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## FORTUNE 500 ONLINE ADVERTISING GROWS SIX PERCENT YEAR-OVER-YEAR, ACCORDING TO NIELSEN/NETRATINGS

Rich Media Advertising Scores with Fortune 500 Companies

**NEW YORK — February 3, 2003** — The latest AdRelevance research from Nielsen//NetRatings, the global standard for digital media measurement and analysis, reveals that a total of 286 Fortune 500 advertisers launched an online advertising campaign during the last quarter of 2002, as compared to 270 the year prior, showing a six percent year-over-year increase.

“Fortune 500 advertising has grown steadily in the past year, as large traditional advertisers are discovering how the online medium can be used to reach desirable target audiences,” said Charles Buchwalter, vice president of client analytics, Nielsen//NetRatings. “The stage is set for the Web’s share of these companies’ marketing budgets to increase throughout 2003.”

Amazon.com, ranked No. 492 on the Fortune list, peaked as the top online advertiser in Q4 2002. Amazon recorded 12.2 billion ad impressions during the busy holiday season. Cosmetics company, Estee Lauder, ranked No. 360 on the Fortune 500 list, claimed the No. 2 spot with 9.5 billion impressions, while USA Interactive posted seven billion impressions for the quarter. SBC Communications and Barnes & Noble rounded out the top five with six and 5.8 billion impressions served, respectively.

“A varied group of Fortune 500 online advertisers comprised the top 10 list, indicating that interactive media has made an impact across many industries,” said Buchwalter. “After a challenging two-and-a-half years for the online advertising market, the increasing involvement of the nation’s largest advertisers provides a much-needed shot in the arm to the online medium.”

**Table 1. Top Fortune 500 Online Advertisers Ranked by Impressions, Q4 2002**

Rank Q4 2002	Rank Q4 2001	Advertiser	Impressions (Billions)
1	1	Amazon.com, Inc.	12.2
2	31	The Estee Lauder Companies (Gloss.com)*	9.5
3	9	USA Interactive	7.0
4	36	SBC Communications	6.0
5	2	Barnes & Noble, Inc.	5.8
6	7	Dell Computer Corporation	4.7
7	12	Hewlett Packard Company	4.5
8	5	Bank One Corporation	4.3
9	4	AOL Time Warner	3.6
10	15	General Motors Corporation	3.5

Source: Nielsen//NetRatings AdRelevance, Q4 2002

\*Note: Estee Lauder ad impressions comprised primarily of Gloss.com advertising. Gloss.com is a joint partnership between Estee Lauder, Chanel, and Clarins.

### Rich Media Advertising Scores with Fortune 500 Companies

Half of the top rich media advertisers last quarter were Fortune 500 companies. Hewlett Packard, ranking No. 28 on the Fortune 500 list, led the way with more than three billion impressions using rich media (see Table 2). SBC Communications, another top 30 Fortune 500 company, came in as the No. 2 rich media advertiser with 1.5 billion impressions. Microsoft, Cassava, and Harris Investor Services rounded out the top five.

Of the top ten rich media advertisers, Cassava Enterprises, owner of Casino-On-Net.com, was the only pure Internet-based business. Additionally, only two of the top 10 rich media advertisers appeared in the top 10 in 2001, suggesting that rich media is still in the process of being discovered by more advertisers.

“Rich media allows Fortune 500 advertisers, who are used to the live-action and emotion-packed delivery of television, to bring similar messages across media to the online space,” added Buchwalter. “The growing presence of traditional companies employing rich media technologies suggests that large offline players like what they see online and are experimenting with new ways to get their messages across.”

**Table 2. Top Rich Media Advertisers Ranked by Impressions, Q4 2002**

Rank Q4 2002	Rank Q4 2001	Advertiser	Impressions (Millions)
1	9	Hewlett Packard Company	3,116
2	27	SBC Communications, Inc.	1,557
3	5	Microsoft Corporation	653
4	16	Cassava Enterprises (Casino-On-Net)	574
5	N/A	Harris Investor Services LLC	550
6	29	Sony Corporation	470
7	17	AT&T Wireless Services, Inc.	292
8	N/A	NBA	290
9	47	Toyota Motor Corporation	270
10	79	USA Interactive	259

Source: Nielsen//NetRatings AdRelevance, Q4 2002

**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 AdRelevance.

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