



For Immediate Release:
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GOOGLE DOCS AND SPREADSHEETS DOMINATE WEB-BASED PRODUCTIVITY TOOLS SINCE OCTOBER

Google Docs Most Popular among Upper Income Web Users

NEW YORK – February 20, 2007 – Nielsen//NetRatings (Nasdaq: NTRT), a global leader in Internet media and market research, announced today that Google has been the No. 1 provider of Web-based productivity tools (tools which allow users to work together remotely) since October 2006.

According to Nielsen//NetRatings MegaPanel, in October the combined unique visitors to Google Docs and Spreadsheets reached 445,762, with an average time spent of 10 minutes per visitor. This accounted for 92 percent of unique visitors and 95 percent of time spent among providers of Web-based productivity tools that month. Other providers include: EditGrid, Zoho.com, Thinkfree.com, Numsum.com and WriteBoard, among others.*

Since October, growth at Google Docs and Spreadsheets has been relatively flat. In November, these Google properties attracted 424,785 unique visitors and 432,156 unique visitors in December. Time per visitor has increased somewhat, from an average of 10 minutes in October to 14 minutes in December.

“Web-based productivity software further extends people’s use of the Web browser beyond Web site visitation, and shows how the collaborative power of the Internet is bringing traditionally offline activities online,” said Jon Stewart, senior analyst, Nielsen//NetRatings. “Google has capitalized on its devoted audience and wide brand recognition to gain traction quickly in this space, but there is clearly a lot of room for growth.”

Google Docs Appeal to Upper Income Web Users

Users of Google Docs and Spreadsheets skew toward higher incomes, with 28 percent of users earning upwards of \$100,000 annually. A large majority of users, 76 percent, have an income greater than \$50,000 annually.

“Middle Aged Singles” were over twice as likely to use Google Docs as the average Web user. This group includes those between the ages of 35-54 who live in single person households. “New Families” were 69 percent more likely than the average Web user to visit Google Docs. This group includes any household with children all under the age of six.

“Users of Google Docs and Spreadsheets are typical of technology early adopters,” said Stewart. “They tend to be mature with some disposable income. As more providers of Web-based productivity tools come to market and consumers become familiar with their offerings, we will see the audience broaden to more closely resemble the overall online population. Eventually, Web-based productivity tools could become as widespread as traditional software from companies like Microsoft, but they clearly have little to fear in the immediate future, given the relatively low penetration numbers that we’re seeing.”

* Data for these individual providers of Web-based productivity tools fell below minimum reporting levels for October through December.

Nielsen//NetRatings reports January 2007 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for January 2007.



Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites By Brand, January 2007

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	117,257	2:25:02
2. Google	111,526	1:24:55
3. Yahoo!	106,071	3:27:51
4. Time Warner	105,080	4:45:36
5. News Corp. Online	71,116	1:44:17
6. eBay	69,605	1:51:36
7. InterActiveCorp	58,815	0:27:50
8. Amazon	53,730	0:23:26
9. Walt Disney Internet Group	45,071	0:33:17
10. Wikimedia Foundation	43,511	0:19:35

Table 2. Top 10 Brands, Combined Home & Work

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	107,029	1:09:34
2. Yahoo!	105,534	3:28:07
3. MSN/Windows Live	96,708	2:12:28
4. Microsoft	94,657	0:44:10
5. AOL Media Network	94,178	4:56:05
6. Fox Interactive Media	62,626	1:50:27
7. eBay	62,145	1:52:22
8. Amazon	46,190	0:20:46
9. Apple	43,511	1:19:25
10. Wikipedia	43,435	0:19:27

Example: The data indicates that 43.5 million home and work Internet users visited at least one of the Wikimedia Foundation-owned sites or launched a Wikimedia Foundation-owned application during the month, and each person spent, on average, a total of 19 minutes and 35 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.

Nielsen//NetRatings AdRelevance Top 10 Advertisers, January 2007

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. Experian Group Limited	\$113,114,300	42,978,680
2. NexTag, Inc.	\$40,159,000	20,596,355
3. AT&T Corp.	\$29,652,400	7,483,086
4. Netflix, Inc.	\$24,446,200	5,959,163
5. Monster Worldwide, Inc.	\$21,415,000	4,372,144
6. Verizon Communications, Inc.	\$18,941,400	5,515,209
7. Apollo Group, Inc.	\$16,531,400	6,180,402
8. United Online, Inc.	\$15,431,400	3,995,226
9. Reunion.com L.L.C.	\$14,669,500	9,078,957
10. Low Rate Source	\$14,491,500	4,274,009

Estimated spending reflects CPM-based advertising online, and excludes search-based advertising, paid fee services, performance-based campaigns, sponsorships, barter, partnership advertising, advertorials, promotions and e-mail. Impressions reported exclude house ads, which are ads that run on an advertiser's own or related property and co-branding relationships.

Example: An estimated 4.3 billion Low Rate Source ads were rendered for viewing at the cost of approximately \$14.5 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.

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