



Newspaper Web Site Audiences Grow Faster Than Total Internet Populations In Largest U.S. Markets, Reports comScore Media Metrix

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comScore Media Metrix Study Reveals Opportunity to Reach Increasing Numbers of High-Value Readers

- comScore Networks, Inc., the standard in Internet behavioral measurement, today reported that in seven of the 10 largest U.S. markets the audience for major newspaper Web sites grew much faster over the past six months than the markets' total Internet user base. The analysis, conducted by the firm's comScore Media Metrix division, also revealed that visitors to the majority of these sites spend more money online than the average Internet user.

comScore Media Metrix' findings are based on the world's largest, continuous measurement system, which accurately measures the online browsing and buying behavior of more than 1.5 million representative global participants. ComScore's technology offers deep granularity of geographic measurement, ranging from local U.S. markets to worldwide.

Growth In Audience For Newspaper Sites Outpaces Growth In Local Market Internet User Base

comScore Media Metrix' analysis reveals disproportionately strong growth in unique visitors for newspapers in their local Designated Market Areas (DMA®). For example, in New York - the nation's largest DMA - unique visitors to the New York Daily News Web domain (nydailynews.com) increased 23 percent, while unique Internet users for the total New York DMA grew only three percent during the same six-month period. Similarly, unique visitors to Chicago's suntimes.com increased 38 percent while the total Internet-using population in that city grew only three percent over the same period.

Buying Power Index Reveals Audiences' Purchasing Power

In a separate analysis of the buying power of online audiences, comScore Media Metrix also reported that the average visitor to 12 of the 13 measured newspaper sites spends significantly more online than both the average Web user and the typical visitor to news and information sites. Topping the list is Knight Ridder's bayarea.com (326 BPI), followed by newsday.com (311 BPI) and nypost.com (280 BPI). See full chart below.

comScore Media Metrix' Buying Power Index (BPI) measures the total dollars spent online (across all sites) by the average member of a site's audience, indexed to the total online dollars spent by the average Internet user. For example, visitors to a site with a BPI of 100 spend an average amount across the Web, while a site with a BPI of 200 draws visitors that spend twice as much online as the average Internet user.

"It's clear that online newspaper sites are rapidly gaining readers - generally at the expense of print readership," noted Peter Daboll, division president of comScore Media Metrix. "Many of these newspaper sites offer a rare opportunity for advertisers to efficiently reach local market audiences that are growing rapidly and spending money more freely. But to quantify the value of these audiences requires an accurate measurement of audience trends in local markets, where most newspapers have their greatest economic impact. comScore is the only research company with the sample sizes necessary for publishers to conduct analysis at this critical level of detail."

Supporting Data Charts

comScore Media Metrix Visitors to Newspaper Web Domains in Top DMAs Unique Visitors May 2002 Versus December 2001					
Overall DMA Rank*	Designated Market Area (DMA)		Dec-01	May-02	% Change
1	NEW YORK	Total Internet	9,025,247	9,337,796	3%
		nydailynews.com	215,292	265,617	23%
		nypost.com	241,349	270,639	12%

		newsday.com	322,093	359,581	12%
2	LOS ANGELES	Total Internet	6,580,189	6,793,923	3%
		ocregister.com	133,943	150,465	12%
		latimes.com	817,920	908,354	11%
3	CHICAGO	Total Internet	4,147,730	4,291,472	3%
		suntimes.com	189,547	261,764	38%
		chicagotribune.com	381,183	406,588	7%
5	SAN FRANCISCO-OAK-SAN JOSE	Total Internet	3,005,272	3,107,709	3%
		bayarea.com**	190,710	225,631	18%
		sfgate.com	207,992	230,193	11%
8	WASHINGTON, DC	Total Internet	2,630,505	2,732,047	4%
		washingtonpost.com	539,173	628,443	17%
9	ATLANTA	Total Internet	2,457,246	2,556,394	4%
		accessatlanta.com**	471,485	561,191	19%
10	DETROIT	Total Internet	2,334,060	2,415,466	3%
		detnews.com	162,904	181,084	11%
		freep.com	181,111	195,687	8%
* The following were excluded because local newspaper sites in these markets did not exceed the market in audience growth: Philadelphia (#4); Boston (#6); Dallas-Ft. Worth (#7).					
**Community site that represents the sole online presence for the leading newspaper in the DMA.					

comScore Media Metrix Buying Power Index (BPI) for Select Newspaper Sites May-02	
	Buying Power Index May-02
Total Internet	100
News/Information Web sites	137
bayarea.com*	326
newsday.com	311
nypost.com	280
accessatlanta.com*	255
sfgate.com	239
nydailynews.com	235
washingtonpost.com	227
suntimes.com	209
latimes.com	196
chicagotribune.com	188
detnews.com	180
freep.com	166
ocregister.com	154
*Community site that represents the sole online presence for the leading newspaper in the DMA.	

About comScore Media Metrix

comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report - with unmatched accuracy - details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings - long recognized as the currency in online media measurement among financial analysts, advertising agencies, publishers and marketers - while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore Networks

comScore Networks provides unparalleled insight into the behavior of online consumers. This capability is based on a massive cross-section of more than 1.5 million global Internet users who have given comScore explicit permission to confidentially capture their Web-wide browsing, buying and other transaction behavior, including offline purchasing. Through its patent-pending technology, comScore measures what matters across the entire spectrum of surfing and buying behavior. This deep knowledge of customers and competitors helps clients design more powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as Microsoft, Kraft, The New York Times Company, Best Buy, Starwood Hotels and Resorts, Nestlé, Wells Fargo & Company, GlaxoSmithKline, and Orbitz. For more information, please visit www.comscore.com.