

For Immediate Release:
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MLB.COM HOMERS WITH DIVISIONAL SERIES PLAYOFFS, AS SITE TRAFFIC SOARS 51 PERCENT, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK – October 11, 2002 – Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that traffic to the Major League Baseball's Web site jumped 51 percent as more than 1.2 million baseball fans from work flocked to the Web last week to get the latest highlights for the American and National League divisional playoff series.

The New York Yankees page attracted 17.2 percent of MLB.com's audience, while the St. Louis Cardinals drew 12.4 percent of MLB.com's total visitors (see Table 1). Visitors to the San Francisco Giants page comprised 11.2 percent of the total traffic, while their series opponent, the Atlanta Braves garnered 6.6 percent of the audience. This year's Cinderella teams, the Minnesota Twins and the Anaheim Angels attracted 6.4 percent and 4.2 percent, respectively. Rounding out the list, the Oakland A's drew 3.8 percent of the site's audience, while the Arizona Diamondbacks garnered 1.6 percent of the total traffic.

"This divisional series has certainly been exciting with last-minute Game 5 heroics by the San Francisco Giants and the Minnesota Twins and two defending league champions being eliminated," said Charles Buchwalter, vice president of client analytics, Nielsen//NetRatings. "With a number of interactive features and updated play-by-play content, MLB.com site has built a solid following with fans who can't get enough of America's past time."

Table 1: Top Team Sites Visited (U.S., Work)

Team Site	Audience Traffic %
1. newyork.yankees.mlb.com	17.2
2. stlouis.cardinals.mlb.com	12.4
3. sanfrancisco.giants.mlb.com	11.2
4. atlanta.braves.mlb.com	6.6
5. minnesota.twins.mlb.com	6.4
6. anaheim.angels.mlb.com	4.2
7. oakland.athletics.mlb.com	3.8
8. diamondbacks.mlb.com	1.6

Source: Nielsen//NetRatings, October 2002

Additional data highlights for the week ending October 6, 2002:

- **Sony Music Sings with Traffic**

Sony Music lead the charge as the fastest growing brand, soaring 111 percent, at work for the week ending October 6, according to Nielsen//NetRatings. The site attracted 755,000 unique visitors with more than half of the traffic logging onto Barbra Streisand's Web site. Traffic to Sony Music also spiked 46 percent at home to 751,000 unique visitors with 28 percent of the audience visiting Barbra Streisand's site.

- **Religious Conference Draws Traffic to Latter-day Saints Site**

Traffic to The Church of Jesus Christ of the Latter-day Saints Web site jumped 66 percent at home to 267,000 unique visitors as the 172nd Semi-annual General Conference took place October 5th and 6th. Forty-six percent of the site's visitors logged on to listen to the conference online where the Internet broadcast was offered in 36 languages.

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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