



For Immediate Release:  
NetRatings, Inc.

Marla Dierkes (408) 941-2931

**JOHN KERRY SURGES ONLINE AS LAST WEEK’S NO. 1 FASTEST GROWING WEBSITE AT-HOME, ACCORDING TO NIELSEN//NETRATINGS**

***Current Events and Global News Sites See Spike in Traffic as Surfers Flock Online for Candidate Information***

**NEW YORK, NY – August 6, 2004** – Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports today that at-home traffic to the John Kerry for President Website spiked 191 percent, capturing the No. 1 spot as Nielsen//NetRatings’ fastest growing Website during the week ending August 1. Traffic to the Republican National Committee also jumped 32 percent. The increases occurred as surfers flocked online to get candidate information spurred on by the start of the Democratic National Convention (see Table 1).

The five fastest growing current events and global news sites saw corresponding increases in their traffic. At-home traffic to MSN Slate skyrocketed 110 percent, while Boston.com increased 56 percent. Traffic to NYP Holdings, Chicago Sun-Times and the Drudgereport.com jumped 52 percent, 49 percent and 29 percent, respectively (see Table 2).

Some of the top political stories capturing surfers’ attention included the article, “Dem’s Marine Misfire,” securing 51 percent of the site’s traffic on NYP Holdings. The piece discussed the challenges faced in Kerry’s cross-country bus tour when a group of Marines publicly criticized the Vietnam War hero in the middle of a crowded restaurant. The opinion editorial “Rushed Speech, Lost Opportunity” garnered 26 percent of the site’s traffic on Boston.com. The article discussed Kerry’s lost opportunity to communicate with viewers on his policies by rushing through his speech during the Democratic National Convention. The story, “Jenna and Barbara Bush - The Party Girls Reconsidered,” received 11 percent of the site’s traffic on MSN Slate.

“The Democratic National Convention’s significant impact on Web traffic to JohnKerry.com and RNC.org underscores how the Internet can be used to reach constituents, educate the masses on candidates’ policies, and solicit campaign donations,” said Greg Bloom, Internet analyst, Nielsen//NetRatings.

**Table 1: Traffic to John Kerry For President and Republican National Committee Sites, Week Ending August 1 (U.S., Home)**

Brand/ Channel	Unique Audience (000)		
	7/25/04	8/1/04	% Growth
John Kerry For President	265	771	191%
Republican National Committee	209	275	32%

Source Nielsen//NetRatings, August 2004



**Table 2: Traffic Five Fastest Growing Current Events & Global News Sites, Week Ending August 1 (U.S., Home)**

Brand/ Channel	Unique Audience (000)		
	7/25/04	8/1/04	% Growth
MSN Slate	403	848	110%
Boston.com	507	790	56%
NYP Holdings	393	599	52%
Chicago Sun-Times	307	458	49%
Drudgereport.com	977	1,261	32%

Source Nielsen//NetRatings, August 2004

**Additional Nielsen//NetRatings' Week on the Web:**

- **2004 Football Season Kicks Off Online**

The NFL Internet Network spiked 28 percent at home to nearly 1.6 million unique visitors during the week ending August 1, according to Nielsen//NetRatings, as the 2004 football season kicked off with players reporting for training camp the week of August 2. Football fans logged onto NFL.com to view regular and pre-season schedules and to get a head start on their Fantasy Football Leagues.

- **"Back-to-School" Spurs Traffic to FAFSA Site**

Traffic to the U.S. Federal Student Aid Web site jumped 29 percent at home, during the week ending August 1 as college students prepare for the upcoming Fall Semester. The site attracted 362,000 students with 36 percent of the site's audience logging on to check the status of their application.

**About Nielsen//NetRatings**

Nielsen//NetRatings 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, LemonAd, 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.*

###