

NEARLY 20 PERCENT OF THE ACTIVE ONLINE POPULATION ARE KIDS AND TEENS, CREATING OPPORTUNITIES FOR MARKETERS, ACCORDING TO NIELSEN//NETRATINGS

11.5 Million Young Surfers Use Instant Messaging, Comprising 24 Percent of the Total Messaging Population

NEW YORK, NY – August 13, 2002 - Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that one out of every five kids and teens who have online access, or nearly 20 percent of the overall active Internet population, logged online from home in July 2002. Twenty million surfers ages 2-17 accessed the Web last month, spending more than nine hours online and initiating an average of 16 sessions.

Popular among this segment of the population, instant messaging applications drew 11.5 million kids and teens to the Web, as young surfers comprised nearly a quarter of the total at-home instant messaging population.

“Young surfers are generally more technologically savvy as compared to other age groups, and have adopted the use of the Internet as part of their daily activities at home as well as in school,” said T.S. Kelly, director and principal analyst, Nielsen//NetRatings. “Their keen aptitude for technology is one reason why applications such as instant messaging have increased in popularity, serving as an alternative to email.”

Top Online Destinations for Kids and Teens

The top online destinations for children and teenage Web surfers underscore their interest in instant messaging and online chat. Nine out of the top 15 sites most heavily trafficked sites by teens featured instant messaging tools and services such as downloadable IM icons and profiles (see Table 1).

“While the lack of a credit card may hinder immediate participation in ecommerce by kids and teens, their sheer size represents a unique opportunity for marketers to relay their branding messages and develop loyalty among future online buyers,” added Kelly.

Table 1. Nielsen//NetRatings Top Sites Visited by Kids and Teens (U.S., Home)

| Brand | Unique Audience Composition (%) | Unique Audience (000) |
|---------------------------|---------------------------------|-----------------------|
| 1. ColorYourProfyle.com* | 86.34 | 243 |
| 2. ActiveBuddy.com* | 85.30 | 196 |
| 3. IMTools.com* | 82.89 | 304 |
| 4. gURL.com | 82.86 | 505 |
| 5. FireHotQuotes.com* | 79.37 | 247 |
| 6. YM.com | 79.22 | 157 |
| 7. IMaddict.com* | 78.47 | 317 |
| 8. Eminem-planet.com | 77.64 | 146 |
| 9. Mary-kateandashley.com | 77.11 | 262 |
| 10. BuddyProfile.com* | 75.84 | 221 |
| 11. SubProfile.com* | 75.59 | 823 |
| 12. Katrillion.com | 73.65 | 399 |
| 13. IMchaos.com* | 72.41 | 535 |
| 14. BadassBuddy.com* | 70.98 | 444 |
| 15. CosmoGirl.com | 70.60 | 144 |

Source: Nielsen//NetRatings, July 2002

NOTES: Asterik (*) denotes instant messaging-related Brand.

The following set of at-home and at-work information includes: Top 10 Parent Companies, providing a business-driven perspective of the Internet, Top 10 Brands, offering a consumer view of the Internet, and Top 10 Advertisers and Average Web Usage for the month of July 2002.

Nielsen//NetRatings Top 10 Web Sites by Parent Company
Month of July 2002
Ranking of the Most Visited Web Parents

Top 10 Parent Companies, Combined Home & Work

| Parent | Unique Audience (000) | Time Per Person (hh:mm:ss) |
|--------------------------|-----------------------|----------------------------|
| 1. Microsoft | 83,089 | 1:35:38 |
| 2. AOL Time Warner | 80,636 | 0:54:37 |
| 3. Yahoo! | 76,277 | 2:15:50 |
| 4. Terra Lycos | 33,988 | 0:17:46 |
| 5. Amazon | 32,462 | 0:18:36 |
| 6. Google | 32,459 | 0:26:41 |
| 7. About-Primedia | 30,581 | 0:17:19 |
| 8. eBay | 29,198 | 1:54:26 |
| 9. USA Network | 27,189 | 0:23:12 |
| 10. Viacom International | 23,228 | 0:24:54 |

Example: The data indicate that 23.2 million home Internet users visited at least one of the Viacom International - owned sites during the week, and each person spent, on average, a total of 24 minutes and 54 seconds at one or more of their sites.

Notes: Rankings are based on audience measurement of people who have access to the Internet at-home and at-work. Work rankings are based on persons at work who have access to a non-shared personal computer. Rankings are based on Internet traffic to Web sites and do not include proprietary services.

A parent company is defined as a consolidation of multiple domains and URLs owned by a single entity. A brand is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content. Reach is a measure of the unduplicated audience that visits a property. The data are expressed as the percentage of the total universe of Internet users who logged onto the Internet at least once during the reporting period.

Nielsen//NetRatings Top 10 Web Sites by Brands
Month of July 2002
Ranking of the Most Visited Web Brands

Top 10 Brands, Combined Home & Work

| Brand | Unique Audience (000) | Time Per Person (hh:mm:ss) |
|-------------------|-----------------------|----------------------------|
| 1. Yahoo! | 76,274 | 2:15:50 |
| 2. MSN | 71,504 | 1:36:19 |
| 3. Microsoft | 67,343 | 0:15:44 |
| 4. AOL | 60,816 | 0:34:27 |
| 5. Google | 32,459 | 0:26:41 |
| 6. Amazon | 31,882 | 0:15:39 |
| 7. Lycos Networks | 31,489 | 0:18:18 |
| 8. eBay | 28,393 | 1:54:25 |
| 9. About Network | 21,392 | 0:16:15 |
| 10. CNN | 20,338 | 0:28:55 |

Nielsen//NetRatings AdRelevance Top 10 Advertisers
Month of July 2002

Top advertisers, ranked by impressions, are based on data from AdRelevance, Nielsen//NetRatings' advertising research service. An impression is counted as the number of times an ad is rendered for viewing.

Top 10 Advertisers by Company

| Advertiser* | Impressions (000) |
|------------------------------|----------------------|
| 1. Amazon.com, Inc. | 3,113,460 |
| 2. Classmates.com | 2,512,293 |
| 3. eDiets.com, Inc. | 2,312,339 |
| 4. USA Interactive | 1,965,021 |
| 5. Columbia House Company | 1,839,252 |
| 6. Bank One Corporation | 1,513,134 |
| 7. Dell Computer Corporation | 1,450,526 |
| 8. Sabre Inc. | 1,441,056 |
| 9. AOL Time Warner Inc. | 1,411,627 |
| 10. Barnes & Noble, Inc. | 1,383,119 |

*Impressions reported exclude house ads, which are ads that run on an advertiser's own Web property.

Example: An estimated 1.4 billion Barnes & Noble, Inc. advertisements were rendered for viewing during the surfing period.

Nielsen//NetRatings Average Internet Usage

Month of July 2002

Data below represent activity for the average Internet user during the designated weekly period.

| | Home & Work, July | Home & Work, June | % Change from June |
|--|----------------------|----------------------|-----------------------|
| Number of Sessions per Month | 37 | 36 | +2.8 |
| Page Views per Month | 1,333 | 1,267 | +5.2 |
| Page Views per Surfing Session | 36 | 35 | +2.9 |
| Time Spent per Month | 20:32:53 | 19:12:38 | +7.0 |
| Time Spent During Surfing Session | 0:32:51 | 0:32:03 | +2.5 |
| Duration of a Page viewed | 0:00:55 | 0:00:54 | +1.7 |
| Active Internet Universe (actually surfed) | 119.0 million | 120.3 million | -1.0 |
| Current Internet Universe Estimate (had access, but did not necessarily go online) | 176.0 million | 177.2 million | -0.7 |

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.

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

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