

For Immediate Release:  
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## **SUPERBOWL.COM SKYROCKETS 339 PERCENT IN TRAFFIC LEADING TO THE BIG GAME, ACCORDING TO NIELSEN//NETRATINGS**

Sports Sites Reach Nearly 12 Million Surfers During the Latest Week

**NEW YORK — January 23, 2003** — Nielsen//NetRatings, the global standard for digital media measurement and analysis, today reports that more than one million unique visitors logged on to SuperBowl.com during the week ending January 19, soaring 339 percent in traffic since the playoffs started. As the official site for the event, SuperBowl.com attracted fans online throughout the wild card playoffs to the AFC and NFC Conference championships this past weekend.

"SuperBowl.com, part of the NFL Internet Network, offers football fans up-to-the-minute news content, including live chats, streaming Webcasts and in-depth game analysis," said Greg Bloom, senior Internet analyst, Nielsen//NetRatings. "We anticipate that sports Web sites overall will draw heavy traffic between now and Sunday, when fans will have the ability to log on and vote for the game's MVP."

Within the NFL Internet Network's individual team channels, the Philadelphia Eagles' Web site attracted more than 18 percent of the total audience during the week ending January 19 (see Table 1). The Tampa Bay Buccaneers drew nearly 16 percent of visitors, while claiming the NFC Conference title. The Oakland Raiders earned their trip to the Super Bowl by winning over the Titans and garnered 11 percent of the NFL Team Sites' total online audience.

**Table 1. Top Five Team Sites for Week Ending January 19, 2003 (U.S., Home)**

Site	Percent of Audience Traffic
1. philadelphiaeagles.com	18.4
2. buccaneers.com	15.5
3. raiders.com	11.1
4. dallascowboys.com	9.7
5. titansonline.com	5.9

Source: Nielsen//NetRatings, January 2003

### **Major Sporting Events Boost Fan Traffic to Sports Sites**

Nearly 12 million Internet users visited a sports-related Web site during the week ending January 19, reaching more than 14 percent of the active online population at home (see Table 2). Major sporting events, such as the Super Bowl or the World Series, contribute significantly to traffic increases, with sports sites attracting more surfers beyond its usual fan base.

Sports fans surfing the Internet made ESPN their No. 1 destination, attracting 3.8 million at home unique visitors during the week. NFL Internet Network drew 2.3 million surfers, claiming the No. 2 ranking. Nearly 1.9 million surfers logged onto eBay Sports, which offered game tickets and sports memorabilia for sale. Rounding out the top five, AOL Sports and Yahoo! Sports both garnered nearly 1.7 million visitors.

"As one of the most visited entertainment categories, sports sites reach nearly one-third of the active online population during any given month, delivering a large target audience for online advertisers," said Bloom. "Web marketers have realized the extensive reach of the online sports industry, developing key Internet campaigns during major sporting events. "

"Watching Super Bowl TV commercials has become a significant part of the overall experience and during the last few years, online advertisers have provided creative rich media campaigns to compliment and enhance this experience," added Bloom.

**Table 2. Top Ten Sports Web Sites for the Week Ending January 19, 2003 (U.S., Home)**

Brand or Channel	Unique Audience (000)	Active Reach (%)
All Sports	11,924	14.44
1. ESPN	3,769	4.56
2. NFL Internet Network	2,266	2.74
3. eBay Sports	1,888	2.29
4. AOL Sports	1,685	2.04
5. Yahoo! Sports	1,674	2.03
6. Sportsline.com*	1,140	1.38
7. CNNsi	764	0.93
8. OCSN	737	0.89
9. Nascar.com	666	0.81
10. NBA Internet Network	664	0.80

Source: Nielsen//NetRatings, January 2003

\*Note: Traffic to SportsLine.com does not include traffic to its network of sites, such as the NFL Internet Network, etc.

#### **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. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

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

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