

WHAT'S ON PC TONIGHT.....?

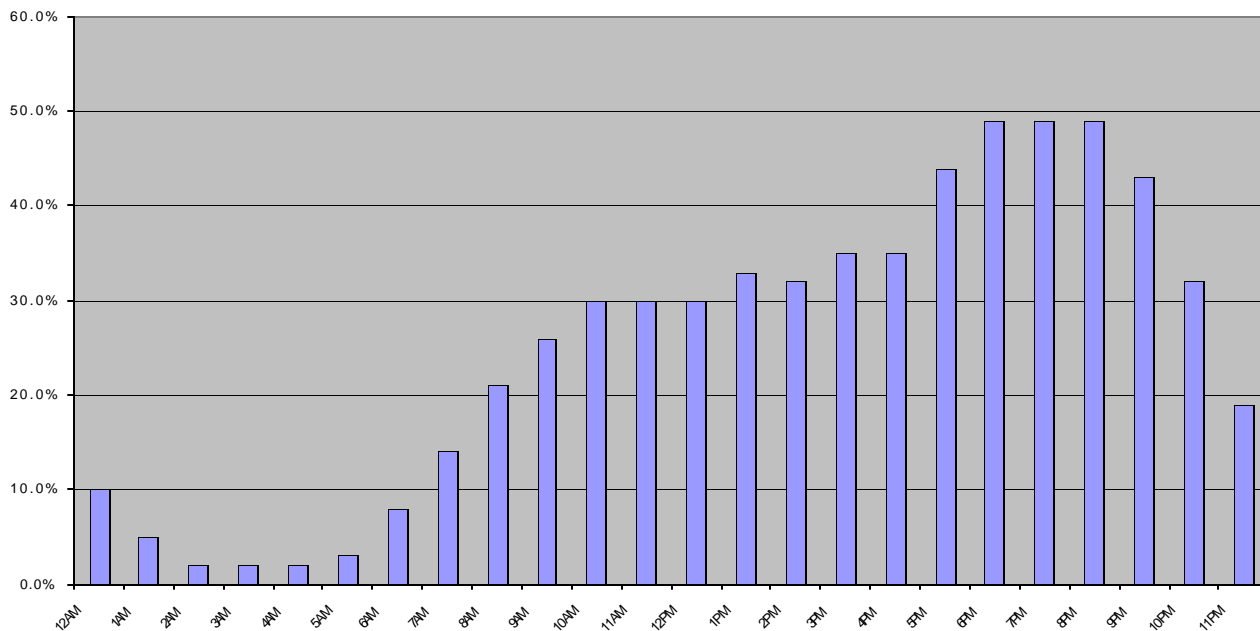
OXFORD – 1 November 2000 – The latest UK figures from Nielsen/NetRatings, the fastest growing global Internet measurement service, reveal that the most popular time to go on-line coincides with TV's primetime broadcasts.

The percentage of the active internet population accessing the web varies throughout the day (see Chart 1). The most popular time to go online is between 6 – 9pm with just under 50% of the active internet population choosing to go online at this time. After 9pm, activity begins to fall to a low of 2% accessing during the small hours. In the morning, activity rises to an average of 32% of active surfers online from 8-5pm.

Source: Nielsen/NetRatings, September 2000

David Day, Director of Analytical Services, ACNielsen eRatings.com commented: 'The internet increasingly presents powerful competition to traditional media when it comes to share of peoples' leisure

Chart 1 Hourly Web Traffic UK - September 2000



time. Almost 50% of the active online population are choosing to go online at the very time traditionally considered to be the premium scheduling slots by TV broadcasters and advertisers. Clearly, these trends have implications for both TV broadcasters and advertisers as convergence becomes a reality.

September's usage data (Table 1) shows the affect of the end of holiday season. UK activity levels - the number of people going online relative to those with access - rose from 42% to 48%. However, the average time spent and page views per month actually declined by 7% and 11% respectively.

Day added: 'As expected, activity levels rose in September as people returned from holiday. But average measures of pages view and time spent online have declined as those returning mainstream surfers have replaced more intensive users such as teenagers and students as they return to school and university.'

Table 1: UK Internet Usage

	September	August	%Change
Number of Sessions per Month	10	11	-9.09
Number of Unique Sites Visited	16	16	0

Page Views per Month	360	405	-11.11
Page Views per Surfing Session	35	38	-7.89
Time Spent per Month	4: 45: 44	5: 05: 58	-6.61
Time Spent During Surfing Session	0: 27: 47	0: 28: 31	-2.57
Duration of a Page viewed	0: 00: 48	0: 00: 45	5.77
Average Click Rate for Top Banners	0.45	0.43	4.65
Total Internet Audience Sample	6376	6622	-3.71
Active Internet Universe	9250324	8256840	12.03
Current Internet Universe Estimate	19471794	19471792	0

Source: Nielsen//NetRatings, September 2000

ACNielsen eRatings.com is a venture between ACNielsen (NYSE: ART) and NetRatings Inc. (NASDAQ: NTRT). ACNielsen is the world's leading market research firm, offering measurement and analysis of marketplace dynamics, consumer attitudes and behavior, and new and traditional media in more than 100 countries, and NetRatings is the leading provider of Internet audience measurement technology and analysis. Through the Nielsen//NetRatings service, ACNielsen eRatings.com is creating the first global service for tracking audiences, advertising and user activity on the Internet in more than 30 countries worldwide.

Glossary of terms	
Unique Site	A unique URL (e.g. www.acnielsen.com, www.yahoo.com, www.bbc.co.uk)
Unique Audience	The number of individual people that have gone to a site at least once during the defined time period.
Domain	A domain is a group of web sites and pages that end with a common name (for example, .domain-name.* – where domain-name is the name of the domain and * is for example com, net or edu).
Rank	The ranking of domains by the number of individual people that have gone to the domain in the defined time period. (With a rank of 1 having the most unique visitors for the time period.)
Page views	The total number of times a web page has been seen by the web population . One example would be: <i>Example – “For the week of Oct 18th, the ESPN web site was seen 25,000 times by web surfers.”</i>
% of audience	The percentage of the total unique audience for the selected site that were referred from the listed referral site.
Composition %	The number of web surfers that fall into a specific demographic group expressed as a percentage of the total number of web surfers. <i>Example – “45% of the web surfers that went to yahoo.com during the week of Dec 18, 1997 were women.”</i>
Category	A demographic characteristic or classification. For example, gender.
Target	The specific values or segments within a demographic category. For example, males is one target segment within the category gender.

Editors' note:

Visit www.nielsen-netratings.com for further information on the Nielsen//NetRatings service. Find out more about ACNielsen on www.acnielsen.com