

For Immediate Release:
NetRatings, Inc.

Max Heineman (212) 703-5953
Maria Bumatay (408) 586-7560

SUPERBOWL.COM SCORES WITH MORE THAN A MILLION VISITORS ON SUNDAY, ACCORDING TO NIELSEN//NETRATINGS

Internet Traffic to Official Web Site was the Highest Ever During Past Three Super Bowl Sundays

NEW YORK — January 28, 2003 — Nielsen//NetRatings, the global standard for digital media measurement and analysis, today reports that more than one million unique visitors from home logged on to SuperBowl.com on the day of the big game, spiking 266 percent in traffic since Saturday.

According to Nielsen//NetRatings' Daily Overnight Analysis, Internet traffic on Sunday to SuperBowl.com was the highest ever (see Table 1). Last year, visitors to the official Web site totaled more than 900,000 unique surfers on Super Bowl Sunday, while the 2001 game between the New York Giants and the Baltimore Ravens attracted 359,000 unique visitors to SuperBowl.com.

Table 1. Nielsen//NetRatings Daily Overnight Traffic to SuperBowl.com on Super Bowl Sunday (U.S., Home)

Year	Unique Audience (000)
2003 (Oakland vs. Tampa Bay)	1,028
2002 (New England vs. St. Louis)	904
2001 (Baltimore vs. New York)	359

Source: Nielsen//NetRatings

As the game unfolded, fans utilized the Internet in tandem with watching the game on TV. SuperBowl.com experienced the most traffic during the latter half of the game, between 6-10 p.m. In that timeframe, Superbowl.com attracted 9 -13 percent of the site's daily traffic during each hour. For the third straight year, fans were allowed to vote for the game's most valuable player on SuperBowl.com, prompting online activity to increase during the fourth quarter.

"As the official site for the event, SuperBowl.com was the online source for all the game-day activity, with traffic nearly tripling in size overnight," said Greg Bloom, senior Internet analyst, Nielsen//NetRatings. "By delivering real-time content and other special features such as online MVP voting, the Super Bowl brand has become a strong force on the Web with fans and advertisers alike."

"Many of the major brands advertising during Sunday's game will be looking to the Internet throughout this week to gauge the success of their efforts," added Bloom. "Savvy brand marketers know that as colleagues chat about the game and commercials around the office water cooler, word of mouth will drive more visitors to advertisers' sites."

Additionally, Nielsen Media Research reports that ABC's broadcast of the championship game scored a 40.7 rating, making it the highest rated Super Bowl telecast since 1999. Sunday, 43.4 million households tuned into the game between the Tampa Bay Buccaneers and the Oakland Raiders. ABC's online sports partner, ESPN.com, drew more than 1.4 million surfers on Sunday, jumping 29 percent as compared to Saturday's traffic.

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.

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

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