



For Immediate Release:  
NetRatings, Inc.

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**NIelsen//NETRATINGS REPORTS JUNE 2005 ONLINE ADVERTISING SPENDING:  
GENERAL COMMUNITY WEB SITES CAPTURE FASTEST GROWING SECTOR IN  
ESTIMATED ONLINE REVENUE**

*Half of Estimated Online Advertising Spending Generated by Financial Services, Web Media  
and Retail Goods*

**NEW YORK— July 12, 2005** – Nielsen//NetRatings, a global leader in Internet media and market research, today reported June 2005 estimated online advertising revenue and spending from its AdRelevance service. General community Web sites captured the fastest growing sector in estimated online advertising revenue, followed by the categories of health and fitness, business, men’s general interest, and shopping and auctions.

General community Web sites, led by MySpace, made the largest year-over-year leap to \$33 million with a 214 percent growth (see Table 1). Health and fitness grew 80 percent in estimated revenue to more than \$4.5 million, and business Web sites took in \$12.6 million, rising 46 percent as compared to last year. Estimated spending reflects CPM-based online advertising only, and excludes search-based advertising, paid fee services and other online promotions.

“General community sites tend to have a higher level of engagement or interactivity with their users, making the sites very attractive to advertisers,” said Gerry Davidson, senior media analyst, Nielsen//NetRatings.

**Table 1. Top Five Genre with Largest Growth in Estimated Revenue, June 2005**

Category/Genre	Impressions (000)	Estimated Revenue	Y-O-Y Growth of Estimated Revenue
General Community	11,705,535	\$33,516,500	214%
Health & Fitness	592,000	\$4,508,400	80%
Business	873,090	\$12,557,500	46%
Mens Interests	287,844	\$1,611,300	45%
Shopping & Auction	3,314,973	\$18,412,900	42%

Source: Nielsen//NetRatings AdRelevance, July 2005

Note: Estimated revenue 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.

**Top Online Advertising Categories**

The top three categories—financial services Web sites, Web media sites and retail goods and services sites—spent nearly \$228 million in online advertising, collectively, making up half of the estimated \$456 million spent during June 2005.

The category of financial services, led by LowerMyBills.com, spent an estimated \$80 million on online advertising during June 2005, growing 16 percent year-over-year (see Table 2). Web Media, propelled by Monster Worldwide, Inc., spent nearly \$75 million dollars, rising 15 percent as compared to last year. Retail goods and services spent \$73 million dollars, jumping 77 percent. United Online spent the most in this category.



“Our MegaView Financial data shows that 53 percent of the active Internet universe, or 74 million people in the U.S., are currently conducting financial activity online,” said Davidson. “As a result, financial services companies have remained very aggressive in spending the most advertising dollars online as they seek new online customers.”

“Online retailers have boosted their online advertising spending by a significant 77 percent, which is impressive to note because they are also one of the top spenders,” continued Davidson.

Telecommunications and travel rounded out the rankings with \$43 million and \$33 million, rising 38 percent and 26 percent, respectively. Impressions for the top five categories also secured double-digit growth year-over-year.

**Table 2. Top Industries in Estimated Spending, June 2005**

Industry	Impressions (000)	Estimated Spending	Y-O-Y Growth of Estimated Spending
Financial Services	17,324,353	\$80,256,900	16%
Web Media	18,647,642	\$74,743,300	15%
Retail Goods & Services	15,650,888	\$72,795,200	77%
Telecommunications	10,198,279	\$43,029,700	38%
Travel	5,495,912	\$32,985,400	26%

Source: Nielsen//NetRatings AdRelevance, July 2005

Note: 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.

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

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

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	110,591	2:01:31
2. Time Warner	102,594	5:05:19
3. Yahoo!	99,349	3:06:06
4. Google	78,521	0:41:03
5. eBay	53,733	1:59:58
6. United States Government	51,418	0:27:48
7. InterActiveCorp	42,502	0:19:47
8. Amazon	39,594	0:24:19
9. RealNetworks	36,189	0:38:01
10. Walt Disney Internet Group	34,127	0:37:31

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

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	99,137	3:06:06
2. Microsoft	93,550	0:42:51
3. MSN	90,662	1:43:43
4. Google	76,931	0:39:56
5. AOL	74,460	6:22:00
6. eBay	51,098	1:58:07
7. MapQuest	40,238	0:12:47
8. Real	35,450	0:36:28
9. Amazon	35,086	0:21:55
10. Weather Channel	30,325	0:27:06

Example: The data indicates that 34.1 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 37 minutes and 31 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, June 2005**

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. United Online, Inc.	3,746,906
2. Vonage Holdings Corp	3,549,875
3. Apollo Group, Inc.	2,942,556
4. Dell Computer Corporation	2,939,513
5. LowerMyBills.com, Inc.	2,587,370
6. InterActiveCorp	2,539,971
7. Monster Worldwide, Inc.	1,702,483
8. Netflix, Inc.	1,646,944
9. Microsoft Corporation	1,615,679
10. Scottrade, Inc.	1,385,743

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

Example: An estimated 1.4 billion Scottrade, Inc. ads were rendered for viewing during the surfing period.

**About Nielsen//NetRatings**

NetRatings, Inc. (Nasdaq: NTRT), a global leader in Internet media and market research, provides the Nielsen//NetRatings services, which set the global standard for Internet audience measurement and analysis, and is the industry's premier source for online media and market intelligence. 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](http://www.nielsen-netratings.com).

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

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