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RSS USERS VISIT THREE TIMES AS MANY NEWS WEB SITES AS NON-USERS, ACCORDING TO NIELSEN//NETRATINGS

Men, Longtime Internet Users Most Likely to Use RSS

NEW YORK – September 20, 2005 - Nielsen//NetRatings, a global leader in Internet media and market research, today reported that RSS users are significantly more engaged in online news than non-users, visiting an average of 10.6 news sites compared with 3.4 news sites for non-users (see Table 1).

“Convenience is the primary reason respondents gave for using RSS feeds,” said Jon Gibs, senior research manager, Nielsen//NetRatings. “Once the technology has been adopted, users can easily add new content. This allows news-hungry Web visitors to sample a wide variety of news sources,” he continued.

Table 1: Number of News Web Sites Visited by RSS Users, August 2005 (U.S., Home, Work & School)

Web User	Average Number of News Web Sites
RSS User	10.6
Control	3.4

Source: Nielsen//NetRatings MegaPanel Custom, September 2005

Not only do RSS users visit more news Web sites than non-users, they also visit those sites more frequently. RSS users visited the top 20 news Web sites nearly three times as often as non-users and all other news Web sites four times as often (see Table 2). This means that sites outside of the top 20 properties may be among the greatest beneficiaries of RSS.

Table 2: Number of Visits to Top 20 News Sites by RSS Users, August 2005 (U.S., Home, Work & School)

Web User	Visits to Top 20 News Sites	Visits to All Other News Sites
RSS User	32	16
Control	11	4

Source: Nielsen//NetRatings MegaPanel Custom, September 2005

Notably, 83 percent of survey respondents who were identified by clickstream data as RSS users were unaware that they were using RSS technology. This can be explained by sites such as MyYahoo!, where users can customize content without knowing anything about the RSS feeds that make that customizing possible.

Among RSS users who understood the technology, 78 percent were male, and 48 percent were longtime Internet users who have been going online since at least 1994 (see Table 3). Among unaware RSS users, 54 percent were male and 36 percent were longtime Internet users. These figures were lowest among respondents who did not use RSS feeds, with just 46 percent male and 34 percent longtime Internet users.

“Men tend to be early and aggressive technology adopters, but it may come as a surprise that the youngest Internet users were not the most RSS savvy,” said Gibs. “RSS users are particularly focused on breaking news, and trend toward an older demographic,” he continued.

Table 3: RSS User Demographic Information, August 2005

Web User	Male	Online Before '94	College Grad+	\$100K+	18-34 Years Old
Aware RSS Users	78%	48%	46%	25%	17%



Unaware RSS Users	54%	36%	53%	27%	25%
Non-Users	46%	34%	43%	22%	16%

Source: Nielsen//NetRatings WebIntercept survey, September 2005

Note: 2,129 online U.S. panelists responded to the survey fielded in August 2005

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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