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WIMBLEDON DRAWS INCREASE IN INTERNET TRAFFIC ON HOME UK TURF IN JULY

T-Online and Symantec Biggest Movers in Nielsen//NetRatings
 July Global Internet Index

STAMFORD, CT – September 10, 2002 – Wimbledon.org, the Web site for the 2002 Wimbledon tennis tournament, drew its heaviest audience in July from the UK, where the 2002 games wrapped up in early July. Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, found that UK surfers viewed nearly twice as many pages on Wimbledon.org in July than they did in June, and spent more than twice as much time on the site in July when the finals took place.

Australia, the home country of Lleyton Hewitt, the first Australian to win Wimbledon since 1987, also attracted surfers to Wimbledon.com in June and July, with the Australian audience nearly doubling in July and spending an average of 45 minutes on the site (see Table 1).

Table 1. Traffic to Wimbledon.org, June and July 2002, At-Home and At-Work

	Unique Audience	Visits per Person	Time Per Person	Pages Per Person
UK, Home and Work: July	365,000	4.39	0:44:26	73
UK, Home and Work: June	300,000	1.74	0:18:28	40
*Australia, Home and Work, July	64,000	3.43	0:45:15	55
*Australia, Home and Work, June	38,000	2.83	0:46:48	51

*These web sites do not meet minimum sample size standards. Projected and average measures for these sites may exhibit large changes month-to-month as a result.

“The Wimbledon site delivered surfers with useful information about the matches, including ticket information, schedules, seating maps and transportation,” said Richard Goosey, international chief of measurement science, NetRatings. “The two-fold increase in time spent on the site between June and July also points to surfers using the Internet to supplement their experience of watching the matches in person or on television by reading player profiles or using the interactive camera and real-time scorecards.”

Goosey also noted that in other July Internet activity, T-Online and Symantec rose three and two spots respectively in the July list of the top 25 global Web properties (see Table 2). The results are from Nielsen//NetRatings' Global Internet Index, which provides the only worldwide measurement of Web audience and usage patterns across 15 countries comprising nearly 70 percent of the global Internet audience universe.

Table 2. Top 25 Global Web Properties, At-Home, July 2002

Rank by Unique Audience	Change in Rank, June – July*	Property	Unique Audience	Reach: % Active	Visits per Person	Pages per Person	Time per Person	Rank by Page Views
1	0	Yahoo!	110,434,855	50.41	10.04	161	1:24:12	1
2	0	MSN**	100,104,590	45.70	9.40	89	0:49:53	2
3	0	AOL Time Warner	90,671,173	41.39	7.92	50	0:32:31	4
4	0	Microsoft	80,832,988	36.90	3.70	18	0:10:55	8
5	0	Google	53,903,694	24.61	5.60	49	0:16:14	5
6	0	Lycos Network	50,186,865	22.91	3.55	36	0:16:45	7
7	0	Amazon	36,141,914	16.50	2.52	25	0:13:39	13
8	0	eBay	33,395,536	15.25	7.16	226	1:30:47	3
9	0	About-Primedia	29,127,467	13.30	2.58	23	0:11:28	17
10	0	CNET Networks	20,659,879	9.43	2.39	18	0:09:24	32
11	0	The Gator Corporation	19,609,597	8.95	10.31	53	0:27:25	10
12	0	Sony	18,452,879	8.42	3.53	25	0:15:08	24
13	1	Walt Disney Internet Group	16,118,739	7.36	2.35	23	0:16:53	31
14	-1	Vivendi Universal	15,500,742	7.08	2.41	20	0:12:43	36
15	3	T-Online	15,399,594	7.03	7.67	61	0:35:35	11
16	0	InfoSpace	15,033,399	6.86	2.38	16	0:07:55	45
17	-2	Wanadoo	14,935,899	6.82	5.21	37	0:18:45	20
18	-1	Real Networks	14,578,551	6.66	2.17	12	0:09:13	60
19	1	AT&T	13,921,869	6.36	5.52	36	0:24:42	21
20	-1	Macromedia	13,767,124	6.28	1.73	8	0:08:35	103
21	0	Tiscali	13,179,130	6.02	3.45	21	0:10:38	40
22	2	Symantec	12,878,522	5.88	3.95	7	0:09:02	116
23	-1	Terra Networks	12,595,405	5.75	4.03	31	0:14:48	29
24	-1	Nifty	12,509,470	5.71	6.57	53	0:26:43	18
25	0	Ask Jeeves	11,943,866	5.45	2.04	17	0:08:46	54

Source: Nielsen//NetRatings, July 2002

*Change in rank is based on re-calculated data for June to match the 15 countries measured in July.

**The MSN property does not include the nineMSN, XtraMSN or T1MSN properties. The Lycos Network property does not include the Sympatico-Lycos property. These properties are reported as distinct properties in their own right.

As of July, the Global Index includes data for: Australia, Brazil, Denmark, France, Germany, Hong Kong, Ireland, Italy, Japan, the Netherlands, New Zealand, Spain, Sweden, the UK and the US.

Average usage in July 2002 showed increases in the time metrics, despite a slight decrease in the active Internet universe (see Table 3). “Despite a fractional fall in the number of surfers who were active in July, overall time spent online and time spent per surfing session in July showed healthy increases,” Goosey said. “As Internet penetration rates continue to grow around the world, we see ongoing evidence that the people who are active online are increasingly dependent on this medium and are committed to spending more and more of their time online.”

Table 3. Average Usage, At-Home, July 2002

	July	June	% Change
Number of Sessions per Month	19	19	-1.01%
Number of Unique Domains Visited	48	49	-1.89%
Page Views per Month	769	766	0.39%
Page Views per Surfing Session	40	40	1.41%
Time Spent per Month	10:12:00	10:02:45	1.54%
Time Spent During Surfing Session	0:32:07	0:31:19	2.57%
Duration of a Page viewed	0:00:48	0:00:47	1.14%
Total Internet Audience Sample	117,104	118,805	-1.43%

Active Internet Universe	219,051,836	219,471,209	-0.19%
Current Internet Universe Estimate	389,796,594	387,908,979	0.49%

Source: Nielsen//NetRatings, July 2002

In July, the Global Index includes data for 15 countries; in June, the Global Index included data for 16 countries. June data in this press release has been recalculated to match the countries measured in July to enable a trendable month-over-month comparison.

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 references 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.

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