

NetRatings, Inc.

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ONLINE TRAVEL ADVERTISING SOARS 39 PERCENT IN THE PAST YEAR, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK –November 19, 2002 - Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that online travel advertising surged 39 percent in Q3 2002 to 15.9 billion, as compared to the same time last year.

“Despite the economic difficulty that faced the travel industry in the past year, online travel advertising continues to maintain significant share,” said Charles Buchwalter, vice president of client analytics, Nielsen//NetRatings. “By cutting out the middleman, travel Web sites have been able to pass on savings to consumers through increased use of online advertising to promote special sales.”

According to the Nielsen//NetRatings AdRelevance service, the travel category is the fourth largest industry advertising online, making up 6 percent of the total ad impressions in Q3 2002 (see Table 1). Within the travel category, agency booking services comprised the bulk of the impressions, covering 70 percent of the category’s ad impressions.

Table 1. Top Online Advertising Industries, Ranked by Percent Share (Q3 2002)

Industry	Impressions (000)	Percent Share of Total Impressions
Retail Goods & Services	82,426,685	30%
Financial Services	51,350,643	19%
Web Media	37,641,973	14%
Travel	15,943,300	6%
Hardware & Electronics	14,926,458	5%
Telecommunications	13,589,237	5%
Consumer Goods	12,650,314	5%
Entertainment	11,014,164	4%
Health	7,664,607	3%
Public Services	7,619,410	3%
Business to Business	6,975,253	3%
Software	6,307,332	2%
Automotive	4,338,187	2%

Source: Nielsen//NetRatings, AdRelevance

Travelocity’s parent company, Sabre Holdings, Inc. led the list of top travel advertisers last quarter, with nearly 4.2 billion ad impressions (see Table 2). USA Interactive, which has controlling interest in both Expedia and Hotels.com, claimed the No. 2 spot with 2.5 billion impressions, while Orbitz posted 1.3 billion. Impressions for the Cendant Corporation totaled 774 million, while the Dollar Thrifty Automotive Group rounded out the top 5 travel advertisers with 626 million impressions.

“The instantaneous nature of the Internet helped change the travel industry, with consumers benefiting from special online-only promotions and last-minute deals,” added Buchwalter. “Time sensitive online advertising strategies, such as one-day fare sales, have been tremendously successful and the Internet is the only medium able to garner such immediate results.”

Table 2. Top 10 Travel Advertisers, Ranked by Ad Impressions (Q3 2002)

Company	Impressions (000)
1. Sabre Inc.	4,173,706
2. USA Interactive	2,468,997
3. Orbitz	1,330,125
4. Cendant Corporation	774,745
5. Dollar Thrifty Automotive Group, Inc.	625,054
6. Priceline.com, Inc.	568,257
7. British Airways Plc.	478,043
8. AMR Corporation	384,387
9. Delta Air Lines, Inc.	333,918
10. UAL Corporation	310,401

Source: Nielsen//NetRatings, AdRelevance

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 AdRelevance.

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