

**GEORGE BUSH'S SITE SOARS 195 PERCENT,
WHILE TRAFFIC TO AL GORE'S SITE RISES 37 PERCENT**

Al Gore and George W. Bush Web Sites Spike In Traffic At Work on the Day After Election

NEW YORK, November 9, 2000 – Nielsen//NetRatings, the Internet audience measurement service from Nielsen Media Research, ACNielsen eRatings.com and NetRatings, Inc. (Nasdaq: NTRT), reports that daily Internet traffic for the presidential candidate sites, spiked at work on November 8, with George W. Bush's site jumping 195 percent and Al Gore's site rising 37 percent. As one of the closest presidential races unfold, surfers at work used the Web to get the latest updates on the Florida ballot recount from the two candidate sites. Traffic to Bush's site totaled almost 289,000 unique visitors at work on the day after the election, while Gore's site tallied more than 111,000 unique visitors.

Table 1. Unique Audience of Gore and Bush Campaign Web Properties, November 7 and 8, 2000 (U.S. At-Work Users)

	Unique Audience November 7	Unique Audience November 8	Percent Change November 7– 8
Gore-Lieberman 2000 (algore2000.com and algore.com)	81,276	111,274	36.9%
Bush-Cheney 2000 (georgewbush.com and georgebush.com)	97,749	288,517	195.2%

Source: Nielsen//NetRatings, November 2000

Internet News and Information Sites Score Big

Surfers at work turned to the Web's news and information sites for the latest up-to-the-minute report on the tight presidential race. As most office workers lacked access to a television during prime working hours, they used their browsers as their source for information (see Table 2). CNN.com's traffic rose to 3.9 million unique visitors on November 8, rising 61 percent from the previous day's traffic of 2.4 million visitors. Traffic to MSNBC.com totaled 2.9 million visitors, a percentage growth of 29 percent compared to 2.2 million unique visitors on Election Day. Portals also won big with office workers, as traffic to Yahoo!'s news area jumped 26 percent yesterday to 2.2 million visitors. Traffic to Yahoo!'s news area on November 7 totaled almost 1.8 million visitors during the workday.

Table 2. Daily Traffic To Top News and Information Sites, November 7 and 8, (U.S. At-Work Users)

Domain/Site	Unique Audience November 7	Unique Audience November 8	Percent Change November 7-8
cnn.com	2,417,592	3,894,188	61%
msnbc.com	2,255,425	2,919,407	29%
dailynews.yahoo.com	1,791,339	2,249,830	26%
abcnews.go.com	970,565	1,283,015	32%
usatoday.com	610,420	750,082	23%
foxnews.com	619,438	674,267	9%
washingtonpost.com	555,162	638,679	15%
nytimes.com	555,480	552,863	0%
cbsnews.com	414,421	541,330	31%

Source: Nielsen//NetRatings, November 2000

“The Web’s news and information sites provide surfers with a broad range of immediate data and insight,” said Allen Weiner, vice president of analytical services, NetRatings. “The Web’s ability to offer big broadcast news along with more granular information makes it vital in such Big Bang events. Every day during this historic time, the bar seems to be raised, and the Web appears able to react to the ongoing challenge.”

About Nielsen//NetRatings

Nielsen//NetRatings, the audience measurement service from Nielsen Media Research and NetRatings, Inc., collects real-time data from more than 70,000 panel members in the United States. The U.S. panel sample consists of 62,000 at-home users and 8,000 at-work users. These panels collectively represent the largest representative media research sample of Internet users in the industry. Internationally, Nielsen//NetRatings services are provided via ACNielsen eRatings.com, a venture between ACNielsen (NYSE: ART) and NetRatings, Inc. Globally, Nielsen//NetRatings services measure the Internet experiences of nearly 200,000 global Internet users.

Nielsen//NetRatings services use unique technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive Internet usage data and advertising information in the global marketplace. Nielsen//NetRatings services leverage proprietary data-collection technology from NetRatings, Nielsen Media Research’s 50 years of expertise in research and audience measurement, and ACNielsen’s international leadership in supplying market research information covering more than 100 countries.

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

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