

For Immediate Release:
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BACK TO SCHOOL SHOPPING DRIVES U.S. AUGUST WEB TRAFFIC AND ONLINE ADVERTISING, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK– September 12, 2006– Nielsen//NetRatings, a global leader in Internet media and market research, announced today the top 10 fastest growing shopping destinations with back to school online advertising campaigns. Ebags.com took the No. 1 spot, growing 118 percent from a unique audience of 582,000 in July to 1.3 million in August 2006 (see Table 1). Office Max followed at No. 2, increasing 22 percent from 2.3 million unique visitors to 2.8 million. LLBean.com rounded out the top three, growing 16 percent from a unique audience of 2.4 million in July to 2.8 million in August.

“Online back to school shoppers are looking for a wide selection, good prices and a way to avoid crowds,” said Heather Dougherty, senior retail and travel analyst, Nielsen//NetRatings. “Parents are motivated by online coupons and other promotions, while kids are increasingly becoming educated online shoppers in their own right,” she continued.

Table 1: Top 10 Fastest Growing Shopping Destinations with Back to School Online Advertising Campaigns (U.S., Home and Work)

Site	Jul'06 UA (000)	Aug'06 UA (000)	% Growth
Ebags.com	582	1,268	118%
Office Max	2,334	2,844	22%
llbean.com	2,372	2,754	16%
Staples	5,626	6,325	12%
Office Depot	4,022	4,519	12%
Kohls.com	4,804	5,308	10%
JCPenney	7,881	8,613	9%
Amazon	37,595	40,992	9%
Target	19,812	21,421	8%
Circuitcity.com	8,351	8,528	2%

Source: Nielsen//NetRatings, September 2006

August Increases in Online Advertising

Most of the fastest growing online shopping destinations also saw an increase in the number of image-based online advertising impressions from July to August 2006 (see Table 2). J.C. Penney, Kohl's and Staples saw the biggest jump in online advertising, increasing 1,226 percent, 450 percent and 296 percent, respectively. Of the group, Target, J.C. Penney and Circuit City were the three largest online advertisers in August 2006, delivering 514.5 million, 443.2 million and 437.4 million impressions, respectively.

“Back to school retailers can maximize their ROI by running strong online advertising campaigns in the few weeks before the school year begins,” said Dougherty. “July is too early to reach most families, whose kids start the school year right before or right after Labor Day.”

Table 2: Image-Based Online Advertising Impressions for Fastest Growing Shopping Destinations (U.S., Home and Work)

Company	Jul'06 Impressions (000)	Aug'06 Impressions (000)	% Growth
Ebags	7,313	8,278	13%
OfficeMax, Inc.	1,088	893	-18%
L.L. Bean, Inc.	57,565	52,202	-9%
Staples, Inc.	16,330	64,660	296%
Office Depot, Inc.	12,355	8,710	-30%



Kohl's Illinois Inc.	14,009	77,025	450%
J.C. Penney Company, Inc.	33,437	443,220	1226%
Amazon.com, Inc.	338,772	435,948	29%
Target Corporation	235,426	514,472	119%
Circuit City Stores, Inc.	496,542	437,445	-12%

Source: Nielsen//NetRatings AdRelevance, September 2006

Nielsen//NetRatings reports August 2006 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for August 2006.

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand, August 2006

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	116,596	2:09:03
2. Yahoo!	107,109	3:15:25
3. Time Warner	103,392	4:25:09
4. Google	98,861	1:06:39
5. eBay	65,584	1:36:48
6. News Corp. Online	63,614	1:43:19
7. InterActiveCorp	58,441	0:28:59
8. Amazon	48,744	0:25:30
9. Walt Disney Internet Group	40,417	0:39:30
10. New York Times Company	39,892	0:14:12

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	106,711	3:15:29
2. MSN/Windows Live	98,546	1:51:27
3. Google	97,354	1:05:06
4. Microsoft	92,148	0:44:00
5. AOL	74,530	5:29:42
6. eBay	59,152	1:36:16
7. MySpace	49,178	1:59:37
8. MapQuest	44,515	0:11:37
9. Amazon	40,992	0:23:45
10. Real Network	37,060	0:54:23

Example: The data indicates that 39.9 million home and work Internet users visited at least one of the New York Times Company-owned sites or launched a New York Times Company-owned application during the month, and each person spent, on average, a total of 14 minutes and 12 seconds at one or more of their 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.

Nielsen//NetRatings AdRelevance Top 10 Advertisers, August 2006

Top advertisers, ranked by estimated spending, 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 Estimated Spending

Advertiser	Total Estimated Spending	Impressions (000)
1. GUS Plc	\$82,255,600	43,956,603
2. Netflix, Inc.	\$33,186,300	14,984,678
3. United Online, Inc.	\$19,395,600	5,791,629
4. Skype Technologies S.A.	\$19,178,700	3,221,316
5. NexTag, Inc.	\$19,128,800	10,831,769
6. Verizon Communications, Inc.	\$18,176,900	5,075,633
7. Dell Computer Corporation	\$17,753,000	7,146,209
8. Low Rate Source	\$12,609,700	8,098,263
9. Echostar Communications	\$11,491,000	3,555,565



Corporation		
10. QuinStreet	\$10,939,100	2,550,929

Estimated spending reflects CPM-based advertising online, and excludes search-based advertising, paid fee services, performance-based campaigns, sponsorships, barter, partnership advertising, advertorials, promotions and email. Impressions reported exclude house ads, which are ads that run on an advertiser's own or related property and co-branding relationships.

Example: An estimated 2.6 billion QuinStreet ads were rendered for viewing at the cost of approximately \$10.9 million during the surfing period.

About Nielsen//NetRatings

NetRatings, Inc. (Nasdaq: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

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