

For Immediate Release:  
NetRatings, Inc.

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## ITUNES REACHES 14 PERCENT OF ACTIVE INTERNET UNIVERSE, SKYROCKETING 241 PERCENT YEAR-OVER-YEAR, ACCORDING TO NIELSEN//NETRATINGS

*iTunes Users Prefer Distinct Consumer and Media Brands, Including Volkswagen, Wired Magazine and Cartoon Network*

**NEW YORK—January 19, 2006**— Nielsen//NetRatings, a global leader in Internet media and market research, today announced that traffic to Apple's iTunes Web site and use of the iTunes application has skyrocketed 241 percent over the past year, from 6.1 million unique visitors in December 2004 to 20.7 million in December 2005, reaching nearly 14 percent of the active Internet population.

Teens are disproportionately represented among iTunes users; 12 to 17 year olds are nearly twice as likely to visit the iTunes Web site and use the application as the average Internet user. iTunes users are also more likely to be male; the site's traffic is 54 percent male and 46 percent female.

"The rapid growth of iTunes is an important phenomenon in the online media marketplace," said Jon Gibs, director of media analytics, Nielsen//NetRatings. "Consumers have clearly indicated that they are eager to control their own music libraries, one song at a time," he continued.

Nielsen//NetRatings also revealed today that iTunes users form a distinct target audience with identifiable brand preferences (see Table 1). Their favorite car make is Volkswagen, which they are 2.2 times more likely to own than the average Internet user. Other popular car makers among the group include Audi and Subaru. In terms of beverages, their alcohol of choice is hard cider, followed by imported and domestic beer.

iTunes users also have decided media preferences. Among magazines, they are 3.3 times more likely than average to read Wired, 2.6 times more likely to read Rolling Stone and 2.5 times more likely to read FHM. When watching television, they flock to the Cartoon Network at 1.4 times the average rate, and to HBO and BBC America at 1.3 and 1.2 times the average rate, respectively.

"As networks begin to decide what types of programs to either produce or distribute through iTunes video, they should match the TV audiences' offline purchase and media consumption behavior with that of the iTunes users to maximize the success of video downloads," said Gibs.

**Table 1: Nielsen//NetRatings @Plan Profile Points for iTunes Users (U.S.)**

<b>Vehicle Make</b>	<b>Composition Index</b>
Volkswagen	217
Audi	204
Subaru	177
<b>Alcoholic Beverages</b>	<b>Composition Index</b>
Hard Cider	234
Imported Beer	202
Domestic Beer	181
<b>Magazine Readership</b>	<b>Composition Index</b>
Wired	329
Rolling Stone	262
FHM	245
<b>TV Network Viewership</b>	<b>Composition Index</b>



Cartoon Network	137
BBC America	129
HBO	123

Source: Nielsen//NetRatings, @Plan Winter 2005/2006 Release  
 Note: Average Composition Index is 100.

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

## Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand, December 2005

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	111,968	2:08:09
2. Yahoo!	104,097	3:17:15
3. Time Warner	102,359	4:43:54
4. Google	88,608	0:52:49
5. eBay	64,037	1:45:42
6. InterActiveCorp	56,636	0:25:49
7. Amazon	53,755	0:33:14
8. News Corp. Online	51,515	1:21:41
9. RealNetworks	37,821	0:44:36
10. New York Times Company	37,562	0:16:19

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

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Yahoo!	103,764	3:17:03
2. Microsoft	97,218	0:47:18
3. MSN	90,881	1:47:00
4. Google	86,553	0:52:04
5. AOL	76,709	5:44:24
6. eBay	57,251	1:48:20
7. Amazon	48,032	0:31:54
8. Real	36,807	0:43:20
9. Apple	35,670	1:01:46
10. MapQuest	34,941	0:12:05

Example: The data indicates that 37.6 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 16 minutes and 19 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, December 2005

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. Vonage Holdings Corp	\$39,039,000	14,970,152
2. General Motors Corporation	\$12,449,900	2,463,197
3. LowerMyBills.com, Inc.	\$10,436,300	2,447,148
4. NexTag.com	\$9,787,400	3,480,681
5. United Online, Inc.	\$9,102,500	2,872,465
6. BellSouth Corporation	\$9,000,800	2,273,496
7. SBC Communications, Inc.	\$8,266,500	1,590,247



8. Dell Computer Corporation	\$8,117,600	2,163,479
9. Netflix, Inc.	\$8,045,900	2,462,978
10. Scottrade, Inc.	\$7,634,700	1,587,447

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

Example: An estimated 1.6 billion Scottrade, Inc. ads were rendered for viewing at the cost of approximately \$7.6 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).

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

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