

For Immediate Release:
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EAST COAST STORM DRIVES SURFERS TO WEATHER SITES, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK — February 21, 2003 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, shows a spike in traffic to various weather sites during the week ending February 16, as the Eastern part of the United States experienced the biggest snowstorm in recent years.

Traffic to Accuweather.com surged 41 percent to 942,000 surfers at home, as compared to 670,000 surfers the previous week. WeatherUnderground.com attracted 783,000 surfers, rising 40 percent, while Intellicast.com jumped 34 percent in traffic to 398,000 surfers. The Weather Channel and Weatherbug.com, two of the biggest sites in this category, also recorded week-over-week growth, with 5.7 million surfers and 4.4 million surfers, respectively.

“With so many people snowed out of work and school, the Web served as an up-to-the minute source of news and weather information,” said Greg Bloom, senior Internet analyst, Nielsen//NetRatings.

Table 1: Nielsen//NetRatings Top 5 Fastest Growing Weather Sites, Ranked by Percent Growth (U.S., Home)

Site	Unique Audience (000)		
	2/9/03	2/16/03	% Growth
1. AccuWeather	670	942	41%
2. Weather Underground	558	783	40%
3. Intellicast	296	398	34%
4. Weather Channel	4,436	5,706	29%
5. WeatherBug.com	4,117	4,448	8%

Source: Nielsen//NetRatings, February 2003

Additional Highlights from Nielsen//NetRatings' Week on The Web

- **Disqualified *American Idol* Contestant Draws Fans Online**

The dismissal of popular “American Idol” contestant Frenchie Davis, drove traffic to TheSmokingGun.com, skyrocketing 211 percent, with the site leading the way as the fastest growing brand at home for the week ending Feb. 16th, according to Nielsen//NetRatings. The top story, detailing circumstances surrounding Davis’ dismissal, attracted 33 percent of the site’s 631,000 visitors. Traffic to the “American Idol” site jumped 30 percent to 366,000 surfers compared to 281,000 the previous week.

- **President’s Day Weekend Boosts Traffic to Movie Ticketing Sites**

The long weekend President’s Day Weekend, combined with the “Daredevil” premier, drove traffic to various movie-ticketing sites. Fandango.com jumped 34 percent at home, for the week ending Feb. 16th, to 362,000 unique visitors. Movietickets.com grew 25 percent to 281,000 visitors, and Movies.com increased 8 percent, attracting 282,000 unique visitors at home.

- **Sports Fans Boost Traffic to League Sports Sites at Work**

Various sporting events drove sports fans online for the week ending Feb. 16th. Nascar.com soared 75 percent to more than one million unique visitors at work, as the Daytona 500 kicked off this season’s Winston Cup.

The 52nd NBA All-Star Game spiked traffic at work to the NBA Internet Network by 33 percent. Twenty percent of the site’s 825,000 surfers visited the All-Star 2003 page.

Traffic to MLB.com jumped 25 percent at work to 557,000 unique visitors, with pitchers and catchers reporting for spring training camp,

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience 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 research 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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