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23 OF THE TOP 25 GLOBAL WEB PROPERTIES ATTRACT MAJORITY MALE AUDIENCES IN AUGUST

Italy Sees Greatest Decline in Time Spent Online Between July and August

NEW YORK – October 1, 2002 – All but two of the top 25 global Web properties attracted majority male audiences in August, according to Nielsen//NetRatings, the global standard in Internet audience measurement and analysis.

“Internet audiences in most countries have slight male majorities -- with the exception of the US, where the audience is 52% female,” said Richard Goosey, international chief of measurement science, NetRatings. “This male lead in overall audience numbers is reflected in our August Global Index, which showed that of the top 25 global properties, only two managed to supersede the predominance of males online to attract more females in August. The Walt Disney Internet Group’s audience was 55% female that month, testament to the fact that the site’s emphasis on children’s games, entertainment and products is drawing mothers and female shoppers and vacation planners. eUniverse Network had just the slightest majority of female surfers, with a 51% female audience in August.

“In the top 10 properties, Lycos attracted the most heavily male audience in August, with 60% of its global surfers men,” Goosey said. “An even more dramatic divergence of the genders starts with CNET Networks, where technology news, price comparisons and product reviews are drawing an audience that’s 70% male. T-Online and Tiscali also pulled significantly more males than females in August, due in part to the fact that these are European properties drawing visitors from countries where the overall audience is still majority male in larger proportions.” (see Table 1)

Goosey noted that for marketers looking to target men, the August data is good news. “Men are the dominant presence online and their traffic is significant to virtually every global property,” he said. “However, for marketers looking to advertise to females or for properties looking to attract females with their content, the August data shows that they must dig deeper to find their audience and to create properties that are attractive. Females may still be outnumbered online, but they will direct their traffic to properties that engage them.”

In terms of overall Internet audience numbers for August, Goosey also noted that Nifty and eUniverse Network showed the greatest growth over August, each rising three ranking spots. The results are from Nielsen//NetRatings’ Global Internet Index, which provides the only worldwide measurement of Web audience and usage patterns across 14 countries comprising nearly 70 percent of the global Internet audience universe.

Table 1. Top 25 Global Web Properties, At-Home, August 2002

Rank by Unique Audience	Change in Rank, July - August	Property	Unique Audience	% Audience: Male	% Audience: Female	Reach % Active	Visits per Person	Time per Person	Rank by Page Views
1	0	Yahoo!	111,608,998	54%	46%	50.92	10.09	1:24:25	1
2	0	MSN	100,628,466	54%	46%	45.91	9.31	0:49:45	2
3	0	AOL Time Warner	90,604,788	52%	48%	41.34	7.86	0:32:26	4
4	0	Microsoft	83,090,316	57%	43%	37.91	3.70	0:11:00	8
5	0	Google	55,400,000	59%	41%	25.28	5.59	0:17:49	5
6	0	Lycos Network	50,145,790	60%	40%	22.88	3.50	0:17:28	7
7	0	Amazon	37,294,262	55%	45%	17.02	2.51	0:13:03	12
8	0	eBay	34,836,665	59%	41%	15.89	7.25	1:30:24	3
9	0	About-Primedia	29,933,528	54%	46%	13.66	2.53	0:10:45	18
10	1	The Gator Corporation	20,043,040	56%	44%	9.14	9.91	0:23:48	11
11	-1	CNET Networks	19,700,660	70%	30%	8.99	2.30	0:08:26	33
12	0	Sony	18,731,890	59%	41%	8.55	3.56	0:14:24	24
13	0	Walt Disney Internet Group	16,132,902	45%	55%	7.36	2.36	0:16:12	30
14	0	Vivendi Universal	15,993,940	60%	40%	7.30	2.27	0:14:54	32
15	0	T-Online	15,524,276	67%	33%	7.08	8.43	0:43:27	10
16	2	Real Networks	15,394,622	65%	35%	7.02	2.12	0:08:52	64
17	0	Wanadoo	15,115,708	63%	37%	6.90	5.01	0:18:52	19
18	-2	InfoSpace	14,664,209	55%	45%	6.69	2.36	0:08:37	48
19	0	AT&T	13,879,771	54%	46%	6.33	5.56	0:23:25	21
20	0	Macromedia	13,689,689	57%	43%	6.25	1.76	0:09:35	103
21	3	Nifty	13,610,639	60%	40%	6.21	6.53	0:26:52	17
22	0	Symantec	12,938,615	65%	35%	5.90	3.95	0:09:25	114
23	3	eUniverse Network	12,816,207	49%	51%	5.85	2.54	0:10:30	43
24	-3	Tiscali	12,591,127	68%	32%	5.74	3.41	0:10:54	35
25	2	Sharman Networks	12,512,884	65%	35%	5.71	4.48	0:13:08	127

Source: Nielsen//NetRatings, August 2002

*Change in rank is based on re-calculated data for July to match the 14 countries measured in August.

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

Goosey also pointed out that the dramatic decreases in time spent online that were expected in many countries with the August holiday season didn't materialize, with surprisingly small increases in Germany, France and the Netherlands, despite strong cultural tendencies to take long vacations during the month. (see Table 2) "Of the 14 countries we measured in August, Italy saw the greatest decline in time spent online between July and August," he said. "For almost every other country, the decline was either small or nonexistent, with a number of countries actually seeing time spent online increasing in August, suggesting that the Internet has earned itself a place on holidays as well as during day to day life year-round."

Table 2. Time Spent Online, August and July 2002, At-Home

Country	Time Spent Online: August	Time Spent Online: July	% Change
Hong Kong	15:37:53	16:08:38	-3.20%
US	11:55:21	11:57:07	-0.20%
Japan	11:11:35	10:54:45	2.60%
Brazil	10:49:33	10:22:58	4.30%
Global Average	10:16:18	10:12:00	0.70%
Germany	9:09:58	9:04:44	1.00%
Australia	8:31:09	8:37:30	-1.20%
France	7:47:13	7:43:51	0.70%
Netherlands	7:46:12	7:41:38	1.00%
Sweden	7:12:18	6:01:19	19.60%
UK	6:58:43	6:56:56	0.40%
Spain	6:44:54	7:05:55	-4.90%
New Zealand	5:42:54	5:51:50	-2.50%
Italy	4:57:58	5:40:59	-12.60%
Ireland	3:40:55	3:38:43	1.00%

Source: Nielsen//NetRatings, August 2002

Overall average usage in August showed small decreases in the number of sessions per month and in the duration of page views, with all other measures increasing (see Table 3).

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

	August	July	% Change
Number of Sessions per Month	19	19	-0.26%
Number of Unique Domains Visited	48	48	0.28%
Page Views per Month	783	771	1.58%
Page Views per Surfing Session	41	40	1.85%
Time Spent per Month	10:16:18	10:14:33	0.29%
Time Spent During Surfing Session	0:32:20	0:32:09	0.55%
Duration of a Page viewed	0:00:47	0:00:48	-1.27%
Total Internet Audience Sample	114,006	115,528	-1.32%
Active Internet Universe	219,180,688	217,008,494	1.00%
Current Internet Universe Estimate	388,061,910	386,420,745	0.42%

Source: Nielsen//NetRatings, August 2002

In August, the Global Index includes data for 14 countries; in July, the Global Index included data for 15 countries. July data in this press release has been recalculated to match the countries measured in August 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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