

For Immediate Release:
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ONLINE TRAVEL SOARS 12 PERCENT IN MARCH, ACCORDING TO NIELSEN//NETRATINGS

Travelers Take Flight as Spring and Summer Vacation Season Draws Surfers Online

NEW YORK – April 17, 2002 – Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that traffic to online travel destinations surged 12 percent to 51.2 million surfers in March, as compared to 45.9 million in February. Surfers at home and work flocked to the Web to take advantage of early spring airfare promotions and special vacation packages. Nearly 43 percent of all Web surfers accessed an online travel site in March, as compared to 39 percent the month prior.

Nine out of the top 10 online travel sites posted double-digit gains in March. Expedia claimed the No. 1 spot as the largest online travel destination, jumping 18 percent to 11.6 million surfers (see Table 1). Travelocity grew 24 percent in traffic to 10.2 million, while Orbitz.com attracted nearly 6.6 million visitors, posting a 14 percent gain. Rounding out the top five list, Southwest Airlines drew nearly 5.2 million visitors, jumping 16 percent and CheapTickets.com surged 51 percent to nearly 4.4 million unique visitors.

“Online travel experienced robust growth in March, despite the rise in fees passed along to consumers in light of the recent decision by airlines to cease paying commissions to several online travel agencies,” said Patrick Thomas, senior Internet analyst, NetRatings.

“Spring and summer vacation planning and special fares have brought travel buyers back to the Web, resulting in strong double-digit gains among the top travel players,” added Thomas.

Table 1. Top Online Travel Destinations (U.S., Combined Home & Work)

Brand	Unique Audience (000) February 2002	Unique Audience (000) March 2002	Percent Growth
1. Expedia	9,858	11,605	18%
2. Travelocity	8,270	10,220	24%
3. Orbitz.com	5,755	6,551	14%
4. Southwest Airlines	4,441	5,158	16%
5. CheapTickets.com	2,903	4,370	51%
6. American Airlines	3,559	4,248	19%
7. Yahoo! Travel	3,152	4,196	33%
8. Delta	3,502	3,979	14%
9. Priceline	3,306	3,808	15%
10. AOL Travel	3,339	3,592	8%

Source: Nielsen//NetRatings, March 2002

The study is based on Nielsen//NetRatings' new MarketView reporting system, which is built on content-based brand aggregation, consisting of Parents, Brands and Channels. MarketView segments online destinations based on content to reflect and provide an in-depth view of their business operations.

The following set of at-home and at-work information includes: Top 25 Web Parent Companies and Average Web Usage for the month of March 2002.

(continued below)

Nielsen//NetRatings: Top 25 Web Sites by Parent Company

Month of March 2002

Ranking of the Most Visited Web Parents

Top 25 Parent Companies, Combined Home & Work

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. AOL Time Warner	83,437	0:55:27
2. Microsoft	81,697	1:39:50
3. Yahoo!	76,268	1:58:17
4. Terra Lycos	35,790	0:17:02
5. About-Primedia	33,370	0:17:24
6. Amazon	32,771	0:16:51
7. Google	30,342	0:25:23
8. eBay	26,713	2:09:12
9. USA Network	23,387	0:21:28
10. Viacom International	22,092	0:25:35
11. CNET Networks	21,552	0:12:58
12. Walt Disney Internet Group	20,237	0:20:24
13. eUniverse	17,820	0:12:05
14. InfoSpace	17,667	0:10:17
15. Excite Network	17,246	0:59:16
16. AT&T	16,398	0:33:40
17. Ask Jeeves	16,025	0:09:11
18. American Greetings	15,404	0:10:46
19. Landmark Communications	14,660	0:12:31
20. RealNetworks	14,238	0:14:17
21. Vivendi Universal	14,047	0:12:17
22. Classmates	13,683	0:12:01
23. Verizon Communications	11,785	0:16:52
24. EarthLink	11,757	0:21:03
25. Macromedia	11,594	0:11:23

Example: The combined home and work data indicate that nearly 11.6 million home & work Internet users visited at least one of the Macromedia-owned sites during the reporting period, and each person spent, on average, a total of 11 minutes and 23 seconds at one or more of their sites.

Notes: Rankings are based on audience measurement of people who have access to the Internet at-home and at-work. Work rankings are based on persons at-work who have access to a non-shared personal computer. A parent company is defined as a consolidation of multiple domains and URLs owned by a single entity. Reach is a measure of the unduplicated audience that visits a parent. 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.

(continued below)

Nielsen//NetRatings: Average Internet Usage Combined Home & Work
 Month of March 2002

Data below represent activity for the average Internet user at-home and at-work during the month.

	Home & Work, March	Home & Work, February	% Change from February
Number of Sessions per Month	36	33	+9.1
Page Views per Month	1,282	1,215	+5.5
Page Views per Surfing Session	36	36	0
Time Spent per Month	19:49:52	18:43:57	+5.9
Time Spent During Surfing Session	0:32:43	0:33:41	-2.9
Duration of a Page viewed	0:00:55	0:00:56	-0.6
Active Internet Universe (actually surfed)	120.0 million	118.8 million	+1.0
Current Internet Universe Estimate (had access, but did not necessarily go online)	175.4 million	176.2 million	-0.5

About Nielsen//NetRatings

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings Internet audience measurement service collects real-time data from individuals with access to the Internet around the world. Nielsen//NetRatings uses unique technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive Internet usage data and advertising information in the global marketplace. For more information, please visit www.nielsen-netratings.com.

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

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