

**ONLINE USAGE AT WORK JUMPS 17 PERCENT YEAR-OVER-YEAR, DRIVEN BY FEMALE OFFICE WORKERS, ACCORDING TO NIELSEN//NETRATINGS****Nearly 46 Million Americans Logged Online at Work in August**

NEW YORK, NY – September 12, 2002 - Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that the active Internet population at work grew 17 percent in August as compared to a year ago. Nearly 46 million American office workers logged onto the Web, the highest peak since Nielsen//NetRatings began measuring the at-work audience in January 2000 (see Table 1).

While men still outnumber women, female office workers were the primary drivers of traffic growth, as the group grew 23 percent year-over-year to 20.4 million, outpacing the growth rate for men. The number of men logging onto the Internet from work rose 12 percent since last August, increasing to nearly 25.3 million surfers.

In addition, men spent more time, accessed more sessions and viewed more pages than women. Men averaged nearly 31 hours time spent in August, as compared to nearly 27 hours for female office workers. They initiated an average of 54 sessions a month, compared to 50 for women, while viewing more than 1900 pages. Women accessed fewer than 1700 page views last month.

"While women have long ago surpassed men in online usage at-home, historically the at-work Web population continues to be dominated by male surfers," Charles Buchwalter, vice president of client analytics, Nielsen//NetRatings. "Last year, men comprised nearly 58 percent of the total at-work Web population, but female office workers are making some headway with their growth surge."

Table 1. Year-Over Year Trending At-Work & At-Home for the Active Web Population (U.S.)

Month	At Work Internet Growth	At Home Internet Growth
January 2001-January 2002	8%	3%
February 2001-February 2002	5%	6%
March 2001-March 2002	7%	5%
April 2001-April 2002	14%	2%
May 2001-May 2002	18%	3%
June 2001-June 2002	14%	3%
July 2001-July 2002	11%	3%
August 2001-August 2002	17%	4%

Source: Nielsen//NetRatings

**Office Workers Surf the Web During the 9-5 Workday**

According to hour-by-hour analysis from Nielsen//NetRatings, online usage at-work begins at 8 a.m. and tapers off around 4 p.m., with peak hours between 10 a.m. and 12 p.m., and overall usage climbing to 86 percent (see Table 2). In contrast, the primetime hours of surfing at-home increase in the afternoon and hit a peak at 8 p.m., reaching 58 percent of Web usage.

"Web marketers are beginning to realize the consumer reach potential at work, as online usage at the office gains traction," added Buchwalter. "The strong presence of the Internet within the workplace makes the Web a powerful complement to traditional media buys, where morning and evening consumption often dominates."

Table 2. Hour-by-Hour Online Usage Analysis At-Home and At-Work, August 2002 (U.S.)

Hour of the Day	Home	Work
7:00 AM	29%	49%
8:00 AM	38%	72%
9:00 AM	44%	82%
10:00 AM	48%	86%
11:00 AM	49%	86%
12:00 PM	49%	84%
1:00 PM	50%	85%
2:00 PM	51%	85%
3:00 PM	52%	83%
4:00 PM	54%	80%
5:00 PM	56%	66%
6:00 PM	56%	51%
7:00 PM	56%	43%
8:00 PM	58%	39%
9:00 PM	56%	37%
10:00 PM	48%	32%
11:00 PM	37%	26%

Source: Nielsen//NetRatings, August 2002

\*\*\*\*\*

The following set of at-home and at-work information includes: Top 10 Parent Companies, providing a business-driven perspective of the Internet, Top 10 Brands, offering a consumer view of the Internet, and Top 10 Advertisers and Average Web Usage for the month of August 2002.

Nielsen//NetRatings Top 10 Web Sites by Parent Company  
 Month of August 2002  
 Ranking of the Most Visited Web Parents

Top 10 Parent Companies, Combined Home & Work

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	86,251	1:37:00
2. AOL Time Warner	82,159	0:56:52
3. Yahoo!	78,427	2:16:23
4. United States Government	36,935	0:24:38
5. Terra Lycos	35,555	0:21:41
6. Google	33,929	0:26:39
7. Amazon	32,648	0:18:04
8. About-Primedia	32,586	0:17:16
9. eBay	30,490	1:54:52
10. USA Network	26,011	0:24:40

Example: The data indicate that 26.0 million home Internet users visited at least one of the USA Network -owned sites during the week, and each person spent, on average, a total of 24 minutes and 40 seconds at one or more of their sites.

Notes: Rankings are based on audience measurement of people who have access to the Internet at-home and at-work. Work rankings are based on persons at work who have access to a non-shared personal computer. Rankings are based on Internet traffic to Web sites and do not include proprietary services.

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 are 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 Top 10 Web Sites by Brands  
 Month of August 2002  
 Ranking of the Most Visited Web Brands

Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	78,427	2:16:22
2. MSN	73,854	1:37:32
3. Microsoft	70,109	0:16:34
4. AOL	60,475	0:35:31
5. Google	33,929	0:26:39
6. Lycos Networks	32,902	0:22:30
7. Amazon	31,807	0:15:41
8. eBay	30,398	1:54:40
9. About Network	22,469	0:16:22
10. CNN	22,103	0:28:28

Nielsen//NetRatings AdRelevance Top 10 Advertisers  
 Month of August 2002

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. Amazon.com, Inc.	3,559,218
2. Bertelsmann AG	2,835,373
3. Classmates.com	2,827,960
4. Bank One Corporation	2,217,372
5. USA Interactive	2,176,761
6. Barnes & Noble, Inc.	1,741,538
7. The Estee Lauder Companies Inc	1,714,265
8. Columbia House Company	1,706,815
9. Hewlett Packard Company	1,647,778
10. Bonzi Software	1,441,497

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

Example: An estimated 1.4 billion Bonzi Software advertisements were rendered for viewing during the surfing period.

Nielsen//NetRatings Average Internet Usage  
Month of August 2002

Data below represent activity for the average Internet user during the designated weekly period.

	Home & Work, August	Home & Work, July	% Change from July
Number of Sessions per Month	39	37	+5.4
Page Views per Month	1,371	1,333	+2.9
Page Views per Surfing Session	35	36	-2.8
Time Spent per Month	21:16:48	20:32:53	+3.6
Time Spent During Surfing Session	0:32:38	0:32:51	-0.7
Duration of a Page viewed	0:00:55	0:00:55	0
Active Internet Universe (actually surfed)	121.7 million	119.0 million	+2.2
Current Internet Universe Estimate (had access, but did not necessarily go online)	177.6 million	176.0 million	+0.9

**About Nielsen//NetRatings**

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings services include worldwide Internet audience measurement, AdRelevance tracking of online advertising creatives, impressions and expenditures, and the @plan Internet user lifestyle, demographic, and product brand preferences measurement. Nielsen//NetRatings uses patented technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive information in the global marketplace. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

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

# # #