

## NUMBER OF UNIQUE ONLINE ADS RISE DURING THE BEGINNING OF 2002 SIGNALING EARLY SIGNS OF ONLINE ADVERTISING RECOVERY, ACCORDING TO NIELSEN//NETRATINGS

Traditional Advertisers Lead the Growth in Unique Ads

**NEW YORK - May 13, 2002** - Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, today unveiled data that shows early evidence of an online advertising recovery as the number of unique online ads rose during the beginning of 2002. According to data from the Nielsen//NetRatings AdRelevance service, the number of unique ads jumped 33 percent from January to April of this year, reaching a new high of nearly 70,000 unique ads online during last month.

"The burst of online ads over the last three months indicates that the online ad market is finding some new traction," said Charles Buchwalter, vice president of media research, NetRatings. "From the previous peak in March of 2001, the number of unique ads on the Web declined through the rest of 2001 to reach a low in January of this year. The downward trend during the past year has been reversed in just three short months."

**Table 1. Number of Unique Ads Trended Over 16 Months**

Month	Number of Unique Ads
January 2001	63,380
February 2001	63,377
March 2001	68,458
April 2001	66,401
May 2001	64,898
June 2001	63,508
July 2001	57,254
August 2001	57,392
September 2001	55,861
October 2001	59,065
November 2001	59,049
December 2001	56,335
January 2002	52,530
February 2002	58,235
March 2002	64,932
April 2002	69,838

Source: Nielsen//NetRatings AdRelevance

### Traditional Advertisers Lead the Growth in Unique Ads

Large traditional advertisers fueled the growth in unique online ads in early 2002 (see Table 2).

Blue chip, established advertisers made up the top 10 growth leaders in the number of unique online ads created. Columbia House took the No.1 spot, with 330 unique ads in April 2002, jumping 89 percent since the beginning of the year. Nestle USA, claimed the No.2 spot with 214 unique ads last month, rising 67 percent, while the United States Federal Government, increased their ad creation by 60 percent to 370 ads. Rounding out the top five, USA Networks posted 538 unique ads in April, growing 60 percent, while Microsoft rose 55 percent to 348 unique ads.

"Two years after the dot.com bubble burst in mid-2000, blue-chip companies' adoption of the online medium appears to be accelerating," added Buchwalter. "Over the next 12 months, the significance of this development will be underscored if these increases in unique ads translate into sustained increases in online ad expenditures."

**Table 2. Top 10 Advertisers by Growth in Unique Ads, Ranked by Percent Growth**

<b>Company</b>	<b>January 2002</b>	<b>April 2002</b>	<b>Percent Growth</b>
1. Columbia House	175	330	89%
2. Nestle USA, Inc.	128	214	67%
3. United States Federal Government	231	370	60%
4. USA Networks, Inc.	336	538	60%
5. Microsoft Corporation	224	348	55%
6. Oracle Corporation	173	268	55%
7. Verizon Communications, Inc.	175	270	54%
8. Hewlett Packard Company	206	303	47%
9. Citigroup Inc.	246	349	42%
10. General Motors Corporation	455	638	40%
<b>Total of Top 10</b>	<b>2,348</b>	<b>3,628</b>	<b>55%</b>
<b>Total Market</b>	<b>52,530</b>	<b>69,838</b>	<b>33%</b>

Source: Nielsen/NetRatings AdRelevance

### **About Nielsen/NetRatings**

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen/NetRatings services include worldwide Internet audience measurement, AdRelevance tracking of online advertising creatives, impressions, and expenditures and the @plan Internet user lifestyle, demographic, and product brand preferences measurement. Nielsen/NetRatings uses patented technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive information in the global marketplace. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

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

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