

*For immediate release*

NetRatings Japan Inc.

Michiko Kanai +813-5575-5011

Weber Shandwick

Takahiro Osaki +813-5427-7396

## **Usage of Government Web Sites Takes Rapid Hold; New Popularity Attributed to Better Services, Greater Convenience**

—PSA's First Among National Government Sites,  
Metropolis of Tokyo's First Among Prefectural and Municipal Sites—

### **ACCORDING TO NIELSEN//NETRATINGS**

**Tokyo, February 24, 2003**— NetRatings Japan Inc., the global standard in internet audience measurement and analysis, today announced a report on the results of Audience Measurement Service (AMS) for January 2003.

Survey results show internet users are now quite accustomed to visiting the Web sites of national and municipal governments and government institutions, as well as those of Japan's government-owned "special corporations." Among sites run by the government or government agencies (go.jp domains), the Postal Service Agency (PSA) Web site had the most visitors with some 2.18 million people dropping by in January—almost twice the number who came to the site in January 2001 and an increase attributed to people tracking the delivery status of their mailed parcels and checking postage rates. The Japan Highway Public Corporation's Web site ranked second among government sites thanks to the popularity of its almost real-time traffic information, a service users seem to like for the great convenience it offers them. In average time per person per visit, the sites of the Japan Racing Association (horse racing information) and Hello Work (employment information) stood out for the extraordinarily long time visitors spent at these sites per visit: over two hours for the former and about 36 minutes for the latter.

One government site that was conspicuous for its drastic *decline* in popularity was the official Web site of prime minister's residence: visitors plunged to 57% of their level a year ago (–43% YoY). Last year it was, together with the "Koizumi Cabinet Mail Magazine," one of Japan's hottest; yet internet users seem to have lost interest in the site that at once pioneered and was a forerunner among government Web sites in conveying information to the public.

Among prefectural and municipal Web sites, that of the Metropolis of Tokyo saw visitor numbers rise to 168% of last January's level, to 740,000. It was followed in ranking by the sites of the City of Yokohama, Hokkaido Prefecture, Kanagawa Prefecture, and Osaka Prefecture.

**Table 1. Ranking of national government sites (go.jp domains) by visitor numbers**

(January 2003, accesses from home)

	Domain (operator)		Visitors (thou.)	YoY comparison	Av. time per person
1	yusei.go.jp	Postal Services Agency	2176	194%	0:09:10
2	jhnet.go.jp	Japan Highway Public Corporation	751	140%	0:08:07
3	jra.go.jp	Japan Racing Association	743	147%	2:05:09
4	mlit.go.jp	Ministry of Land, Infrastructure and Transport	593	145%	0:04:58
5	nta.go.jp	National Tax Agency	543	171%	0:16:39
6	hellowork.go.jp	Hello Work	489	272%	0:36:24
7	mhlw.go.jp	Ministry of Health, Labour and Welfare	485	195%	0:04:50
8	mofa.go.jp	Ministry of Foreign Affairs	296	122%	0:05:13
9	kantei.go.jp	Prime Minister's Residence	285	57%	0:03:17
10	meti.go.jp	Ministry of Economy, Trade and Industry	227	138%	0:02:43

**Table 2. Ranking of prefectural and municipal government sites by visitor numbers**

(January 2003, accesses from home)

	Domain (operator)		Visitors (thou.)	YoY comparison	Av. time per person
1	metro.tokyo.jp	Metropolis of Tokyo	743	168%	0:05:59
2	city.yokohama.jp	City of Yokohama	393	111%	0:05:02
3	pref.hokkaido.jp	Hokkaido Prefecture	277	225%	0:02:19
4	pref.kanagawa.jp	Kanagawa Prefecture	246	115%	0:05:43
5	pref.osaka.jp	Osaka Prefecture	219	140%	0:01:56
6	city.osaka.jp	City of Osaka	216	141%	0:07:22
7	pref.saitama.jp	Saitama Prefecture	204	152%	0:02:55
8	city.kyoto.jp	City of Kyoto	173	122%	0:03:50
9	pref.ibaraki.jp	Ibaraki Prefecture	173	—	0:02:06
10	pref.gifu.jp	Gifu Prefecture	169	92%	0:01:52

NetRatings President Masashi Hagihara commented on these developments, noting: "The previous consensus was that in Japan, people didn't make as much use of government sites as they do in North America and Europe. What we seem to be seeing here is a result of the better content many Japanese government sites have come to feature—some of it as good as anything Web sites operated by private enterprises have. I look forward to the already particularly popular Postal Services Agency's Web site soon offering even more sophisticated on-line services once the agency becomes the new Postal Services Corporation in April."

The unique audience rankings for websites and ad banners discussed here are based on data supplied to customers of Nielsen//NetRatings' Audience Measurement Service (AMS) and reflect the Internet activities of home PC users nationwide who accessing Web more than once (unduplicated) during between January 1 and 31, 2002. AMS collects and compiles real-time data on Internet use and user attributes from a survey panel of more than 30,000 statistically representative home users throughout Japan selected by random digit dialing (RDD).

**Table 1. Nielsen//NetRatings: Top 10 Website Properties at Home(for January 2003)**

Rank	Property	Unique Audience (000)	Reach (%)	Page Views (000)	Time Per Person
1	Yahoo!	20,662	78.46	8,503,792	2:21:38
2	Rakuten	14,597	55.43	1,404,014	0:40:31
3	Nifty	13,431	51.00	726,566	0:29:37
4	MSN	12,926	49.09	921,801	0:31:57
5	NEC	11,771	44.70	492,171	0:19:14
6	Microsoft	10,535	40.01	125,655	0:12:23
7	Sony	9,499	36.07	283,497	0:12:32
8	NTT Communications	9,053	34.38	207,588	0:12:36
9	KDDI	7,536	28.62	172,370	0:10:59
10	Asahi Net	6,862	26.06	122,675	0:08:23

**Table 2. Nielsen//NetRatings: Top 10 Website Domains at Home(for January 2003)**

Rank	Domain	Unique Audience (000)	Reach (%)	Page Views (000)	Time Per Person
1	yahoo.co.jp	19,495	74.03	7,952,496	2:17:51
2	nifty.com	11,975	45.47	577,877	0:26:53
3	biglobe.ne.jp	11,228	42.64	446,438	0:17:44
4	microsoft.com	10,427	39.60	123,603	0:12:25
5	geocities.co.jp	9,977	37.89	451,401	0:19:16
6	infoseek.co.jp	9,750	37.02	388,841	0:15:14
7	ocn.ne.jp	8,860	33.65	200,337	0:12:04
8	msn.co.jp	8,494	32.26	314,991	0:16:55
9	msn.com	8,086	30.71	435,171	0:22:24
10	rakuten.co.jp	7,039	26.73	502,691	0:32:25

**Table 3. Nielsen//NetRatings: Top 10 Advertisers Carrying Ad Banners at Home(for January 2003)**

Rank	Advertiser	Unique Audience (000)	Reach%	impressions
1	Yahoo!	19,792	75.16	6,126,795,441
2	Dell Computer	15,487	58.81	402,395,072
3	Amazon	13,951	52.98	756,261,536
4	Microsoft	12,368	46.97	345,287,416
5	IBM	10,905	41.41	216,262,852
6	ORIX Credit	10,516	39.93	214,499,295
7	Japan Racing Associatio	10,231	38.85	90,318,735
8	Mobit	10,177	38.65	1,181,590,543
9	NOVA	10,031	38.09	87,400,011
10	NTT Communications	9,030	34.29	1,072,015,157

**Table 4. Nielsen//NetRatings: Top 10 Domains Carrying Ad Banners at Home(for January 2003)**

Rank	Domain	Unique Audience (000)	Reach%	impressions
1	yahoo.co.jp	19,072	72.42	14,249,047,337
2	geocities.co.jp	9,580	36.38	409,645,676
3	infoseek.co.jp	9,465	35.94	896,783,872
4	msn.co.jp	7,035	26.71	432,995,472
5	lycos.co.jp	6,531	24.80	276,081,301
6	biglobe.ne.jp	5,345	20.30	210,067,301
7	goo.ne.jp	4,197	15.94	210,159,714
8	cool.ne.jp	4,147	15.75	188,812,210
9	teacup.com	4,116	15.63	76,241,088
10	nifty.com	4,082	15.50	118,181,388

**Table 5. Nielsen//NetRatings: January 2003 Internet Average Usage Access from Home PCs**

	January	December	% Change
Number of Sessions per Month	21	21	0
Number of Domains per person	65	60	8.33
Page Views per Month	1,324	1,232	7.47
Page Views per Surfing Session	62	58	6.9
Time Spent per Month	12:25:50	11:44:57	5.8
Time Spent During Surfing Session	34:45	33:25	3.99
Duration of a Page Viewed	0:34	0:35	-2.86
Average Monthly Banner Click Rate	0.21	0.21	0
<b>Active Internet Universe<sup>1</sup></b>	<b>26,333,980</b>	26,652,853	-1.20
<b>Current Home Internet Universe (Estimate)<sup>2</sup></b>	<b>59,356,382</b>	60,522,803	-1.93

## Access from Work PCs

	January	December	% Change
Number of Sessions per Month	47	48	-2.08
Number of Domains per person	93	90	3.33
Page Views per Month	2,007	1,821	10.21
Page Views per Surfing Session	42	38	10.53
Time Spent per Month	24:59:30	23:58:14	4.26
Time Spent During Surfing Session	31:43	30:02	5.6
Duration of a Page Viewed	0:45	0:47	-4.26
Average Monthly Banner Click Rate	0.08	0.12	-33.33
<b>Active Internet Universe<sup>1</sup></b>	<b>8,254,864</b>	8,374,262	-1.43
<b>Current Work Internet Universe (Estimate)<sup>3</sup></b>	<b>10,223,749</b>	10,327,654	-1.01

### Notes

1 Active Internet Universe Home Internet Use: The number of users in Japan who accessed the Internet from home PCs in November. Workplace Internet Use: The number of users in Japan who accessed the Internet from workplace PCs in January.

### 2 Current Home Internet Universe (Estimate)

All members (two years and older) of households in Japan with access to the Internet from home PCs in January (including non-users).

### 3 Current Work Internet Universe (Estimate)

All individuals (16 years and older) in Japan with access to the Internet from workplace PCs within the past month (including non-users).

## About Nielsen//NetRatings

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings services include worldwide Internet audience measurement, AdRelevance tracking of online advertising creatives, impressions and expenditures, and the @plan Internet user lifestyle, demographic, and product brand preferences measurement. Nielsen//NetRatings uses patented technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive information in the global marketplace. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com). NetRatings launched the service in Japan in March 2000.

###