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GOOGLE GAINS FOUR MILLION UNIQUE AUDIENCE MEMBERS IN MAY, ACCORDING TO NIELSEN//NETRATINGS' GLOBAL INDEX

STAMFORD, CT – July 1, 2002 – Google gained nearly four million unique audience members in May, more than any other property in the global top 25, according to the Nielsen//NetRatings Global Internet Index (see Table 1). Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, found that the growth in Google's unique audience caps off a year of steady growth in which Google also became the only new entry into the top five European properties since Nielsen//NetRatings started measuring European Internet audiences in early 2000.

"Google's pan-European success is unmatched by any other regional properties," said Richard Goosey, international chief of measurement science, NetRatings. "The idea of specialist search sites remains a powerful one. Google's site design is one of the simplest on the Web, placing the emphasis on the speed and power of Google's search technology. By comparison, many big portals offer a potpourri of varied services, believing that surfers prefer the convenience of a group of online services as opposed to a dedicated search engine.

"The secret of Google's success is its brand management," Goosey said. "In 2001 the property extended its sub-sites with directories and archives that fit well into its search specialty. This shows Google both following in the footsteps of the big portals but also learning from them by extending only in its area of expertise and gaining large audience numbers as a result."

Goosey also noted that Google's success, based on doing one thing extremely well, may point to the future direction of the Web's most successful properties. "If a specialist in search capabilities – the backbone of Web services – can achieve such global prominence, specialists in other sectors may not be far behind," he said.

The results are from Nielsen//NetRatings' Global Internet Index, which provides the only worldwide measurement of Web audience and usage patterns across 18 countries comprising more than 80 percent of the global Internet audience universe.



Table 1. Top 25 Global Web Properties, At-Home, May 2002

Rank by Unique Audience	Change in Rank, April - May	Property	Unique Audience	Reach: % Active	Visits per Person	Pages per Person	Time per Person	Rank by Page Views
1	0	Yahoo!	115,245,147	51.04	9.50	152	1:10:47	1
2	0	MSN	103,036,132	45.63	9.38	98	0:53:59	2
3	0	AOL Time Warner	93,730,749	41.51	7.77	45	0:30:31	4
4	0	Microsoft	75,061,104	33.24	3.12	13	0:08:51	9
5	0	Google	55,607,715	24.63	5.42	49	0:15:55	5
6	0	Lycos Network	51,882,277	22.98	3.58	38	0:17:12	6
7	0	Amazon	35,988,745	15.94	2.31	21	0:11:36	13
8	0	About-Primedia	32,972,759	14.60	2.54	22	0:10:52	14
9	0	eBay	30,682,102	13.59	7.43	244	1:37:53	3
10	0	CNET Networks	21,024,423	9.31	2.38	18	0:09:06	31
11	0	Sony	19,461,677	8.62	3.32	23	0:11:59	27
12	5	The Gator Corporation	16,747,683	7.42	9.76	40	0:22:06	17
13	0	Vivendi Universal	16,259,368	7.20	2.51	26	0:16:04	28
14	-2	InfoSpace	15,847,256	7.02	2.39	15	0:07:04	44
15	0	Wanadoo	15,552,423	6.89	5.47	38	0:19:29	21
16	-2	T-Online	15,262,240	6.76	7.09	47	0:26:41	15
17	3	Real Networks	14,929,792	6.61	2.07	9	0:08:26	85
18	0	Tiscali	14,867,441	6.58	3.57	22	0:10:11	36
19	-3	Walt Disney Internet Group	14,775,017	6.54	2.31	24	0:15:53	34
20	-1	Ask Jeeves	14,488,381	6.42	1.98	15	0:08:33	47
21	0	Macromedia	14,274,902	6.32	1.72	8	0:09:13	94
22	0	AT&T	13,675,145	6.06	5.73	35	0:22:53	23
23	5	Symantec	13,335,695	5.91	3.55	8	0:09:03	106
24	2	Nifty	13,050,739	5.78	6.46	50	0:21:30	19
25	0	Terra Networks	12,800,673	5.67	4.03	33	0:16:09	29

Source: Nielsen/NetRatings, May 2002

As of May, the Global Index includes data for: Austria, Australia, Brazil, Denmark, France, Germany, Hong Kong, Ireland, Italy, Japan, the Netherlands, New Zealand, Singapore, Spain, Sweden, Switzerland, the UK and the U.S.

Average usage in May 2002 showed strong increases in the number of sessions per month, the number of unique domains visited and the page views per month (see Table 2), along with a smaller rise in the time spent per month.

Table 2. Average Usage, At-Home, May 2002

	May	April	% Change
Number of Sessions per Month	19	18	4.10%
Number of Unique Domains Visited	48	47	3.01%
Page Views per Month	754	737	2.20%
Page Views per Surfing Session	40	40	-1.82%
Time Spent per Month	9:49:41	9:39:36	1.74%
Time Spent During Surfing Session	0:31:02	0:31:45	-2.26%
Duration of a Page viewed	0:00:47	0:00:47	-0.45%
Total Internet Audience Sample	125,483	126,669	-0.94%
Active Internet Universe	225,801,907	221,468,479	1.96%
Current Internet Universe Estimate	395,731,122	390,100,235	1.44%

Source: Nielsen/NetRatings, May 2002

In May, the Global Index includes data for 18 countries; in April the Global Index covered 23 countries. April data in this press release has been recalculated to match the 18 countries measured in May to enable a trendable month-over-month comparison.

About Nielsen//NetRatings

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings services include worldwide Internet audience measurement, AdRelevance tracking of online advertising creatives, impressions and expenditures, and the @plan Internet user lifestyle, demographic, and product brand references measurement. Nielsen//NetRatings uses patented technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive information in the global marketplace. For more information, please visit www.nielsen-netratings.com.

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