

For Immediate Release:
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“BIG BROTHER 3” DRAWS SURFERS TO CBS.COM, ACCORDING TO NIELSEN//NETRATINGS

Fans Get a Sneak Peak of New “Survivor” Cast Members Online

NEW YORK – August 23, 2002 – Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that traffic to CBS.com surged more than 27 percent during the week ending August 18 at work, as the network’s popular reality shows, “Big Brother” and “Survivor”, attracted office workers to the site.

CBS.com drew nearly 1.3 million surfers from work, compared to more than one million surfers the previous week. More than 35 percent of CBS.com’s audience logged onto the “Big Brother 3” page, while twenty-four percent of the site’s audience visited the “Survivor 5” page, with the network announcing the latest cast members for “Survivor: Thailand” last week.

“Online audiences often mimic TV audiences, as we’ve seen this last week with increased traffic to CBS.com,” said TS Kelly, director and principal analyst, Nielsen//NetRatings. “Sites such as CBS.com have been successful in providing interactive content for surfers, allowing fans to access cast member bios, view special videos and participate in online polls.”

Additional data highlights for the week ending August 18, 2002:

• Republican National Committee Web Site Spikes in Traffic

Traffic to the Republican National Committee’s official Web site jumped 69 percent at home for the week ending August 18, 2002, according to Nielsen//NetRatings. The site attracted 369,000 unique visitors with men comprising 54 percent of the total audience.

• Tax Extension Deadline Attracts Surfers to IRS.gov

The official site of the Internal Revenue Service jumped 48 percent to 526,000 unique visitors at work for the week ending August 18, as late filers logged on to meet the August 15th tax extension deadline. Twenty-five percent of the site’s traffic visited the forms and publications download page.

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.

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