



For Immediate Release:  
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**KIDS ACCOUNT FOR ONE OUT OF FIVE INTERNET SURFERS IN THE U.S.; MORE THAN 27 MILLION AMERICAN KIDS CONNECT ONLINE, ACCORDING TO NIELSEN//NETRATINGS**

*Diva Starz, ToonTown Online Win with Pre-Teens; Originalicons.com, Blunt Truth Most Popular with Teens*

**NEW YORK — October 21, 2003** — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that more than 27 million Internet users between the ages of 2 and 17 logged online from home in September 2003. Twelve million children aged 2-11 in the U.S. accessed the Internet from home while 14.9 million teens aged 12-17 connected online. In September, kids between the ages of 2-17 represented 21 percent of active at home Internet users or one out of five Web surfers.

Mirroring the offline world, the 2-17 and 12-17 age demographics have markedly different online tastes. Most popular with the 2-11 age group was Diva Starz, a Mattel company Web site for the Diva Starz line of dolls. Fifty-four percent of the site's audience consisted of kids aged 2-11 (see Table 1). Second was ToonTown Online, a Disney company site, garnering 47 percent of the site's at-home audience. Polly Pocket, also a Mattel company site, picked up 46 percent of its audience, the third highest percentage, from this age group.

Among teens, Originalicons.com had the highest concentration of those aged 12-17, making up 78 percent of its audience (see Table 1). Originalicons.com is a popular destination for downloading instant messaging icons. Blunt Truth, an online game site, had 76 percent of its audience from the 12-17 age group. Holding the third spot was Teen People, with 74 percent of its audience coming from the 12-17 age demographic.

**Table 1. Top Five Online Destinations Most Visited by the 2-11 and 12-17 Demographic Groups, September 2003 (U.S., Home)**

**Age 2 - 11**

Site	Unique Audience Composition (%)	Unique Audience (000)
1. Diva Starz	54	203
2. ToonTown Online	47	415
3. Polly Pocket	46	235
4. Barbie	41	452
5. DisneyChannel.com	39	1,061

**Age 12 - 17**

Site	Unique Audience Composition (%)	Unique Audience (000)
1. Originalicons.com	78	353
2. Blunt Truth	76	496
3. Teen People	74	209
4. FireHotQuotes.com	73	251
5. Buddy4u.com	73	279

Source: Nielsen//NetRatings, September 2003



“Mattel, Disney and Teen People are doing an excellent job of attracting their target audience to brand and promote key products, which positions these companies well as we head into the holiday shopping season,” said Dawn Brozek, senior analyst, Nielsen//NetRatings.

Nielsen//NetRatings also highlighted the U.S. regions with the greatest concentration of Internet savvy kids. Leading the way, Salt Lake City had 255,000 Internet savvy kids, representing 25 percent of the region’s at-home Internet audience. In Cincinnati, 24 percent of the city’s at-home Internet users, or 216,000 were children 2-17. Boston filled the third spot with 633,000 children going online from home. Rounding out the top five were Sacramento and Phoenix with both markets garnering 22 percent of the total at home audience.

**Table 2. Top 10 Major Markets for Internet Savvy Kids Aged 2-17, Ranked by Unique Audience Composition Percent, September 2003 (U.S. Home and Work)**

Local Market*	Unique Audience Composition (%)	Unique Audience (000)
1. Salt Lake City	25%	255
2. Cincinnati	24%	216
3. Boston	22%	633
4. Sacramento	22%	360
5. Phoenix	22%	415

Source: Nielsen//NetRatings, September 2003

\*Local Market\* is a designated market area (DMA) as mapped out and trademarked by Nielsen Media Research.

“Children accounted for one in four at home Internet users in Salt Lake City as compared to the other top ten local markets, which reported one in five,” said Brozek. “Many markets now have a high percentage of Internet savvy kids, which marks the Internet as a significant delivery channel in reaching this demographic.”

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Nielsen//NetRatings reports September 2003 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for September 2003.

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

Month of September 2003

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	97,147	2:17:37
2. AOL Time Warner	88,070	7:13:30
3. Yahoo!	87,156	2:41:32
4. Google	48,293	0:26:28
5. eBay	45,192	1:45:50
6. United States Government	43,670	0:24:09
7. RealNetworks	34,744	0:40:20
8. Terra Lycos	31,579	0:09:58
9. InterActiveCorp	30,188	0:22:32
10. Amazon	29,436	0:20:50

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

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. MSN	85,326	2:01:39
2. Yahoo!	84,077	2:41:29
3. Microsoft	79,997	0:35:19
4. AOL	66,477	8:44:49
5. Google	47,746	0:26:22
6. eBay	42,939	1:40:56
7. Real	34,535	0:40:13
8. Lycos Network	30,596	0:09:46
9. Amazon	27,549	0:18:38
10. About Network	25,182	0:11:15



Example: The data indicate that 29.4 million home and work Internet users visited at least one of the Amazon-owned sites or launched a Amazon-owned application during the month, and each person spent, on average, a total of 20 minutes and 50 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 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 AdRelevance Top 10 Advertisers

Month of September 2003

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. NetFlix, Inc.	2,463,169
2. InterActiveCorp	2,319,761
3. Ameritrade Holding Corporation	2,069,954
4. Bank One Corporation	2,068,874
5. Ameriquest Mortgage Company	1,921,741
6. Dell Computer Corporation	1,818,169
7. Apollo Group, Inc.	1,649,212
8. Classmates Online, Inc.	1,526,204
9. CoolSavings, Inc.	1,394,458
10. SBC Communications, Inc.	1,269,287

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

Example: An estimated 1.3 billion SBC Communications, Inc. advertisements were rendered for viewing during the surfing period.

#### About Nielsen//NetRatings

Nielsen//NetRatings 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](http://www.nielsen-netratings.com).

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

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