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NetRatings, Inc.

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**REAL ESTATE AND APARTMENT WEB SITES JUMP 26 PERCENT DURING PAST SIX MONTHS, ACCORDING TO NIELSEN//NETRATINGS**

*Lower-Income Households Capture Fastest Growing Group at Online Real Estate Sites*

**NEW YORK– May 16, 2005** – Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reported today that the continued interest in home and rental properties compelled 21.6 million Web surfers, or 15 percent of the active Internet population, to visit a real estate or apartment site during April 2005, spiking 26 percent from 17.1 million visitors six months ago.

The top 10 real estate and apartment sites collectively grew 54 percent from 8.2 million during November 2004 to 12.6 million visitors during April 2005, driven by today’s hot real estate market.

Realtor.com, which boasted more than two million listings, attracted the largest audience with close to six million unique visitors, compared to second-place Home Gain, which drew more than three million unique visitors in April 2005 (see Table 1). AOL Real Estate, rounding out the top three sites, enticed nearly three million prospective home buyers and renters to browse online listings and read articles; as a result, the site skyrocketed 212 percent.

ForSaleByOwner.com drew nearly a million unique visitors, jumping 142 percent from six months prior, suggesting consumers are taking home selling into their own hands.

“Savvy Internet users are leveraging online resources for real estate purchasing and selling,” said Iris Cumberbatch, senior financial services analyst, Nielsen//NetRatings. “Because of the widespread net cast by the Internet, home sellers are using local online classifieds, such as Craigslist, to sell their homes, and home buyers are accessing sites such as Realtor.com to conduct their own property research.”

“While most homes are still bought or sold via real estate agencies, consumers surfing the Web have more direct and better access to real estate property information than they had previously, arming them with information with which they can make more informed buying or selling decisions,” continued Cumberbatch.

**Table 1. Six-Month Growth of Top 10 Real Estate/Apartments Sites (U.S., Home & Work)**

| Site               | April 2005<br>Unique Audience (000) | November 2004<br>Unique Audience (000) | Six-month<br>Growth |
|--------------------|-------------------------------------|--|---------------------|
| Realtor.com        | 5,753                               | 4,270                                  | 35%                 |
| Home Gain          | 3,133                               | 2,356                                  | 33%                 |
| AOL Real Estate    | 2,670                               | 855                                    | 212%                |
| RealtyTrac         | 1,515                               | 782                                    | 94%                 |
| Rent.com           | 1,366                               | 733                                    | 86%                 |
| Yahoo! Real Estate | 1,320                               | 806                                    | 64%                 |
| Century 21         | 1,132                               | 604                                    | 87%                 |
| forsalebyowner.com | 990                                 | 409                                    | 142%                |
| RealEstate.com     | 893                                 | 628                                    | 42%                 |
| RentNet            | 890                                 | 603                                    | 48%                 |

Source: Nielsen//NetRatings, May 2005



**Making the Money Work**

Nielsen//NetRatings reported an overall jump in visitors from all income brackets to real estate and apartment sites during April 2005. Lower-income households earning up to \$25K showed the most significant growth with a million potential home buyers and renters viewing a real estate or apartment site last month, marking a 47 percent leap during the past six months (see Table 2).

More than six million visitors, or the bulk of real estate surfers, earned a household income between \$50-\$75K jumping 32 percent from November 2004. Households with income of more than \$150K rounded out the top three fastest growing income groups.

**Table 2. Household Income of Real Estate/Apartments Site Visitors (U.S., Home & Work)**

| Household Income  | April 2005 Unique Audience (000) | Six-month Growth |
|-------------------|----------------------------------|------------------|
| \$0-24,999        | 1,000                            | 47%              |
| \$50,000-74,999   | 6,179                            | 32%              |
| \$150,000+        | 2,254                            | 29%              |
| \$75,000-99,999   | 3,983                            | 24%              |
| \$100,000-149,999 | 3,919                            | 22%              |
| \$25,000-49,999   | 3,966                            | 20%              |

Source: Nielsen//NetRatings, May 2005

Cumberbatch added, "Given the less-than-stellar returns from the stock market, property sales increased as an alternative investment to capitalize on the near historical low interest rates. Tenured surfers were more comfortable searching online, especially in major metropolitan cities where demand still exceeds the supply of available homes."

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

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

Month of April 2005

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

| Parent                         | Unique Audience (000) | Time Per Person (hh:mm:ss) |
|--------------------------------|-----------------------|----------------------------|
| 1. Microsoft                   | 105,091               | 2:01:43                    |
| 2. Yahoo!                      | 95,357                | 2:58:59                    |
| 3. Time Warner                 | 95,217                | 5:18:11                    |
| 4. Google                      | 74,443                | 0:41:26                    |
| 5. United States Government    | 55,033                | 0:28:13                    |
| 6. eBay                        | 51,490                | 2:01:21                    |
| 7. InterActiveCorp             | 38,113                | 0:22:09                    |
| 8. Amazon                      | 35,621                | 0:21:47                    |
| 9. RealNetworks                | 34,324                | 0:40:35                    |
| 10. Walt Disney Internet Group | 33,737                | 0:34:29                    |

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

| Brand               | Unique Audience (000) | Time Per Person (hh:mm:ss) |
|---------------------|-----------------------|----------------------------|
| 1. Yahoo!           | 94,855                | 2:59:14                    |
| 2. Microsoft        | 88,305                | 0:42:29                    |
| 3. MSN              | 87,811                | 1:42:45                    |
| 4. Google           | 72,816                | 0:40:50                    |
| 5. AOL              | 70,096                | 6:35:02                    |
| 6. eBay             | 48,984                | 1:59:59                    |
| 7. Real             | 33,539                | 0:38:44                    |
| 8. MapQuest         | 33,320                | 0:12:40                    |
| 9. Amazon           | 31,419                | 0:19:22                    |
| 10. Weather Channel | 27,561                | 0:24:33                    |

Example: The data indicates that 33.7 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 34 minutes and 29 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**

Month of April 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<br>(000) |
|------------------------------|----------------------|
| 1. Vonage Holdings Corp      | 3,114,665            |
| 2. Dell Computer Corporation | 2,759,812            |
| 3. LowerMyBills.com, Inc.    | 2,739,094            |
| 4. Netflix, Inc.             | 2,075,607            |
| 5. InterActiveCorp           | 1,926,838            |
| 6. Primus Telecommunications | 1,823,099            |
| 7. BellSouth Corporation     | 1,469,465            |
| 8. SBC Communications, Inc.  | 1,408,723            |
| 9. Scottrade, Inc.           | 1,403,373            |
| 10. Monster Worldwide, Inc.  | 1,326,525            |

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

Example: An estimated 1.3 billion Monster Worldwide, Inc. ads were rendered for viewing during the surfing period.

**About Nielsen//NetRatings**

Nielsen//NetRatings, a service provided by NetRatings, Inc. (Nasdaq: NTRT), 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, 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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