



For Immediate Release:

NetRatings, Inc.

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SAN DIEGO, PHOENIX AND DETROIT LEAD BROADBAND WIRED CITIES, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK — September 15, 2004 — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reported the top local markets connected via broadband at-home during the month of August 2004. Tracking 35 local markets in the U.S., Nielsen//NetRatings found that the cities of San Diego, Phoenix, Detroit, New York and Sacramento represented the top five wired local markets connected via broadband access with penetration rates of 65 percent or higher among the active Internet population of 137 million (see Table 1).

In comparison, Milwaukee, Salt Lake City, Pittsburgh, Charlotte and Columbus ranked as the local markets most connected via narrowband or the least connected via broadband with penetration rates under forty percent (see Table 2).

“Our data indicates that U.S. coastal cities, which tend to be more affluent communities with large professional workforces, are more connected via broadband while those located more inland are still connected via narrowband,” said Corey Jeffery, Internet analyst, Nielsen//NetRatings. “Over time we expect to see broadband penetration across cities balancing out as broadband costs becomes more affordable.”

In August Nielsen//NetRatings found that 51 percent of the American online population, or 64.1 million Web users, connect to the Internet via broadband as compared to 60.6 million accessing the Internet through narrowband. Overall growth for broadband connections rose 43 percent year-over-year, while narrowband dropped 14 percent annually.

Table 1. Top Local Markets Connected via Broadband, August 2004 (U.S., Home)

Local Market	Percent of Broadband Within Local Market
1. San Diego	69.6
2. Phoenix	68.4
3. Detroit	67.0
4. New York	66.8
5. Sacramento	64.9
6. Orlando	64.7
7. Seattle	63.0
8. San Francisco	63.0
9. Los Angeles	61.6
10. Boston	61.4

Source: Nielsen//NetRatings, September 2004

Table 2. Local Markets Most Connected via Narrowband, August 2004 (U.S., Home)

Local Market	Percent of Broadband Within Local Market
1. Baltimore	50.1
2. Miami	49.6
3. Chicago	48.4
4. Denver	48.3



5. Minneapolis	46.9
6. Milwaukee	39.3
7. Salt Lake City	35.3
8. Pittsburgh	33.3
9. Charlotte	31.6
10. Columbus	26.9

Source: Nielsen//NetRatings, September 2004

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

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

Month of August 2004

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	107,505	2:02:25
2. Yahoo!	94,609	2:50:31
3. Time Warner	93,541	5:17:11
4. Google	64,046	0:29:11
5. eBay	50,271	1:51:40
6. United States Government	47,332	0:25:31
7. InterActiveCorp	35,681	0:20:09
8. Amazon	34,341	0:19:38
9. Walt Disney Internet Group	31,313	0:44:51
10. Ask Jeeves	31,189	0:35:22

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. MSN	93,473	1:44:35
2. Yahoo!	92,857	2:53:06
3. Microsoft	88,305	0:38:16
4. AOL	64,363	6:49:29
5. Google	63,053	0:28:53
6. eBay	48,555	1:47:48
7. MapQuest	35,432	0:11:26
8. Amazon	31,104	0:17:40
9. Real	30,192	0:42:06
10. Weather Channel	26,709	0:17:54

Example: The data indicates that 31.2 million home and work Internet users visited at least one of the Ask Jeeves-owned sites or launched an Ask Jeeves-owned application during the month, and each person spent, on average, a total of 35 minutes and 22 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 August 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. SBC Communications, Inc.	1,644,802
2. AT&T Wireless Services, Inc.	1,633,821



3.	Dell Computer Corporation	1,614,113
4.	InterActiveCorp	1,574,170
5.	MatchNet plc	1,477,530
6.	Netflix, Inc.	1,464,742
7.	Fun Web Products	1,396,927
8.	LoanLinks.com	1,275,308
9.	Apollo Group, Inc.	1,088,124
10.	LowerMyBills.com, Inc.	1,085,869

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

Example: An estimated 1.1 billion LowerMyBills.com, 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.

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

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