



For Immediate Release:
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TWO-THIRDS OF ACTIVE U.S. WEB POPULATION USING BROADBAND, UP 28 PERCENT YEAR-OVER-YEAR TO AN ALL-TIME HIGH, ACCORDING TO NIELSEN//NETRATINGS

Video Sharing Sites—MSN Video, YouTube and Google Video— Benefit from Broadband Penetration Increase

NEW YORK— March 14, 2006— Nielsen//NetRatings, a global leader in Internet media and market research, announced today that the number of active broadband users from home increased 28 percent year-over-year, from 74.3 million in February 2005 to 95.5 million in February 2006. Broadband composition among the U.S. active online population has seen vigorous growth during the past three years, increasing at least ten percentage points annually and hitting an all-time high of 68 percent for active Internet users in February 2006.

From February 2003 to February 2004, broadband composition grew twelve percentage points, from 33 percent to 45 percent (see Table 1). In February 2005, it increased another ten percentage points to 55 percent. This year, February saw broadband composition reach an all-time high of 68 percent, increasing an impressive 13 percentage points over the previous February.

Overall Internet penetration in the U.S. has stabilized over the past few years, reaching 74 percent at home in February 2006.

As broadband penetration increases, so does the average PC time spent per person. With fast connections to Web sites for online photos, audio and video files, online visitors are devoting more time to their computers. Since February 2003, the average PC time per person among active Web users has increased approximately five hours from 25 and a half hours a month to 30 and a half hours a month.

“The correlated growth in average PC time per person is the result of broadband users’ greater satisfaction with their online experience,” said Jon Gibs, senior director of media, Nielsen//NetRatings. “The ‘always on’ nature of a broadband connection allows the Internet to become more entrenched in consumers’ lives. In broadband consumers’ minds, activities such as checking account balances, downloading music, watching streaming video and checking email become just another application of the PC rather than a separate activity that happens when they log on to the Internet.”

Table 1: Growth in Broadband Composition and PC Time among Active Internet Universe (U.S., Home Only)

Year	U.S. Broadband Composition (%)	PC Time Per Person (hh:mm:ss)
Feb-03	33	25:33:24
Feb-04	45	27:52:29
Feb-05	55	27:49:58
Feb-06	68	30:35:54

Source: Nielsen//NetRatings, March 2006

Note: Broadband data is based on individual, active Internet users 2 years and older.

Video Sharing Sites Enjoy Growing Popularity

With increased broadband penetration, a growing trend is accessing streaming media online at video sharing sites. MSN Video garnered 9.3 million unique visitors in February 2006, growing 44 percent over the previous year (see Table 2). YouTube and Google Video grew from relative obscurity in February 2005 to substantial players in February 2006, drawing 9.0 million and 6.2 million unique visitors,



respectively. iFilm and Yahoo's video search saw triple digit year-over-year growth in their visitation, drawing 4.3 million and 3.8 million unique visitors, respectively.

"Video sites have successfully tapped into the use of viral campaigns, capitalizing on consumers' impulse to share funny clips with their friends," said Gibs. "Among these sites, it is not uncommon to see dramatic spikes in weekly Web traffic due to a popular online video that has been sent from person to person. Television networks should be looking to embrace, rather than pull away from these sites, in order to generate buzz for their broadcast programming."

Table 2: Web Traffic to Video Sites, February 2006 (U.S., Home and Work)

Video Site	Unique Audience (000)	Year Over Year Percent Change
MSN Video	9,279	44%
YouTube	9,045	NA
Google Video	6,246	NA
iFILM	4,336	102%
video.search.yahoo.com	3,774	148%

Source: Nielsen//NetRatings, March 2006

Note: This list is a sample of popular video sites and is not meant to be exhaustive.

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

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

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	112,388	2:04:09
2. Yahoo!	102,826	3:10:12
3. Time Warner	100,015	4:50:21
4. Google	90,490	0:54:31
5. eBay	59,120	1:49:13
6. InterActiveCorp	55,906	0:25:58
7. News Corp. Online	52,767	1:23:37
8. Amazon	45,693	0:23:59
9. Walt Disney Internet Group	41,249	0:34:05
10. New York Times Company	38,559	0:15:37

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	102,165	3:10:46
2. Microsoft	95,555	0:46:13
3. MSN	91,622	1:43:51
4. Google	89,059	0:53:11
5. AOL	73,289	6:00:13
6. eBay	52,102	1:53:49
7. Amazon	38,994	0:21:14
8. MapQuest	36,721	0:13:43
9. Ask Jeeves Network	34,259	0:25:29
10. Apple	34,211	1:04:13

Example: The data indicates that 38.6 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 15 minutes and 37 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, February 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. Vonage Holdings Corp	\$23,022,500	9,473,806
2. Netflix, Inc.	\$16,669,900	6,961,163
3. GUS Plc	\$16,144,200	9,264,565
4. LowerMyBills.com, Inc.	\$12,075,000	2,439,032
5. Verizon Communications, Inc.	\$11,259,500	3,211,531
6. United Online, Inc.	\$10,219,300	3,468,026
7. General Motors Corporation	\$9,580,300	1,600,088
8. QuinStreet	\$9,389,800	1,880,501
9. NexTag.com	\$8,912,100	2,840,852
10. Scottrade, Inc.	\$8,893,200	1,789,189

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 1.8 billion Scottrade, Inc. ads were rendered for viewing at the cost of approximately \$8.9 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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