

For Immediate Release:  
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## **MORE THAN 72 PERCENT OF THE U.S. ONLINE POPULATION USES INTERNET APPLICATIONS, ACCORDING TO NIELSEN//NETRATINGS**

Windows Media, AOL Instant Messenger and RealOne Player/RealPlayer  
Claim Top Internet Applications in the U.S.

NEW YORK — December 18, 2002 — Nielsen//NetRatings, the global standard for digital media measurement and analysis, today reports that more than 72 percent of the total U.S. online audience is using Internet applications. This suggests that nearly three quarters of all Web surfers have incorporated Internet applications, including instant messengers, peer-to-peer file sharing and media player viewing, as part of their daily online experience.

“With the proliferation of faster access speeds and affordable high-performance PCs, Web users have found it very easy to download and install a wide range of Internet applications,” said Carolyn Clark, senior Internet analyst, Nielsen//NetRatings. “Having an accurate picture of how consumers use Internet applications provides marketers with a versatile tool for developing a marketing campaign with impact.”

Internet applications tracking is part of Nielsen//NetRatings’ new measurement of the Digital Media Universe (DMU), which combines Web-based traffic with Internet applications and browser channel audience data. Nielsen//NetRatings’ enhanced tracking capabilities increases its measurable universe by 10 percent, providing the most accurate and comprehensive analysis of online usage and behavior.

DMU tracking allows users in-depth views of usage patterns for numerous applications, including instant messaging applications, media players, ISP applications (non-browsing), wireless content systems, Web phones, news and information toolbars, connected games, weather applications, auction assistants and shopping assistants.

Windows Media player claimed the top spot for all Internet applications, reaching more than 31 percent of the active online population and attracting nearly 41.5 million unique visitors at home and at work in November 2002 (see Table 1). AOL Instant Messenger drew more than 27.8 million surfers and was one of the stickiest applications, with the average user spending nearly four hours during the month using the service. RealOne Player/RealPlayer followed closely with more than 27.2 million unique visitors, attracting nearly 21 percent of the active online population. Instant messaging applications from MSN and Yahoo! rounded out the top five, recording 22.7 million and 15.6 million unique visitors, respectively.

Due to the change in methodology for the Digital Media Universe, the Internet applications report does not permit comparisons to previously published market sizes and positions. Internet applications measurement includes executable computer files and applications, and files launched ending in “.exe”, but does not include browser plug-ins, such as embedded media players and toolbars.

Table 1. Nielsen//NetRatings Top 10 Internet Applications, Ranked by Unique Audience (U.S., Home and Work)

Internet Application	Unique Audience (000)	Active Reach %	Time Per Person (hh:mm:ss)
1. Windows Media Player	41,452	31.2%	0:36:31
2. AOL Instant Messenger	27,848	21.0%	3:41:51
3. RealOne Player/RealPlayer	27,226	20.5%	0:18:25
4. MSN Messenger Service	22,721	17.1%	1:35:48
5. Yahoo! Messenger	15,595	11.7%	2:50:01
6. KaZaA	14,095	10.6%	2:35:37
7. Apple QuickTime	14,004	10.5%	0:06:33
8. Gator	11,628	8.8%	0:04:41
9. WhenU	10,304	7.8%	0:04:53
10. AOL Companion	10,095	7.6%	0:12:24

Source: Nielsen//NetRatings, November 2002

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Nielsen//NetRatings reports November 2002 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for November 2002 along with the latest online Average Usage metrics for the month.

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand  
Month of November 2002

Table 1. Top 10 Parent Companies, Combined Home & Work

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. AOL Time Warner	93,525	7:19:09
2. Microsoft	91,437	2:11:02
3. Yahoo!	80,191	2:35:35
4. Amazon	37,873	0:21:39
5. United States Government	37,168	0:21:07
6. Google	36,772	0:26:56
7. Terra Lycos	34,556	0:18:55
8. eBay	34,039	2:08:45
9. About-Primedia	32,237	0:15:49
10. RealNetworks	31,585	0:26:47

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	80,181	2:35:36
2. Microsoft	76,848	0:33:40
3. MSN	75,742	2:04:01
4. AOL	72,494	8:41:43
5. Amazon	37,269	0:19:47
6. Google	36,772	0:26:56
7. eBay	33,205	2:10:02
8. Lycos Networks	32,434	0:19:38
9. Real	31,508	0:26:46
10. About Network	23,011	0:14:11

Example: The data indicate that 31.6 million home Internet users visited at least one of the RealNetworks -owned sites or launched a RealNetworks-owned application during the month, and each person spent, on average, a total of 26 minutes and 47 seconds at one or more of their sites or applications.

A parent company is defined as a consolidation of multiple domains and URLs owned by a single entity. A brand is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content. Reach is a measure of the unduplicated audience that visits a property. The data are expressed as the percentage of the total universe of Internet users who logged onto the Internet at least once during the reporting period.

Nielsen//NetRatings AdRelevance Top 10 Advertisers  
Month of November 2002

Top advertisers, ranked by impressions, are based on data from AdRelevance, Nielsen//NetRatings' advertising research service. An impression is counted as the number of times an ad is rendered for viewing.

Top 10 Advertisers by Company

Advertiser*	Impressions (000)
1. Classmates Online, Inc.	4,742,694
2. Amazon.com, Inc.	3,981,095
3. The Estee Lauder Companies Inc	3,504,537
4. SBC Communications, Inc.	2,415,824
5. USA Interactive	2,345,211
6. Hewlett Packard Company	1,948,242
7. Sabre Inc.	1,837,921
8. Barnes & Noble, Inc.	1,807,867
9. Bank One Corporation	1,523,573
10. Columbia House Company	1,520,371

\*Impressions reported exclude house ads, which are ads that run on an advertiser's own Web property.

Example: An estimated 1.5 billion Columbia House Company advertisements were rendered for viewing during the surfing period.

Nielsen//NetRatings Average Internet Usage  
Month of November 2002

Data below represent activity for the average Internet user during the designated monthly period.

	Home & Work, November	Home & Work, October	% Change from October
Number of Sessions/Visits per Month	49	54	-9.3
Number of Domains Visited per Month	76	73	+4.1
Web Page Views per Month	1,357	1,307	+3.8
Web Page Views per Surfing Visit	35	34	+2.9
Time Spent per Month	45:09:09	52:00:24	-13.2
Time Spent During Web Visit	0:32:56	0:32:28	+1.4
Duration of a Web Page viewed	0:00:56	0:00:57	-2.0
Active Digital Media Universe	132.8 million	128.9 million	+3.1
Current Digital Media Universe Estimate	176.7 million	178.7 million	-1.1

Note: The Nielsen//NetRatings audience measurement panels represent the universe of persons with access to the Internet via personal computer either in the home, or at the workplace from a non-shared personal computer. The "active" portion of the universe previously represented persons who actively generated Web-traffic, or URLs, through a Web browser. With the launch of the DMU, the "active" portion of the universe now represents persons who actively used a computer connected to the Internet and either generated Web-traffic, or launched and brought into focus any computer application tracked by the Nielsen//NetRatings meter, or both. The new definition of Active Internet Universe is applied consistently across all audience measurement reports. This is true whether the view includes Web traffic only, Internet applications usage only, AOL proprietary browser channels only, or the combined DMU report which includes Web traffic, AOL Proprietary browser channels and Internet applications usage in combination. The impact of this change on the size of the Active Internet Universe is currently an approximate 10 percent increase versus the previous definition based on Web-only activity.

## About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for digital media measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media ratings reports and custom-tailored data to help companies gain valuable insight into their business.

Editor's Note: Please source all data to Nielsen//NetRatings.

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