

For Immediate Release:
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NFL REGULAR SEASON DRIVES WEB VISITORS TO NFL INTERNET NETWORK, ACCORDING TO NIELSEN//NETRATINGS

Web Traffic and Online Advertising Share Vary by Sport and Season

NEW YORK— October 4, 2006— Nielsen//NetRatings, a global leader in Internet media and market research, announced today that in the week ending September 10th, the first official week of the 2006-2007 National Football League season, Web traffic to the NFL Internet Network increased 28 percent, from a unique audience of 4.4 million to 5.7 million. Last year, the season opening week-over-week traffic growth was 27 percent, from 4.2 million unique visitors in the week ending September 4th to 5.3 million in the week ending September 11th.

Among NFL teams, the Dallas Cowboys drew the most Web traffic during the first week of the season, attracting 7.6 percent of visitors to the NFL Internet Network. The Cincinnati Bengals took the No. 2 spot, garnering 6.2 percent of traffic, followed by the Green Bay Packers with 5.5 percent.

Seasonal Web Traffic Peaks

NFL Internet Network's peak Web traffic last season was in January 2006, with 12.7 million unique visitors to the site (see Table 1). Online interest increases as the Super Bowl approaches and office pools heat up. Similarly, the NBA Internet Network experienced its heaviest Web traffic during basketball's 2005-2006 season finale, the NBA Playoffs in June, with 4.3 million unique visitors.

Surprisingly, MLB.com did not see its highest Web traffic during last year's World Series; July 2006 had the most unique visitors in the past 13 months, 10.5 million. NHL.com drew its largest Web audience, 2.3 million unique visitors, during October 2005 when the 2005-2006 hockey season began.

Table 1: Peak Web Traffic Months for Selected Professional Sports Sites (U.S., Home and Work)

Site	Oct-05 UA (000)	Jan-06 UA (000)	Jun-06 UA (000)	Jul-06 UA (000)
NFL Internet Network	11,400	12,666	4,470	5,542
NBA Internet Network	2,690	3,828	4,320	2,562
MLB.com	7,766	4,345	10,357	10,517
NHL.com	2,264	1,687	1,461	1,063

Source: Nielsen//NetRatings, October 2006

Online Advertising Share

Increases in online advertising share overlap with, but are not identical to, these peaks in Web traffic. In the past year, NFL.com enjoyed its greatest share of sports and recreation online advertising in December 2005, with 4.9 percent of all image-based impressions in that category (see Table 2). MLB.com had a nearly equal share, 4.6 percent, in June 2006. NBA.com's advertising peak was also in June 2006, with a 1.8 percent share, while NHL.com peaked in October 2005 with 0.9 percent share of sports and recreation image-based impressions.

Table 2: Share of Sports and Recreation Image-Based Impressions (U.S.)

Site	Oct-05 Percent Share	Dec-05 Percent Share	Jun-06 Percent Share
NFL.com	4.2	4.9	0.3
NBA.com	0.3	0.7	1.8
MLB.com	1.6	1.4	4.6
NHL.com	0.9	0.5	0.4

Source: Nielsen//NetRatings AdRelevance, October 2006

Note: Nielsen//NetRatings AdRelevance service estimated online advertising expenditures account for CPM-based



image-based advertising. All reported estimated expenditures and impressions do not account for the following placement types: text only, paid fee services, performance-based campaigns, sponsorships, barter, in-stream ("pre-rolls") players, messenger applications, partnership advertising, promotions and email campaigns. AdRelevance currently does not report estimated spending for paid search advertising. Above data does not include any house advertising activity.

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.