique Audience (000) January 2005	Unique Audience (000) January 2004	% Growth
10,309	8,602	19.8%

Source Nielsen//NetRatings, February 2005

Nielsen//NetRatings found that men and women living in high income households shared similarities in their preferences for travel sites. In terms of differences, men visited more financial sites while women were drawn more to entertainment sites.

The top Web sites capturing the largest percentage of men in this income group were Fidelity Investments, Sabre Travel Network, CBS MarketWatch, United Airlines and American Airlines (see Table 2). The top Web sites drawing the highest percentage of high income women were AOL Travel, Moviefone, AOL Living, Expedia and AOL Entertainment (see Table 3).

“Our research indicates that savvy advertisers trying to reach both men and women efficiently in this group should target online travel sites in their marketing campaigns, while focusing on financial sites to reach men and entertainment destinations to reach women,” said Dougherty.

Table 2: Top Five Sites for Males, Household Income: \$150,000+, January 2005 (US, Home & Work)

Site	Unique Audience Composition %
Fidelity Investments	16.6%
Sabre Travel Network	16.6%
CBS MarketWatch Network	14.0%
United Airlines	14.0%
American Airlines	12.1%

Source Nielsen//NetRatings, February 2005



*Unique Audience composition percentage is the number of unique persons falling into a specific demographic target expressed as a percentage of the total number of persons visiting a site or using an application.

Table 3: Top Five Sites for Females, Household Income: \$150,000+, January 2005 (US, Combined Home & Work)

Site	Unique Audience Composition %
AOL Travel	6.4%
Moviefone	5.9%
AOL Living	5.5%
Expedia	5.2%
AOL Entertainment	5.2%

Source Nielsen//NetRatings, February 2005

*Unique Audience composition percentage is the number of unique persons falling into a specific demographic target expressed as a percentage of the total number of persons visiting a site or using an application.

Nielsen//NetRatings reports January 2005 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for January 2005.

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand

Month of January 2005

Table 1. Top 10 Parent Companies, Combined Home & Work

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	107,653	2:00:20
2. Time Warner	98,750	5:38:48
3. Yahoo!	96,500	2:58:32
4. Google	70,929	0:35:04
5. United States Government	54,853	0:29:20
6. eBay	51,900	2:07:45
7. Amazon	39,083	0:23:59
8. InterActiveCorp	36,997	0:22:39
9. RealNetworks	35,279	0:37:01
10. Walt Disney Internet Group	33,005	0:40:15

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	95,895	2:59:08
2. Microsoft	91,855	0:43:28
3. MSN	89,521	1:40:01
4. AOL	73,546	6:56:49
5. Google	69,763	0:34:04
6. eBay	50,251	2:04:58
7. Amazon	35,063	0:21:16
8. Real	34,707	0:35:56
9. MapQuest	32,987	0:11:43
10. Weather Channel	29,648	0:19:34

Example: The data indicates that 33.0 million home and work Internet users visited at least one of the Walt Disney Internet Group-owned sites or launched a Walt Disney Internet Group-owned application during the month, and each person spent, on average, a total of 40 minutes and 15 seconds at one or more of its sites or applications.

A parent company is defined as a consolidation of multiple domains and URLs owned by a single entity. A brand is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content. Reach is a measure of the unduplicated audience that visits a property. The data is expressed as the percentage of the total universe of Internet users who logged onto the Internet at least once during the reporting period.

Nielsen//NetRatings AdRelevance Top 10 Advertisers

Month of January 2005



Top advertisers, ranked by impressions, are based on data from AdRelevance, Nielsen//NetRatings' advertising research service. An impression is counted as the number of times an ad is rendered for viewing.

Top 10 Advertisers by Company

Advertiser*	Impressions (000)
1. Netflix, Inc.	3,078,171
2. LowerMyBills.com, Inc.	2,804,005
3. Dell Computer Corporation	2,161,679
4. Vonage Holdings Corp	2,159,244
5. InterActiveCorp	1,560,022
6. Darden Restaurants, Inc.	1,402,844
7. Scottrade, Inc.	1,391,174
8. Monster Worldwide, Inc.	1,302,846
9. United Online, Inc.	1,298,123
10. Ameritrade Holding Corporation	1,195,597

*Impressions reported exclude house ads, which are ads that run on an advertiser's own Web property.

Example: An estimated 1.2 billion Ameritrade Holding Corporation ads were rendered for viewing during the surfing period.

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.

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

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