



For Immediate Release:

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## U.S. BROADBAND CONNECTIONS REACH CRITICAL MASS, CROSSING 50 PERCENT MARK FOR WEB SURFERS, ACCORDING TO NIELSEN//NETRATINGS

*Young Adults and Kids Boast Highest Broadband Penetration; Seniors Still Log-on via Narrowband*

**NEW YORK — August 18, 2004** — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reported that broadband connections for the first time reached 51 percent of the American online population at-home during the month of July, as compared to 38 percent last July (see Table 1).

Sixty-three million Web users connected to the Internet via broadband during July 2004 as compared to 61.3 million accessing the Internet through narrowband. Overall growth for broadband connections rose 47 percent year-over-year, while narrowband dropped 13 percent annually.

“Despite a plateau in the growth of U.S. Internet access, we’ve seen continued high double-digit growth in users’ broadband access,” said Marc Ryan, senior director and analyst, Nielsen//NetRatings. “We expect to see this aggressive growth rate continue through next year when the majority of Internet users will be accessing the Internet via a broadband connection.”

**Table 1. Broadband vs. Narrowband Connections (U.S., At-Home)**

Connection Speed	Jul-03	Jul-04
Broadband	38%	51%
Narrowband	62%	49%

Source: Nielsen//NetRatings, July 2004

Note: Broadband connections include ISDN, cable modems and DSL; narrowband connections include modem speeds from 14.4K through 56K.

### U.S. Online Demographics

Broadband penetration rated highest among those between ages two through 34 years as compared to those 35 years and older. The 18 to 20 age group possessed the highest penetration of broadband surfers at 59 percent, followed by kids at 58 percent, 25 to 34 year olds at 55 percent, and teens and 21 to 24 year olds both at 53 percent (see Table 2). In comparison, seniors between the ages of 65 to 99 years have the lowest penetration of broadband connections at 34 percent.



**Table 2. Broadband vs. Narrowband Connections by Age Group (U.S., At-Home)**

Age Group	Narrowband %	Broadband %
18 To 20	41%	59%
2 To 11	42%	58%
25 To 34	45%	55%
12 To 17	47%	53%
21 To 24	47%	53%
35 To 49	49%	51%
50 To 54	51%	49%
55 To 64	54%	46%
65 To 99	66%	34%

Source: Nielsen//NetRatings, July 2004

Note: Broadband connections include ISDN, cable modems and DSL; narrowband connections include modem speeds from 14.4K through 56K.

“Not surprisingly, the younger set of adults, kids and teens, who grew up with PC technology, have the highest penetration of broadband access,” said Ryan. “The norm of waiting for a page to load has gone by the wayside through increased broadband access. With high-speed access in the majority, we’re likely to see the richer, more interactive content becoming the standard.”

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

**Nielsen//NetRatings Top 5 Web Sites by Parent Company and Top 5 Web Sites By Brand**

Month of July 2004

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	105,601	2:01:14
2. Time Warner	93,710	5:10:54
3. Yahoo!	92,484	2:49:03
4. Google	61,207	0:31:48
5. eBay	48,176	1:40:29
6. United States Government	43,678	0:25:07
7. InterActiveCorp	37,149	0:21:09
8. Amazon	34,531	0:18:27
9. RealNetworks	32,105	0:48:35
10. Walt Disney Internet Group	31,744	0:47:55

**Table 2. Top 10 Brands, Combined Home & Work**

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. MSN	92,141	1:42:18
2. Yahoo!	90,826	2:51:30
3. Microsoft	88,369	0:38:09
4. AOL	64,963	6:38:08
5. Google	60,654	0:31:24
6. eBay	46,508	1:37:30
7. MapQuest	35,357	0:11:32
8. Real	31,174	0:46:07
9. Amazon	30,277	0:16:26
10. Lycos Network	24,948	0:08:28

Example: The data indicates that 31.7 million home and work Internet users visited at least one of the Walt Disney Internet Group-owned sites or launched a Walt Disney Internet Group-owned application during the month, and each person spent, on average, a total of 47 minutes and 55 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 July 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. LowerMyBills.com, Inc.	1,909,891
2. InterActiveCorp	1,851,757
3. AT&T Wireless Services, Inc.	1,810,641
4. Netflix, Inc.	1,757,379
5. Dell Computer Corporation	1,586,491
6. Fun Web Products	1,442,975
7. MatchNet plc	1,239,749
8. Ameritrade Holding Corporation	1,182,812
9. Scottrade, Inc.	1,101,070
10. Apollo Group, Inc.	1,075,154

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

Example: An estimated 1.1 billion Apollo Group, Inc. ads were rendered for viewing during the surfing period.

**About Nielsen//NetRatings**

Nielsen//NetRatings (Nasdaq: NTRT) 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](http://www.nielsen-netratings.com).

*Editor's Note: Please source all data to Nielsen//NetRatings.*

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