



For Immediate Release:
NetRatings, Inc.

Grace Kim (408) 941-2932

THREE OUT OF FOUR AMERICANS HAVE ACCESS TO THE INTERNET, ACCORDING TO NIELSEN//NETRATINGS

Online Population Surges Past 200 Million Mark for the First Time

NEW YORK — March 18, 2004 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that nearly 75 percent or 204.3 million Americans have access to the Internet from home (see Table 1). In comparison, Internet access penetration hovered around 66 percent in February 2003, rising nine percentage points year-over-year.

“In just a handful of years, online access has managed to gain the type of traction that took other media decades to achieve,” said Kenneth Cassar, director of strategic analysis, Nielsen//NetRatings.

Table 1: Nielsen//NetRatings Internet Access Penetration (U.S., Home)

	Persons with Web Access (000)	Total Persons in U.S. (000)*	Internet Penetration %**
Population (Ages 2+)	204,307	272,810	74.9%

Source: Nielsen//NetRatings Enumeration Study, February 2004

*Total persons in the U.S. represents the number of people aged 2 and over, living in households equipped with a fixed line phone and is based on 2004 projections derived from the 2000 Census estimates.

**Internet access penetration is defined as the percent of people aged 2 and over living in households equipped with a fixed line phone, who have home access to the Internet, though not necessarily logging online during a specific timeframe.

Online American Demographics

Nielsen//NetRatings reports that women represent a higher proportion of Web surfers, with eighty-two percent or 34.6 million women between the ages of 35-54 accessing the Internet at home. Men in this age group posted an 80 percent access penetration rate, accounting for nearly 32.4 million surfers (see Table 2). Seventy-seven percent of females in the 25-34 age group are Web surfers, while 75.6 percent of males in this age bracket have Internet access.

“Women make the majority of purchases and household decisions, so it’s no surprise that they are utilizing the Internet as a tool for daily living,” said Cassar.

Table 2: Nielsen//NetRatings Internet Access Penetration (U.S., Home)

Age/Gender Group	Persons with Web access (000)	Total Persons in U.S.*	Internet Penetration %**
Females 35-54	34,614	42,350	81.70%
Males 35-54	32,388	40,370	80.20%
Females 25-34	14,114	18,340	77.00%
Males 25-34	13,859	18,320	75.60%
M / F 2 - 17	49,078	63,270	77.60%
M / F 18 - 24	20,177	26,900	75.00%
M / F 55+	40,077	63,260	63.40%



Total	204,307	272,810	74.90%
--------------	----------------	----------------	---------------

Source: Nielsen//NetRatings Enumeration Study, February 2004

*Total persons in the U.S. is based on the 2000 U.S. Census.

**Internet access penetration is defined as the percent of people who have access to the Internet, though not necessarily logging online during a specific timeframe.

Internet access penetration rates are based on the Nielsen//NetRatings February 2004 monthly enumeration study, collected through random-digit dial phone survey. Internet access penetration is defined as the percent of people who have access to the Internet, but not necessarily logging online during a specific timeframe.

Nielsen//NetRatings reports February 2004 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for February 2004.

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand
Month of February 2004

Table 1. Top 10 Parent Companies, Combined Home & Work

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	109,712	2:07:54
2. Time Warner	97,602	5:15:29
3. Yahoo!	94,678	2:40:55
4. Google	61,798	0:30:25
5. eBay	58,639	1:39:57
6. United States Government	53,213	0:29:59
7. RealNetworks	36,587	0:38:53
8. Amazon	36,391	0:18:51
9. InterActiveCorp	34,785	0:26:08
10. Terra Lycos	32,134	0:10:06

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. MSN	95,218	1:50:55
2. Microsoft	92,542	0:37:26
3. Yahoo!	92,222	2:44:15
4. AOL	71,968	6:20:34
5. Google	61,290	0:30:17
6. eBay	57,287	1:36:13
7. Real	36,337	0:36:30
8. Amazon	33,385	0:16:58
9. Lycos Network	30,943	0:09:54
10. MapQuest	28,383	0:10:35

Example: The data indicates that 32.1 million home and work Internet users visited at least one of the Terra Lycos-owned sites or launched a Terra Lycos-owned application during the month, and each person spent, on average, a total of 10 minutes and 6 seconds at one or more of their sites or applications.

A parent company is defined as a consolidation of multiple domains and URLs owned by a single entity. A brand is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content. Reach is a measure of the unduplicated audience that visits a property. The data is expressed as the percentage of the total universe of Internet users who logged onto the Internet at least once during the reporting period.

Nielsen//NetRatings AdRelevance Top 10 Advertisers
Month of February 2004

Top advertisers, ranked by impressions, are based on data from AdRelevance, Nielsen//NetRatings' advertising research service. An impression is counted as the number of times an ad is rendered for viewing.

Top 10 Advertisers by Company



Advertiser*	Impressions (000)
1. Netflix, Inc.	3,139,768
2. InterActiveCorp	1,995,716
3. Classmates Online, Inc.	1,722,220
4. LowerMyBills.com, Inc.	1,675,000
5. AT&T Wireless Services, Inc.	1,643,114
6. Ameritrade Holding Corporation	1,598,834
7. SBC Communications, Inc.	1,475,854
8. Ameriquest Mortgage Company	1,448,639
9. Dell Computer Corporation	1,429,328
10. Weight Watchers International, Inc.	1,329,383

*Impressions reported exclude house ads, which are ads that run on an advertiser's own Web property.

Example: An estimated 1.3 billion Weight Watchers International, Inc. advertisements were rendered for viewing during the surfing period.

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, WebRF, LemonAd, MegaPanel and SiteCensus 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.

###