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MICHAEL JACKSON DOCUMENTARY BOOSTS TRAFFIC TO ABCNEWS.COM, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK — February 12, 2003 —Nielsen//NetRatings, the global standard for digital media measurement and analysis announced today that overnight traffic to ABCNews.com jumped 37 percent following the network's televised airing of the Martin Bashir documentary, *Living With Michael Jackson* on Thursday, February 6. The site attracted 282,000 surfers from home on Friday, February 7, compared to 206,000 surfers the previous day.

"The recent media hype generated by Bashir's documentary is just another example of Michael Jackson's star power, as fans flocked to watch him on TV and read about him on the Web," said Carolyn Clark, senior Internet analyst, Nielsen//NetRatings.

According to Nielsen Media Research, the documentary which aired on a special *20/20* episode, was the top watched show that evening with more than 27.1 million viewers and helped boost ABC as the top ranked network that evening. Immediately airing after the documentary, ABC's news show, *Primetime*, featured additional footage and interviews with Martin Bashir. The show drew 22.7 million viewers

Jackson's most recent album "Invincible", released in 2001, sold two million copies, according to Nielsen SoundScan.

"The controversial documentary sparked a global media frenzy, starting with its premiere in the United Kingdom," added Clark. "The buzz continues this week with plans to re-air the documentary this weekend on VH-1. Despite slowed album sales, Michael Jackson's popularity has not diminished."

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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