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EDUCATIONAL REFERENCE WEB SITES SPIKE 22 PERCENT IN YEAR-OVER-YEAR GROWTH, LED BY WIKIPEDIA AND YAHOO! EDUCATION, ACCORDING TO NIELSEN//NETRATINGS

Educational Reference Web Sites Used Primarily by College-Educated Adults to Research and Contribute Content

NEW YORK—October 13, 2005— Nielsen//NetRatings, a global leader in Internet media and market research, reported today that educational reference Web sites attracted nearly 46.4 million Web users to reach 31 percent of the active Internet universe in September 2005 (see Table 1). This marks a 22 percent jump in the category from the previous year, which can be attributed mainly to the triple-digit growth of Wikipedia and Yahoo! Education.

Wikipedia, the group-edited Web encyclopedia, ranked as the No. 1 fastest growing educational reference site, attracting nearly 13 million unique Web users in September 2005. The free online tool hosted by the Wikimedia Foundation, grew 289 percent in year-over-year growth.

Yahoo! Education, the second fastest growing educational reference site in September 2005, drew more than three million Web users to search the available online reference tools, up 205 percent from last year. Reference tools available for search include: a Spanish and English dictionary, thesaurus, literary quotes, Shakespeare's works, a world factbook and the Bartleby.com edition of "Gray's Anatomy of the Human Body."

Another educational reference site that experienced notable year-over-year growth was eHow, which spiked 97 percent. CollegeBoard.com and City-Data.com rounded out the top five fastest growing sites each garnering 58 percent in year-over-year growth.

"The growth of educational reference sites stem from the basic offerings of the Internet – free and quick access to information," said Gerry Davidson, senior media analyst, Nielsen//NetRatings. "The 'wiki' phenomenon offers the added element of user interaction, which appeals to college-educated Web users' sense of altruism by allowing them to add or correct online content."

Table 1: Top 10 Fastest Growing Educational Reference Sites, September 2005 (U.S., Home and Work)

Site	Sept. 04 Unique Audience (000)	Sept. 05 Unique Audience (000)	Year-over-Year Growth
Wikipedia	3,287	12,799	289%
Yahoo! Education	1,068	3,258	205%
eHow	1,049	2,069	97%
CollegeBoard.com	1,167	1,846	58%
City-Data.com	1,381	2,176	58%
Thesaurus.com	1,356	2,109	56%
Teacherweb.com	638	961	51%
NewsBank	1,273	1,915	50%
Thomson Learning	970	1,433	48%
NationMaster.com	757	1,031	36%
Category*	37,877	46,357	22%



Source: Nielsen//NetRatings, October 2005

* Note: The educational reference category is comprised of nearly 50 sites used to research a wide range of topical facts, including history, geography, anatomy and language translation. Sites not found in this category included: personal directories, consumer product reviews, news article search tools and urban legends.

Adults Flock to Online Research via Reference Tools

Nielsen//NetRatings found that more than half, or 53 percent, of the individuals who frequented the educational reference category of sites were college-educated adults aged 35 and older in September 2005. Overall, adults between the ages of 35 and 49 led the age groups in usage, garnering 37 percent of category's audience, compared to 16 percent of Web users under age 18.

More than two-thirds of last month's educational reference Web users, or 69 percent, attended college, while nearly half had received some type of college degree. Grammar school students comprised more than 11 percent of the audience, as high school-educated students comprised nearly 19 percent.

"College-educated adults, on average, are savvier about and more engaged with the Internet and its wide range of capabilities through leisure or work. This means they take advantage of the Internet to conduct efficient online research for themselves or for their kids," continued Davidson.

Table 2: Demographics of Educational Reference Category, September 2005 (U.S., Home and Work)

Category	Unique Audience Composition (%)
Age 2-11	3.16
Age 12-17	12.55
Age 18-24	5.39
Age 25-34	15.54
Age 35-49	36.92
Age 35+	63.35
Age 45+	38.91
Age 55+	16.69
Age 65+	5.59
Grammar School	11.29
Some High School	6.49
High School Graduate	12.44
Some College	19.93
Associate Degree	8.44
Bachelor's Degree	23.91
Post Graduate Degree	17.21

Source: Nielsen//NetRatings, October 2005

Nielsen//NetRatings reports September 2005 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for September 2005.

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand, September 2005

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

Parent	Unique	Time Per
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Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique	Time Per
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	Audience (000)	Person (hh:mm:ss)
1. Microsoft	108,129	2:08:46
2. Time Warner	100,073	5:01:48
3. Yahoo!	99,681	3:37:28
4. Google	81,584	0:47:48
5. eBay	57,831	2:00:34
6. United States Government	57,065	0:27:26
7. InterActiveCorp	52,802	0:26:39
8. Amazon	41,223	0:26:15
9. RealNetworks	37,695	0:46:31
10. Walt Disney Internet Group	37,275	0:36:30

	Audience (000)	Person (hh:mm:ss)
1. Yahoo!	99,267	3:37:34
2. Microsoft	91,035	0:44:27
3. MSN	89,405	1:50:13
4. Google	79,425	0:47:14
5. AOL	72,540	6:12:50
6. eBay	52,932	2:02:37
7. MapQuest	38,635	0:13:36
8. Real	36,838	0:45:28
9. Amazon	35,483	0:22:12
10. Weather Channel	31,516	0:32:56

Example: The data indicates that 37.3 million home and work Internet users visited at least one of the Walt Disney Internet Group-owned sites or launched a Viacom International-owned application during the month, and each person spent, on average, a total of 36 minutes and 30 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, September 2005

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. Apollo Group, Inc.	\$19,708,200	4,431,600
2. LowerMyBills.com, Inc.	\$15,648,100	3,674,366
3. Vonage Holdings Corp	\$12,486,500	2,653,619
4. DeVry Inc.	\$10,894,100	3,480,162
5. Dell Computer Corporation	\$9,251,000	2,436,211
6. Orbitz	\$8,746,800	1,132,654
7. NexTag.com	\$8,396,600	1,970,124
8. General Motors Corporation	\$8,385,900	1,563,981
9. Netflix, Inc.	\$7,432,800	1,687,300
10. InterActiveCorp	\$7,197,000	1,601,495

Estimated spending reflects CPM-based advertising only, and excludes search-based advertising, paid fee services, performance-based campaigns, sponsorships, barbers, partnership advertising, advertorials, promotions, email and direct response. Impressions reported exclude house ads, which are ads that run on an advertiser's own Web property.

Example: An estimated 1.6 billion InterActiveCorp ads were rendered for viewing at the cost of approximately \$7.2 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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