

For Immediate Release:
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ONE IN 10 WEBLOG READERS PERSONALIZES CONTENT WITH RSS FEEDS, ACCORDING TO NIELSEN//NETRATINGS

Blog Sites Grow 31 Percent since January 2005 to Capture Nearly 20 Percent of Active Internet Users in July 2005

NEW YORK– August 15, 2005 – Nielsen//NetRatings, a global leader in Internet media and market research, announced today that 11 percent of Weblog readers, blog site visitors who claim to read blogs regularly or occasionally, use RSS (Really Simple Syndication) to sort through the increasing number of blogs available (see Table 1). According to Nielsen//NetRatings' "Understanding the Blogosphere" survey, nearly five percent of blog readers use feed aggregation software and more than six percent use a feed aggregating Web site to monitor RSS feeds from blogs.

"While RSS is an established technology, the growing popularity of blogs has catapulted RSS into the spotlight as a content personalization tool," said Jon Gibs, senior research manager, Nielsen//NetRatings.

"RSS feeds deliver relevant posts quickly, in a customizable, easy to manage format. These types of services provide marketers with an additional avenue to tap a captive audience for time-critical offers. Since the customers themselves pick the content they will receive, advertisers are able to deliver their message within a context they know will engage their target audience," he continued.

The majority of respondents to the survey were less familiar with RSS feeds. Among the other respondents, 23 percent understood RSS but did not use it, while 66 percent either did not understand the technology or had never heard of it.

Table 1: Use of RSS Feeds, June 2005

Survey Response	Percent of Respondents
I use feed aggregation software to monitor RSS feeds for blogs	4.9%
I use a feed aggregating Web site to monitor RSS feeds for blogs	6.4%
I've heard of RSS and know what it does but don't use RSS feeds	23.0%
I've heard of RSS but don't know what it does	15.7%
I've never heard of RSS before today	50.0%

Source: Nielsen//NetRatings Understanding the Blogosphere survey, August 2005

Note: 1,000 online U.S. MegaPanelists responded to the survey fielded in June 2005

New Kid on the Blog Leads Year-To-Date Growth

The top 50 blogging and blog-related sites grew 31 percent to 29.3 million unique visitors during July 2005 as compared to the beginning of this year, comprising nearly 20 percent of active Internet users.

Leading the way, MSN Spaces ranked No. 1 in year-to-date unique audience growth with a 947 percent increase by attracting nearly 3.3 million visitors in July, compared to more than 300,000 in January (see Table 2). Fark.com and Blogger ranked No. 2 and 3, with 63 percent and 45 percent unique audience growth, respectively.

"While these sites will likely never have the traffic of some of the larger ad networks, blogs do have a specific role to play in the online advertising mix. Advertisers should look to blogs as a way to organically grow trends by leveraging the role of bloggers as peer influencers. By associating their message with the



blog's image, advertisers can legitimize new trends they are hoping to promote to a niche audience," said Gibs.

Table 2: Year-To-Date Fastest Growing Blog and Blog Hosting Sites (U.S., Home and Work)

Site	Jan. 2005 Unique Audience (000)	July 2005 Unique Audience (000)	Growth
1. MSN Spaces	311*	3,257	947%
2. fark.com	488*	795	63%
3. Blogger	8,684	12,599	45%
4. Xanga.com	4,810	6,862	43%
5. Daily Kos	348*	476*	37%
6. The Smoking Gun	1,706	2,243	31%
7. Gawker	411*	531*	29%
8. TypePad	3,557	4,555	28%
9. engadget	630*	787	25%
10. Boing Boing	506*	605*	20%

Source: Nielsen//NetRatings NetView, August 2005

* This data falls below normal reporting levels, and therefore may have a higher probability of error.

About Nielsen//NetRatings' "Understanding the Blogosphere" Survey

The "Understanding the Blogosphere" survey was conducted in June 2005 among 1,000 participants who had previously visited blog sites. A copy of the study findings is available to Nielsen//NetRatings subscribers via their client services representative.

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

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

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	108,926	2:03:10
2. Time Warner	101,607	5:15:32
3. Yahoo!	98,672	3:13:27
4. Google	77,739	0:41:35
5. eBay	54,195	2:05:15
6. United States Government	52,069	0:28:08
7. InterActiveCorp	43,081	0:21:08
8. Amazon	40,556	0:24:31
9. RealNetworks	36,630	0:49:00
10. Walt Disney Internet Group	33,511	0:38:55

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	98,485	3:13:25
2. Microsoft	92,457	0:42:32
3. MSN	91,049	1:43:55
4. Google	76,198	0:40:20
5. AOL	74,095	6:32:59
6. eBay	51,122	2:04:49
7. MapQuest	39,269	0:13:03
8. Amazon	35,891	0:21:29
9. Real	35,707	0:47:37
10. Weather Channel	31,508	0:30:41

Example: The data indicates that 33.5 million home and work Internet users visited at least one of the Walt Disney Internet Group-owned sites or launched a Walt Disney Internet Group-owned application during the month, and each person spent, on average, a total of 38 minutes and 55 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, July 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.	\$17,311,100	4,036,886
2. Vonage Holdings Corp	\$16,384,400	3,603,453
3. United Online, Inc.	\$15,622,500	4,460,343
4. LowerMyBills.com, Inc.	\$14,646,800	3,586,189
5. Netflix, Inc.	\$9,463,200	1,772,527
6. Dell Computer Corporation	\$9,405,300	2,375,158
7. Orbitz	\$8,588,700	1,123,793
8. Scottrade, Inc.	\$7,872,500	1,733,160
9. Monster Worldwide, Inc.	\$7,246,100	1,561,976
10. General Motors Corporation	\$7,178,500	1,229,349

Estimated spending reflects CPM-based advertising only, and excludes search-based advertising, paid fee services, performance-based campaigns, sponsorships, barter, 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 1.2 billion General Motors Corporation 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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