

For Immediate Release:
NetRatings, Inc.

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U.S. BROADBAND COMPOSITION REACHES 72 PERCENT AT HOME, A 15 POINT YEAR-OVER-YEAR INCREASE, ACCORDING TO NIELSEN//NETRATINGS

Broadband Users More Likely to be Internet Technology Early Adopters, Using RSS Feeds and Personal Blogging

NEW YORK— June 21, 2006— Nielsen//NetRatings, a global leader in Internet media and market research, announced today that nearly three-quarters of U.S. active Web users connected at home via broadband in May, growing 15 percentage points over a year ago, when just 57 percent of active Web users relied on broadband connections at home (see Table 1). Research also indicates that broadband users are more likely to make better use of Internet functionalities and newer technologies, such as RSS feeds and blogging.

“Although we are not seeing the explosive month-over-month growth we once were, the market for broadband Internet connection has not yet reached saturation,” said Jon Gibs, senior director of media, Nielsen//NetRatings. “We’re past the point where decreasing prices and increasing availability will move the needle for providers; the remaining consumers will be pushed to broadband as the Internet continues to move beyond text-based information to a comprehensive source for video,” he continued.

Table 1: Broadband Composition among Active Web Users (U.S., Home only)

Web Connection	May-05	May-06	Percentage Point Change
Narrowband	43%	28%	-15
Broadband	57%	72%	+15

Source: Nielsen//NetRatings, June 2006

Note: Broadband data is based on individual, active Internet users 2 years and older. Broadband is defined as a connection faster than 56K.

The total number of home broadband users has grown 30 percent year over year, from 78.6 million in May 2005 to 102.5 million in May 2006, while the number of narrowband users has dropped 31 percent in the same time period, from 58.8 million to 40.3 million (see Table 2).

Table 2: Number of Broadband Users (U.S., Home only)

Web Connection	May-05	May-06	Year-Over-Year Percent Change
Narrowband (000)	58,761	40,325	-31
Broadband (000)	78,573	102,488	+30

Source: Nielsen//NetRatings, June 2006

Broadband composition remains high in the workplace, with 90 percent saturation in May 2006; a year ago that figure was at 82 percent.

Broadband Users Are Early Adopters

Compared to their narrowband-using counterparts, broadband users are over three times as likely to use RSS (Really Simple Syndication) as a delivery method for their preferred Internet content (see Table 3). They are also more than twice as likely to publish a blog, or build a personal Web page.

“It makes sense that broadband users are more likely to adopt new Internet technologies such as RSS feeds and blogging; their faster connections allow them to make better use of the Web technologies available and to view more Web pages quickly and easily. Now it is up to the Web sites providing RSS feeds to maximize the broadband connection,” continued Gibs.

Table 3: Online Activity among Broadband and Narrowband Users (U.S., Web Users 18+)



Profile Point (last 30 days)	Broadband Composition Index	Narrowband Composition Index
RSS – Any	130	39
Blog – Publish/Update	126	57
Web Page Building/Updating Personal	125	57

Source: Nielsen//NetRatings @Plan Summer 2006 Release, June 2006
 Note: The average composition index is 100.

Nielsen//NetRatings reports May 2006 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for May 2006.

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand, May 2006

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	114,330	2:06:28
2. Yahoo!	105,504	3:26:55
3. Time Warner	102,247	4:40:22
4. Google	97,207	0:55:17
5. eBay	61,757	1:37:48
6. News Corp. Online	58,423	1:29:12
7. InterActiveCorp	57,717	0:27:51
8. Amazon	46,188	0:21:07
9. Walt Disney Internet Group	39,406	0:31:41
10. New York Times Company	39,279	0:14:52

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	105,278	3:26:27
2. Microsoft	98,977	0:50:26
3. Google	95,355	0:53:41
4. MSN	94,383	1:40:09
5. AOL	72,023	6:02:57
6. eBay	54,841	1:38:55
7. MapQuest	43,512	0:11:18
8. MySpace	42,010	1:46:51
9. Amazon	40,023	0:19:00
10. Real Network	38,953	0:44:51

Example: The data indicates that 39.3 million home and work Internet users visited at least one of the New York Times Company-owned sites or launched a New York Times Company-owned application during the month, and each person spent, on average, a total of 14 minutes and 52 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.

Nielsen//NetRatings AdRelevance Top 10 Advertisers, May 2006

Top advertisers, ranked by estimated spending, 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 Estimated Spending

Advertiser	Total Estimated Spending	Impressions (000)
1. GUS Plc	\$47,480,900	24,016,517
2. Vonage Holdings Corp	\$36,104,800	16,482,274
3. United Online, Inc.	\$21,384,700	8,053,310
4. Verizon Communications, Inc.	\$15,428,300	4,261,838
5. NexTag, Inc.	\$14,946,800	7,512,008
6. Netflix, Inc.	\$14,923,900	5,651,976
7. Low Rate Source	\$10,376,100	6,641,993



8. General Electric Company	\$9,856,100	2,495,232
9. Apollo Group, Inc.	\$9,478,700	2,743,070
10. BellSouth Corporation	\$8,708,800	2,300,331

Estimated spending reflects CPM-based advertising online, and excludes search-based advertising, paid fee services, performance-based campaigns, sponsorships, barter, partnership advertising, advertorials, promotions and email. Impressions reported exclude house ads, which are ads that run on an advertiser's own or related property and co-branding relationships.

Example: An estimated 2.3 billion BellSouth Corporation ads were rendered for viewing at the cost of approximately \$8.7 million during the surfing period.

About Nielsen//NetRatings

NetRatings, Inc. (Nasdaq: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

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

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