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Travel Sites Reach Highest Proportion of French Surfers, More Than Any Other Market, According to the Nielsen//NetRatings Global Index

NEW YORK – January 31, 2003 – Travel Websites reached 33 percent of the active Internet audience in France in December, a deeper penetration than in 12 other markets during the busy holiday travel season, according to Nielsen//NetRatings, the global standard for digital media measurement and analysis (see Table 1).

“A lot of people are on the move in December – visiting relatives and friends and scheduling family vacations to coincide with work and school holidays,” said Richard Goosey, international chief of measurement science, NetRatings. “This makes travel as well as weather sites popular online destinations, both for researching and booking trips and for investigating the conditions at the chosen ski or beach location.

“The fact that two French sites each drew nearly a million unique users in December – out of nine and a half million active users overall - and ranked among the top 20 global sites shows the extent to which this category has penetrated that particular market,” added Goosey.

“Increasingly, the trend among European surfers is less reliance on portals and more increased usage of niche sites,” he said. “This is reflected in the December results, which show sites from Germany, (bahn.de), the UK (multimap.com), France (mappy.com and voyages-sncf.com) and Italy (trenitalia.com) ranking alongside a regional European powerhouse, lastminute.com, to draw enough surfers from their respective countries to rank among the top travel sites worldwide.”

Table 1. Travel Category, December 2002, At-Home

Country	Reach: % Active, December	Reach: % Active, November	Time per Person, December	Time per Person, November
France	33.23	29.50	0:14:19	0:14:56
Netherlands	30.77	28.81	0:13:07	0:12:22
Germany	28.87	26.31	0:19:03	0:16:35
Japan	28.73	28.73	0:09:05	0:08:50
Switzerland	27.90	26.24	0:12:37	0:11:50
UK	26.80	27.63	0:15:31	0:16:39
US	25.52	25.73	0:24:49	0:26:25
Sweden	22.32	21.23	0:14:38	0:17:07
Australia	17.82	18.07	0:18:28	0:18:54
Italy	15.70	13.95	0:11:57	0:12:18
Hong Kong	13.93	16.41	0:11:15	0:14:32
Spain	7.55	6.51	0:09:40	0:08:47
Brazil	3.91	3.10	0:13:31	0:16:31

Source: Nielsen//NetRatings, December 2002

In addition, the Nielsen//NetRatings November Global Index ranked Wanadoo and eUniverse Networks as the biggest gainers in the top 25 global Web properties (see Table 2), each gaining three spots since November. The results are from Nielsen//NetRatings' Global Internet Index, which provides the only worldwide measurement of Web audience and usage patterns across 13 countries comprising nearly 70 percent of the global Internet audience universe.

Table 2. Top 25 Global Web Properties, At-Home, December 2002

Rank by Unique Audience	Change in Rank, Nov-Dec	Property	Unique Audience	Reach: % Active	Visits per Person	Pages per Person	Time per Person	Rank by Page Views
1	0	Yahoo!	119,691,405	49.89	10.10	166	1:18:46	1
2	0	MSN*	107,606,487	44.85	9.41	96	0:52:55	2
3	0	AOL Time Warner	92,519,056	38.56	7.79	48	0:31:27	4
4	0	Microsoft	78,000,914	32.51	2.77	11	0:09:27	12
5	0	Google	67,588,029	28.17	6.18	54	0:17:40	5
6	1	Amazon	50,962,183	21.24	2.62	30	0:16:29	9
7	1	Lycos Network	50,574,053	21.08	3.53	37	0:17:35	7
8	0	eBay	45,531,082	18.98	7.05	225	1:29:42	3
9	0	About-Primedia	31,173,309	12.99	2.47	22	0:11:31	17
10	0	CNET Networks	22,856,113	9.53	2.26	18	0:08:18	27
11	0	Sony	21,165,617	8.82	3.30	21	0:12:05	24
12	3	Wanadoo	19,852,921	8.27	5.39	43	0:21:47	13
13	-1	Walt Disney Internet Group	18,727,859	7.81	2.62	22	0:14:45	26
14	0	Sharman Networks	18,088,080	7.54	5.30	9	0:17:04	68
15	2	Vivendi Universal	17,501,586	7.29	2.35	20	0:10:09	33
16	-3	T-Online	17,405,335	7.25	8.48	95	0:57:04	8
17	1	Real Networks	17,002,978	7.09	2.28	10	0:12:17	65
18	3	eUniverse Network	16,712,757	6.97	2.54	16	0:10:17	42
19	1	Macromedia	16,145,298	6.73	1.74	7	0:08:50	108
20	-1	Symantec	16,024,670	6.68	3.93	8	0:09:55	99
21	2	InfoSpace	15,377,257	6.41	2.19	15	0:08:31	48
22	0	Tiscali	15,108,147	6.30	3.46	24	0:11:01	31
23	1	The Gator Corporation	14,317,184	5.97	7.23	47	0:18:52	18
24	2	Rakuten	14,024,865	5.85	6.71	84	0:36:23	10
25	0	Nifty	13,863,289	5.78	6.40	52	0:28:46	14

Source: Nielsen/NetRatings, December 2002

*The MSN property does not include the nineMSN, XtraMSN or T1MSN properties. The Lycos Network property does not include the Sympatico-Lycos property. These properties are reported as distinct properties in their own right.

As of December, the Global Index includes data for: Australia, Brazil, France, Germany, Hong Kong, Italy, Japan, the Netherlands, Spain, Sweden, Switzerland, the UK and the US.

The active global Internet audience saw the greatest gains in December, up nearly two percent over November (see Table 3). Page views per month, time spent per month and the number of sessions per month also near-one percent gains since last month.

Table 3. Average Usage, At-Home, December 2002

	December	November	% Change
Number of Sessions per Month	20	20	0.75%
Number of Unique Domains Visited	51	51	0.54%
Page Views per Month	825	818	0.87%
Page Views per Surfing Session	41	41	0.11%
Time Spent per Month	11:00:13	10:55:19	0.75%
Time Spent During Surfing Session	0:32:35	0:32:36	-0.01%
Duration of a Page viewed	0:00:48	0:00:48	-0.12%
Total Internet Audience Sample	111,591	112,872	-1.13%
Active Internet Universe	239,915,413	235,936,066	1.69%
Current Internet Universe Estimate	393,301,203	392,283,392	0.26%

Source: Nielsen//NetRatings, December 2002

Internet audience sample, Active Internet Universe and Current Internet Universe Estimate Data for the US includes Digital Media Universe tracking, which combines Web-based traffic with Internet applications and browser channel audience data. All other measures exclude Internet applications data.

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.

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