

For Immediate Release:  
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## OVER THREE-FOURTHS OF U.S. ACTIVE INTERNET USERS CONNECT VIA BROADBAND AT HOME IN NOVEMBER, ACCORDING TO NIELSEN//NETRATINGS

*Online Gaming, Instant Messaging, Social Networking and E-mail Are Most Time-Intensive Broadband Activities*

**NEW YORK— December 12, 2006—** Nielsen//NetRatings (Nasdaq: NTRT), a global leader in Internet media and market research, announced today that 78 percent of active home Web users connected via broadband during the month of November, up 13 percentage points from 65 percent of active Web users a year ago.

### Broadband Consumers are Heavy Internet Users

Broadband consumers are heavy Internet users compared to their narrowband counterparts. In November, with an average of 34 hours and 50 minutes per person, they spent 33 percent more time online than narrowband users, who had an average of 26 hours and 13 minutes per person. Among all time spent online during the month, 82 percent could be attributed to those connecting via broadband. In addition, broadband users viewed over twice as many Web pages as narrowband users, with averages of 1,574 and 681 Web pages per person, respectively.

### Social Activities Dominate Broadband Time Online

Web sites for online gaming, instant messaging, e-mail and social networking all made the top 10 list when ranked by average time per person among broadband users at home (see Table 1). The Web has become an integral part of everyday social life, particularly among kids and teens.

Online gaming site Pogo.com led the pack among broadband users, with an average of four hours and 23 minutes per person in November. Another online gaming destination, Electronic Arts, ranked No. 2 with an average of 3 hours and 43 minutes per person. MSN Games and RuneScape also made the top 10, with average times reaching nearly two hours.

AOL Instant Messenger ranked No. 3 according to time spent by home broadband users, with an average of three hours and 24 minutes per person. Yahoo! Mail and Google Gmail were also among the top 10, both with averages over one and half hours.

Social networking favorite MySpace followed in fourth place, with a monthly average time spent of two hours and eight minutes per person.

“What most of these Web sites have in common is that they engage the consumer for an extended period of time by offering a way to connect with others,” said Carolyn Creekmore, senior director of media analytics, Nielsen//NetRatings. “Online games provide an outlet for camaraderie and playfulness, while instant messaging, e-mail and social networking allow for more direct, albeit often equally creative, communication.”

**Table 1: Top Sites ranked by Time per Person among Broadband Users, November 2006 (U.S., Home only)**

Site	Broadband Time per Person (hh:mm:ss)	Broadband Percent of Site's Total Time	Broadband Unique Audience (000)
Pogo.com	4:23:16	90.89%	6,029
EA - Electronic Arts Online	3:42:48	91.10%	7,422
AOL Instant Messenger	3:23:36	87.13%	31,634
Myspace.com	2:07:34	88.61%	37,734



MSN Games	1:58:31	90.69%	5,538
RuneScape	1:57:56	96.49%	3,246
Yahoo! Mail	1:32:33	87.96%	39,310
Google Gmail	1:32:08	92.13%	5,514
iTunes	1:30:17	89.61%	17,336
Trend Micro	1:21:38	97.10%	1,197

Source: Nielsen//NetRatings, December 2006

Note: Web sites ranked by time per person among broadband users. Web sites with fewer than one million broadband unique visitors and/or with time spent via broadband at less than 82 percent of the site's total time were excluded.

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

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

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	119,787	2:08:01
2. Yahoo!	110,524	3:09:32
3. Google	108,699	1:05:38
4. Time Warner	106,927	4:25:47
5. eBay	71,225	1:49:50
6. News Corp. Online	70,021	1:44:22
7. InterActiveCorp	61,241	0:25:14
8. Amazon	54,486	0:29:11
9. Walt Disney Internet Group	47,710	0:35:09
10. New York Times Company	43,624	0:17:13

**Table 2. Top 10 Brands, Combined Home & Work**

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	110,046	3:09:41
2. Google	107,126	1:04:21
3. MSN/Windows Live	98,908	1:52:06
4. Microsoft	95,689	0:44:14
5. AOL	78,370	5:27:46
6. eBay	64,202	1:49:13
7. Fox Interactive Media	61,045	1:52:54
8. Amazon	48,584	0:27:49
9. MapQuest	41,761	0:12:11
10. Ask Search Network	39,847	0:24:51

Example: The data indicates that 43.6 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 17 minutes and 13 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.

## Nielsen//NetRatings AdRelevance Top 10 Advertisers, November 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. GUS Plc	\$94,290,700	40,586,868
2. NexTag, Inc.	\$43,037,000	25,746,625
3. Netflix, Inc.	\$23,740,400	6,413,484
4. Monster Worldwide, Inc.	\$20,375,700	4,209,695
5. Time Warner Inc.	\$19,100,900	5,566,237



6. InterActiveCorp	\$18,327,900	6,412,161
7. Vonage Holdings Corp	\$18,081,300	6,607,430
8. Verizon Communications, Inc.	\$17,584,200	4,787,509
9. Bank of America Corporation	\$14,624,100	6,742,710
10. eBay, Inc.	\$14,601,700	2,099,002

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 e-mail. 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 2.1 billion eBay, Inc. ads were rendered for viewing at the cost of approximately \$14.6 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](http://www.nielsen-netratings.com).

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