

It's a Woman's World Wide Web
Media Metrix & Jupiter Communications
By Anne Rickert, Media Metrix and
Anya Sacharow, Jupiter Communications
August 2000



MEDIA METRIX & JUPITER COMMUNICATIONS

IT'S A WOMAN'S WORLD WIDE WEB

Women's Online Behavioral Patterns Across Age Groups and Lifestages



EXECUTIVE SUMMARY

Women Surpass Men Online

The number of women online surpassed that of men for the first time ever in Q1 2000 in the U.S. Additionally, the population of women as a whole is growing more rapidly than the online population overall: the total Web universe expanded by 22.4% during the past year, while the female user universe expanded by 34.9%.

Teen Girls Demo Growing Five Times Faster than Internet Overall

The most notable increase by age group from 1999 to 2000 was among teen girls 12-17, increasing over 125 percent. The number of females aged 18-24, on the other hand, decreased slightly during the same period, perhaps indicating a shift in interest toward the college experience and early career building. Women aged 55 plus, as well as young girls 2-11, also posted notable increases in their percent representation online this year.

Women's Lifestages are Apparent in the Types of Online Content they Prefer

As Internet users establish a distinct presence across virtually all age and gender lines, content providers continue to develop targeted websites that mirror the needs and interests of specific populations. These niche sites may not draw the most significant number of unique visitors overall, but they often boast a heavier concentration of users from key demographic groups. A thorough analysis of sites with a high composition of women within specific age groups yields lists of very similar looking Web content. For example, women in the 24 to 35 age bracket are most highly concentrated among sites offering content, advice and community focused on childcare.

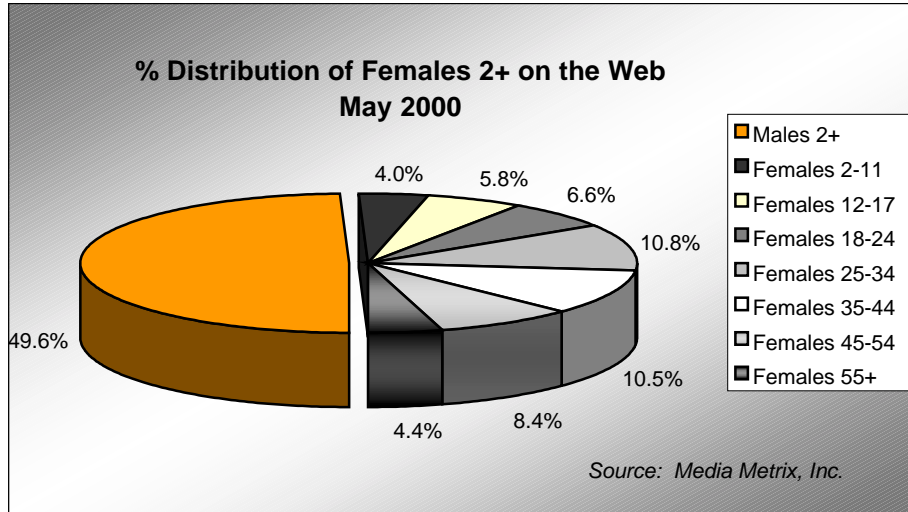
A detailed analysis of websites with the highest percent composition of females in each stage of life – from schoolgirls on up to older women enjoying their senior years — yields compelling insight on usage patterns within each age group.

Marketers targeting Women Employ similar Methods in Europe and the U.S.

Women's approach to the Internet tends to be focussed on practicality whether they live in the United States or in Europe. They don't waste much time on a variety of different sites but return to those which save them time or money. The Internet is the ideal medium to distribute information about bargains and tips and tricks which can be posted immediately and visible to all. Women understand this and increasingly use the Internet to make everyday life easier.



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U.S. WOMEN ECLIPSE MEN ON THE WEB IN 2000

In Q1 2000, females aged 2 and up, for the first time, eclipsed males aged 2 and up for a majority share of the World Wide Web universe. Children, teens, college coeds, baby boomers, seniors -- women young and old joined ranks to claim 50.4% of all unique visitors to the Web in May 2000, just edging out male counterparts with a 49.6% share of the same population.

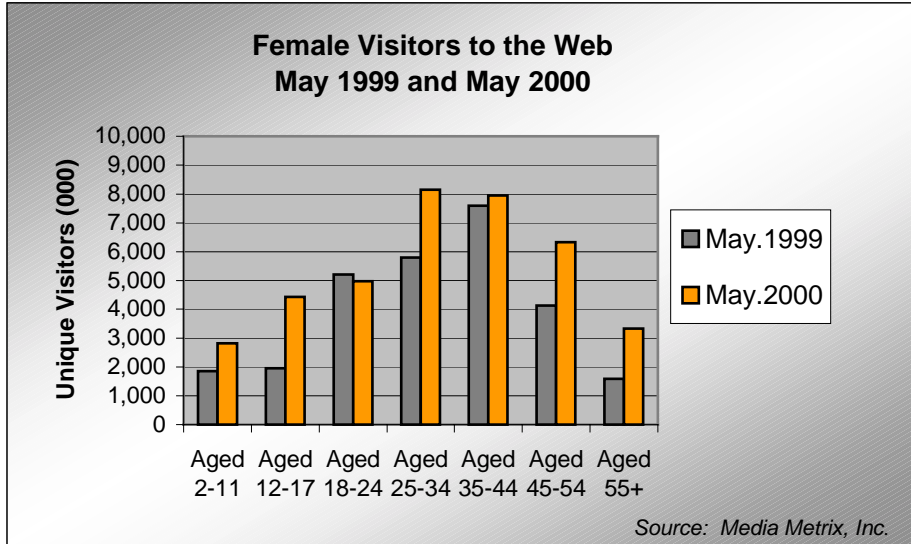
Females of all ages are spending time on the Web, although their presence is for now anchored by women aged 25-34 and 35-44, who contribute 10.8% and 10.5% of all Web traffic, respectively. By comparison, Web composition hovers at about 4% among girls aged 2-11, inching upward to 5.8% for teens 12-17, and 6.6% for young women 18-24. After peaking in the two center age brackets, female share of the Web decreases to 8.4% for 45-54 year-old women, and drops again to 4.4% for women aged 55 and up.

Jup Take:

Young girls seek an online entertainment experience. Later on, as they prepare for college, they are more interested in education-related activities on the web. During the college years, however, the number of women 18-24 decreases slightly, indicating a preference for offline activities. As women enter the workforce, productivity online becomes key. Those with families, or planning families, go for parent and community-oriented sites. Later in life, women favor e-commerce and financial services sites - though not necessarily those geared specifically toward women.



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NUMBER OF WOMEN GROWING FASTER THAN TOTAL ONLINE UNIVERSE

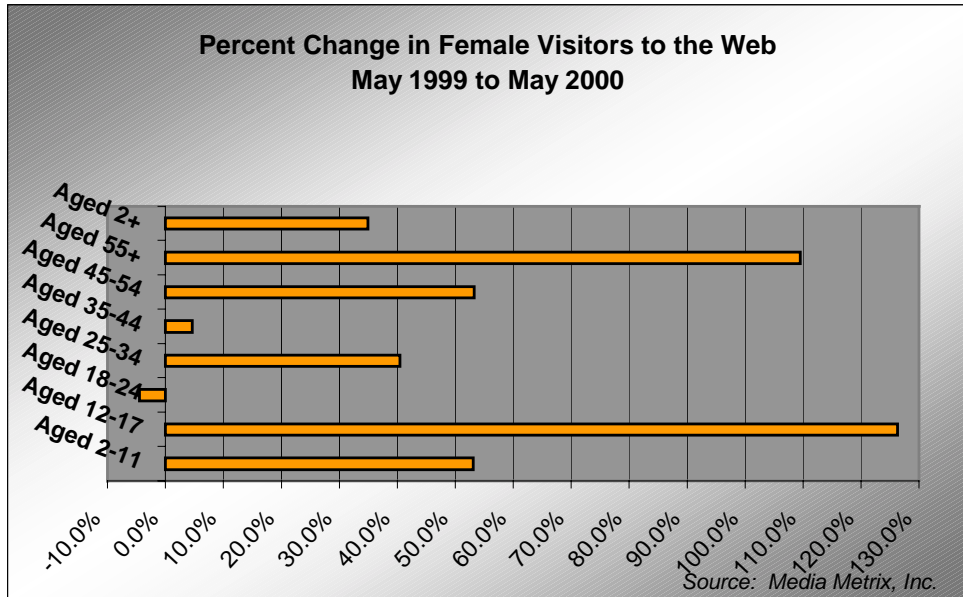
A comparison of Web demographics from May 1999 through May 2000 shows a similar configuration of the female Web population over time, with the greatest number of visitors consistently drawn from the same dominant age brackets. But despite a clustered user population, surpassing males aged 2 and up in World Wide Web composition was statistically speaking a group effort. The combined female demographic group posted impressive growth in unique visitors during this period, particularly compared to visitor growth overall: the total Web universe expanded by 22.4%, while the female user universe expanded by 34.9%.

Jup Take:

Clearly we're glimpsing a new gender parity online. The numbers show that women are no longer a niche market – in fact, they represent just over one-half of the online population today. As the Internet becomes more and more of a mainstream medium, women become more critical to the equation in terms of content, and e-commerce, development. In fact, among those sectors most actively courting women are transaction-based sites.



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TEEN GIRLS IN U.S. REPRESENT FASTEST GROWING AGE GROUP

The number of female unique visitors increased dramatically over the past 12 months in all but two age groups, females aged 18-24, which decreased by 4.5% and women 35-44, with only minor growth of 4.6%. All other female age groups outpaced the Web's overall 12-month growth of 22.4%. The most dramatic growth during the year occurred among teenage girls aged 12-17, which increased from 1,956,000 to 4,426,000 unique visitors, a percent change of +126.3%. Women 55 were just barely outpaced with their unique visitor count climbing from 1,592,000 to 3,335,000 for an overall 109.5% increase. The youngest users, girls 2-11, had notable gains of just over 53%, as did women aged 44-54. In comparison, the greatest percent gain among male Web users was 45.4% for 12 to 17 year olds, followed by males 55+ with 22.2% growth, and males 18-24 with 17.8% growth.

Jup Take:

The overall growth of teens online, and particularly girl teens, has been astounding over the past year. The Internet has proven to be fertile ground for creating communities in which girls can tell their own stories and see their lives reflected online. New-media brands targeting girls should focus on new characters, communications, and stories based on the real world as well as on music and books. The real opportunity to reach teen girls is with the type of community building evident on sites such as [Gurl.com](#), [Delias.com](#), and [Kibu.com](#).



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While women in the outer age brackets still trail the core users in terms of unique visitor numbers, the notable growth rate in visitors from either end of the age spectrum represents at least a temporary shift in the distribution of females online. Just as women overall are represented in greater numbers on the Internet today, women from previously small age groups are also increasing their numbers online.

**WEB CONTENT INCREASINGLY REFLECTS USER
DEMOGRAPHIC PROFILES**

As the U.S. World Wide Web population establishes a more distinct presence along these age and gender lines, content providers continue to develop targeted websites that mirror the needs and interests of specific populations. These niche sites may not draw the most significant number of unique visitors overall, but they often boast a heavier concentration of users from key demographic groups. Moreover, when several websites with parallel content yield a similarly high composition of visitors from one group, an increasingly consistent demographic usage profile begins to emerge. A detailed analysis of websites with the highest percent composition of females in each stage of life – from schoolgirls all the way to older women enjoying their senior years — yields compelling insight on usage patterns within each age group.

**IN EUROPE, TRENDS AMONG WOMEN ONLINE REFLECT
THE U.S.**

Women in Europe use the Internet to gather specific information and to make their lives easier, rather than indiscriminate surfing across many different sites. Among the most popular sites for women in Europe are those with information on retail, careers and travel.

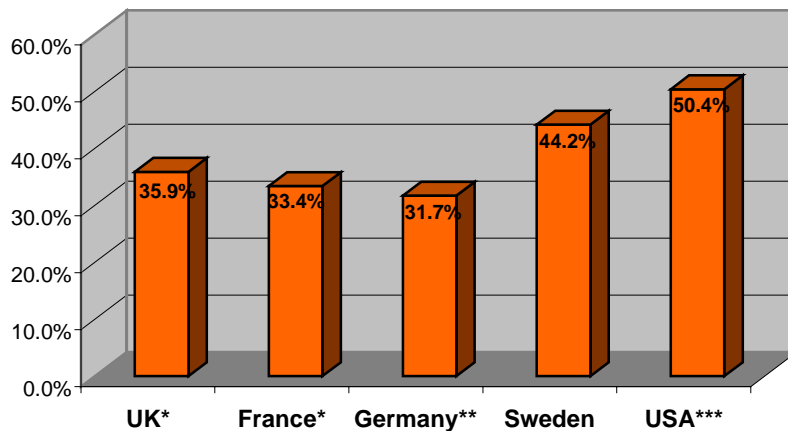


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In the **United Kingdom**, women represent the largest proportion of visitors to the retailer Tesco at Tescodirect.com and Tesco.co.uk. Women are also heavily concentrated within Egreetings.com, where users can send virtual gifts and are majority represented within the women's portal Handbag.com. In **France** retail site Redoute.fr, women's portal aufeminin.com and travel site Ebookers.com have a higher composition of women than men. The retail site Neckermann.de, the job site Arbeitsamt.de and the free and cheap product and service listings site Geizkragen.de attract mostly women in **Germany**. The **Swedish** sites that have a high composition of women include retail site Ellos.se, e-greetings site Bluemountain.com and the travel site Always.se.

The fastest growing online population of females in Europe is in Germany, where the number of females aged 14 or over grew from 27.3% in January this year to 31.7% of the total online population in June 2000.

Women online as % of the total Internet Population in Europe and the United States



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WEBSITES WITH HIGHEST Percent Composition OF FEMALES 2-11 in the U.S.			
<i>Females 2-11: 4% of the Total World Wide Web Universe (May 2000)</i>			
Site	Percent Composition	Unique Visitors (000)	Unique Visitors (000)
	Females 2-11	All Users	
AMANDAPLEASE.COM	36.1%	78	216
BARBIE.COM	26.6%	94	354
NICK.COM	18.9%	345	1822
MAMAMEDIA.COM	16.0%	223	1390
ASKJEEVESFORKIDS.COM	15.6%	56	358
NICKJR.COM	15.2%	82	538
FUNSCHOOL.COM	13.6%	28	206
BACKSTREETBOYS.COM	12.5%	43	345
GETMUSIC.COM	10.5%	27	257
GURLMAIL.COM	8.9%	24	271

Jup Take:

Young girls and teenaged girls are targeted by diverse sites ranging from traditional companies with deeper pockets, such as Cosmogirl and Barbie, to newer internet startups such as Gurl, with fewer marketing dollars to spend.

While **females aged 2-11** currently represent a tiny 4% of the overall Web population, these young online enthusiasts have positioned themselves in far greater percentage terms on sites featuring television-related content, licensed merchandise, music, and yes, learning. Amandaplease.com, which draws a winning 36.1 percent of its audience from the age group, features official pages devoted to the Amanda Show on cable TV's Nickelodeon channel. Barbie.com, in second place with 26.6% of its visitor traffic represented by girls 2-11, provides product information on the popular Barbie Dolls and related merchandise. Other domains luring a disproportionately large percentage of this age group include educational sites Mamamedia.com and Funschool.com, music retail site Getmusic.com and music fan site Backstreetboys.com, cable-TV related sites Nick.com and Nickjr.com, kid-friendly search engine Askjeevesforkids.com, and free web-based e-mail service Gurlmail.com



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WEBSITES WITH HIGHEST Percent Composition OF FEMALES 12-17 in the U.S.			
<i>Females 12-17: 5.8% of the Total World Wide Web Population</i>			
Site	Percent Composition	Unique Visitors (000)	Unique Visitors (000)
	Females 12-17		All Users
COSMOGIRL.COM	50.7%	116	228
TEENPEOPLE.COM	42.6%	168	393
DELIAS.COM	41.3%	86	207
SEVENTEEN.COM	38.6%	95	245
GURLMAIL.COM	37.4%	101	271
BLINK182.COM	35.7%	73	205
TEEN.COM	34.7%	105	302
ALLOY.COM	31.2%	207	663
FREEVOTE.COM	31.0%	98	316
NSYNC.COM	29.0%	141	485

Sites with the highest composition of **females 12-17** remain even more firmly clustered around several key user interests: teen-targeted fashion magazines, shopping, and music. These teens affirmed their Web presence by posting a 126.3% increase in unique visitors during the past year, and they have just as pointedly established their Web preferences. Online magazine Cosmogirl.com lands in number one with an impressive 50.7% of its audience drawn from an age group representing only 5.8% of the total Web population. Other e-magazines include Teenpeople.com and Seventeen.com. Shopping sites Delias.com and Alloy.com also draw heavily from this demographic group, as do music fan sites Blink182.com and Nsync.com. Teenaged girls also seek to communicate with others and to make their opinions known: they are well represented among visitors to free e-mail site Gurlmail.com, teen community site Teen.com, and polling site freevote.com.



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MEDIA METRIX, INC. WEBSITES WITH HIGHEST Percent Composition OF FEMALES 18-24 in the U.S. <i>Females 18-24: 6.6% of the Total World Wide Web Population</i>			
Site	Percent Composition	Unique Visitors (000)	Unique Visitors (000)
	Females 18-24		All Users
BIGWORDS.COM	23.9%	52	217
COLLEGECLUB.COM	22.7%	252	1,108
UH.EDU	18.0%	41	229
DELIAS.COM	16.9%	35	207
BLACKPLANET.COM	16.1%	36	224
CEDARPOINT.COM	15.9%	41	260
EFOLLETT.COM	15.8%	32	204
LOVINGYOU.COM	15.5%	34	217
ECAMPUS.COM	15.2%	38	250
DESTEO.COM	15.1%	32	215

College-aged **women 18-24**, the only female demographic group to experience a decline in unique visitors during the past year, prove less elusive in qualitative terms. Five of the top ten sites by audience composition for this group, which represents 6.6% of the total Web population, are college/education-related. Bigwords.com, the top site with a 23.9 % composition of this demographic group, as well as Efollett.com and Ecampus.com, all offer textbooks, used book buybacks, campus gear, and other merchandise for the college population. The University of Houston homepage, UH.edu, also draws relatively heavy traffic from college-aged women, as does the extensive student community site Collegeclub.com. The other five sites boasting a high percent composition of the group include: fashion site Delias.com, African-American portal Blackplanet.com, amusement park homepage Cedarpoint.com, dating/romance site Lovingyou.com, and travel information site Desteo.com.



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WEBSITES WITH HIGHEST Percent Composition OF FEMALES 25-34 in the U.S.			
<i>Females 25-34: 10.8% of the Total World Wide Web Population</i>			
Site	Percent Composition	Unique Visitors (000)	Unique Visitors (000)
	Females 25-34		All Users
BABYGEAR.COM	56.7%	165	291
PAMPERS.COM	48.2%	243	505
WALGREENS.COM	47.0%	107	228
IBABY.COM	46.4%	116	249
MORE.COM	41.1%	398	968
BIRTHDAYEXPRESS.COM	38.2%	84	219
ESTYLE.COM	38.1%	170	446
KSU.EDU	36.3%	100	277
STATEFARM.COM	35.9%	75	207
ENTREPRENEUR.COM	35.3%	96	273

Judging from the top sites by percent composition of **females 25-34**, this demographic group consistently establishes a presence on sites devoted to children/motherhood and to health. Babygear.com claims the highest composition of this audience with 56.7%, and is joined by Pampers.com (offering parenting advice along with product information), shopping site Ibaby, party-planning site Birthdayexpress.com, and kids/maternity shopping site Estyle.com. Young women also remain well represented on pharmacy/health information sites Walgreens.com and More.com, as well as on insurance site Statefarm.com. This age group also shows interest in career/education outside the home: they contribute a disproportionately high percent of visitors to Kansas State University homepage KSU.edu, and to Entrepreneur.com, which serves small/emerging business owners.

Jup Take:

Women tend to be more time-pressed than men, as they are more often heads of households making important decisions for their families regarding health and wellness, social activities, vacation and financial planning. Men, on the other hand, devote time to software downloads and are more interested in technology for technology's sake. Women seek ease of use and rely on the Web to make their lives more efficient and productive.



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WEBSITES WITH HIGHEST Percent Composition OF FEMALES 35-44 in the U.S.			
<i>Females 35-44: 10.5% of the Total World Wide Web Population</i>			
Site	Percent Composition	Unique Visitors (000)	Unique Visitors (000)
	Females 35-44	All Users	
ALKA-SELTZER.COM	41.9%	115	276
MARKETDAY.COM	40.9%	97	237
BIRTHDAYEXPRESS.COM	40.3%	88	219
APPLEADAY.COM	39.1%	90	231
PURINA.COM	38.2%	154	403
CAREGUIDE.COM	38.2%	81	211
LIPTON.COM	37.4%	161	430
PHYSIQUE.COM	36.3%	74	203
ALLDAYS.COM	34.9%	160	457
CANDYMANCHOCOLATES.COM	34.8%	132	380

Females 35-44, who posted relatively minor unique visitor growth of 4.6% over the past year, nevertheless anchor female traffic to the web and particularly to a host of consumer product information sites. Alkaseltzer.com claims a winning 41.9% concentration of female visitors from this age group. Other products pitched to these women include vitamins/supplements on Appleaday.com, dog and cat food on Purina.com, food products on Lipton.com, hair styling aids on Physique.com, feminine products on Alldays.com, and sweet treats on Candymanchocolates.com. The remaining sites with a high percent of visitors drawn from this group reflect family and community concerns: Marketday.com features an online food cooperative that raises money for local schools, Birthdayexpress.com provides online birthday party planning, and finally Careguide.com serves as a comprehensive resource for caregivers to children or the elderly, with a special focus on the “sandwich generation” caring for both.



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WEBSITES WITH HIGHEST Percent Composition OF FEMALES 45-54 in the U.S.			
<i>Females 45-54: 8.4% of the Total World Wide Web Population</i>			
Site	Percent Composition	Unique Visitors (000)	Unique Visitors (000)
	Females 45-54	All Users	
ONEHANESPLACE.COM	28.7%	92	320
COLDWATERCREEK.COM	27.9%	97	347
HOUSENET.COM	27.6%	75	271
CAREGUIDE.COM	26.9%	57	211
CHADWICKS.COM	26.1%	103	396
ZIANATURAL.COM	25.9%	54	208
HOLIDAYRECIPE.COM	25.8%	87	338
UMASS.EDU	25.7%	68	264
TIAS.COM	25.1%	69	273
GREETING-CARDS.COM	24.8%	58	233

Females aged 45-54, who claimed growth in unique visitors during the past year of over 53%, are contributing a high concentration of visitor traffic primarily to shopping and hobby/leisure sites, and are already seemingly committed in terms of web usage preferences. Top ranked Onehanesplace.com, with a 28.7% concentration of these women, features hosiery, intimate apparel, and casual sportswear for purchase on the site, while Coldwatercreek.com sells “country casual” sportswear and accessories, Chadwicks.com sells discounted brand-name clothing, and Zianatural.com markets natural skin care products. Other sites with a comparatively high percentage of traffic drawn from this group include hobby/leisure domains Housenet.com (for the home and garden enthusiast), Holidayrecipe.com (for creative holiday meal planners) and Tias.com (an online community related to antiques and collectibles). Rounding out top sites by composition of women 45-54 are the aforementioned Careguide.com for caregivers to children and/or the elderly, University of Massachusetts homepage UMass.edu, and Greeting-cards.com.



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WEBSITES WITH HIGHEST Percent Composition OF FEMALES 55+ in the U.S.			
<i>Females 55+: 4.4% of the Total World Wide Web Population</i>			
Site	Percent Composition	Unique Visitors (000)	Unique Visitors (000)
	Females 55+		All Users
AARP.ORG	16.8%	51	304
MERCK-MEDCO.COM	16.7%	69	414
FUNSTUN.COM	16.1%	71	439
GENEALOGY.COM	15.6%	113	724
FAMILYHISTORY.COM	15.2%	62	407
WHOOHOO.NET	15.1%	51	338
FAMILYSEARCH.ORG	15.0%	102	681
CYNDISLIST.COM	14.8%	33	224
FAMILYTREEMAKER.COM	14.8%	132	891
MEDICONSLT.COM	14.6%	30	206

Like their slightly younger counterparts aged 45-54, **senior women aged 55 plus** have witnessed a year of remarkable growth in unique visitor numbers, up 110%. While still representing only a tiny 4.4% share of the total population, this group nevertheless established relatively high audience share in certain areas related to family, health, and even the pursuit of fun. Perhaps not surprisingly, women of this age can claim 16.8% of traffic to the homepage of the AARP, an advocacy group for retired persons. More notable is the pronounced distribution of sites with high percent traffic from this group among three categories: genealogy, health and joke/fun pages. Women 55 and above contributed traffic to Genealogy.com, Familyhistory.com. Familysearch.org, Cyndislist.com (a genealogy site index) and Familytreemaker.com. Likewise, they were comparatively well represented on managed health care site Merck-Medco.com and health information site Mediconsult.com. And finally, women of this age provided traffic to funstun.com and Whoohoo.net, light entertainment pages with jokes, stories, cartoons, and related content.

Jup Take:

There is a new notion of what it means to be a "senior" today: to be 55+ today means to be in the prime of life. A number of products and services have been developed for seniors on the Web, whose numbers have steadily risen due to targeted marketing, a decline in PC prices, increased ease-of-use, and the availability of compelling new sites.



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<i>Females 2+: 50.4% of the Total World Wide Web Population</i>			
Site	Percent	Unique	Unique
	Composition	Visitors (000)	Visitors (000)
	Females 2+	All Users	
ALLDAYS.COM	90.3%	413	457
AVONORDER.COM	89.8%	217	242
OILOFOLAY.COM	89.3%	343	384
CHADWICKS.COM	88.8%	352	396
AVON.COM	88.0%	270	307
BIRTHDAYEXPRESS.COM	87.5%	191	219
ZIANATURAL.COM	85.2%	177	208
ANTI-WRINKLE.COM	85.1%	183	215
ONEHANESPLACE.COM	84.5%	271	320
MOTRIN.COM	84.2%	258	306

One might expect that the top sites by percent composition of **all females 2+** would skew toward the many product sites most other consumers have embraced. The data, however, reveals not just a bias toward these sites, but a near sweep of the top ten by sites geared toward the marketing/selling of consumer and retail products. Shopping and product information sites previously noted (Alldays.com, Chadwicks.com, Zianatural.com, and Onehanesplace.com) are joined by health and beauty product sites Avonorder.com, Oilofolay.com, Avon.com, Anti-Wrinkle.com and Motrin.com on the roster of sites with the highest concentration of female web visitors overall. Birthdayexpress.com, the party-planning site, is alone on the list in providing content that is primarily outside this realm.



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MEDIA METRIX, INC.			
TOP COMMUNITY WEBSITES FOR WOMEN: Percent Composition Women 2+			
<i>Females 2+: 50.4% of the Total World Wide Web Population</i>			
Site	Percent Composition	Unique Visitors (000)	Unique Visitors (000)
	Females 2+		All Users
CLUBMOM.COM	74.0%	1,294	1,749
WOMEN.COM	73.5%	2,726	3,710
HOMEARTS.COM	70.4%	1,287	1,828
OXYGEN.COM	70.3%	560	797
IVILLAGE SITES*	69.1%	4,177	6,053
WOMENSWIRE.COM	67.9%	386	569
ONHEALTH.COM	59.0%	3,006	5,097

Although product-related sites – as well as numerous other domains cited in this report - do claim an overwhelmingly female audience, it is critical to note that the majority do not define themselves as traditional women's or girl's sites. They successfully target one or more female demographic groups on the Web, and they may even provide a community experience for women, but they generally don't do so by definition. In comparison, there are a number of sites that are largely recognized as **community sites for women**, although they fall outside the top sites by composition of any specific female demographic group, largely because their content also attracts significant numbers of male visitors. The leading women's community site ranked by composition of females aged 2 plus is Clubmom.com, with 74%, followed closely by Women.com with 73.5%, Homearts.com with 70.4%, Oxygen.com with 70.3%, iVillage Sites with 69.1%, Womenswire.com with 67.9% and finally Onhealth.com with an audience that is 59% comprised of female visitors. By and large, these sites lure a higher number of unique visitors – nearly 4.2 million for iVillage sites in May 2000 – although in compositional terms they trail sites whose narrower scope helps tap into women at a distinct life stage.



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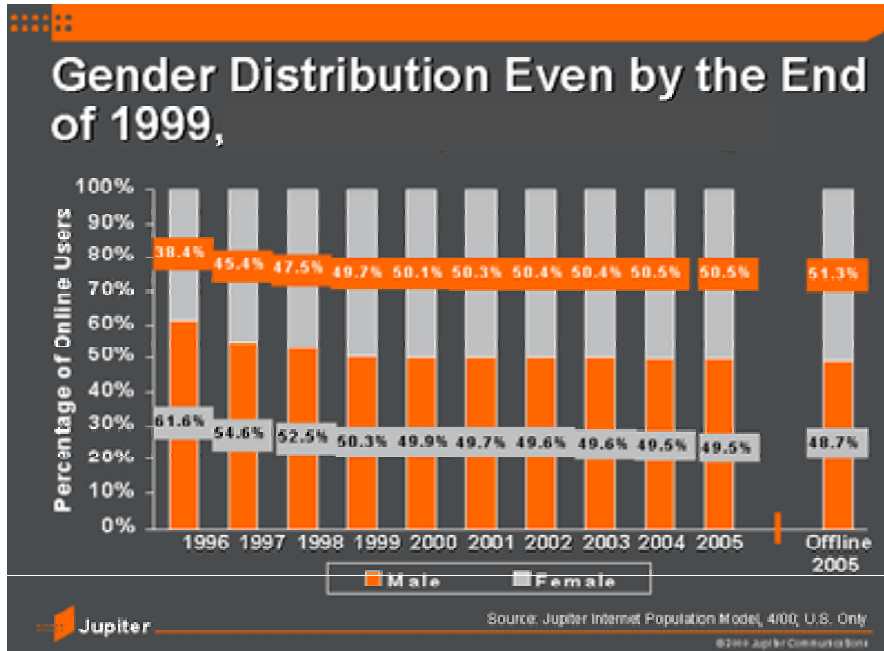
MEDIA METRIX, INC.			
TOP WEB AND DIGITAL MEDIA PROPERTIES AMONG WOMEN18+			
		Unique Visitors (000)	Unique Visitors (000)
Rank	Web & Digital Media Properties	Women 18+	All Users
1	AOL NETWORK* Proprietary & WWW	23,927	59,230
2	MICROSOFT SITES*	20,339	49,309
3	YAHOO SITES*	19,774	48,851
4	LYCOS*	13,337	32,475
5	EXCITE @ HOME*	13,240	28,751
6	GO NETWORK*	8,933	23,065
7	ABOUT.COM SITES*	7,335	17,926
8	AMAZON*	6,726	14,972
9	NBC INTERNET*	6,534	16,489
10	ALTAVISTA NETWORK*	5,694	14,183

* = Aggregation of commonly owned/branded domains

In terms of total visitors, the properties that draw the **highest number of female unique visitors** reflect the top Media Metrix digital media and web properties overall. They include familiar brands of portals, search engines and other consolidations that routinely lead the monthly rankings. These properties offer wide-ranging content that provides value to a broad demographic group of users, and thus their composition generally mirrors that of the online population as a whole. While broader content within these properties limits targeted marketing to women at any particular life stage, these online resources are nonetheless important stopping grounds for millions of women on the Internet.



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Media Metrix & Jupiter Communications
By Anne Rickert, Media Metrix and
Anya Sacharow, Jupiter Communications
August 2000



It's a woman's World today, or more specifically, it's a woman's World Wide Web. With a first-ever outnumbering of males on the web this year, and significantly high growth rates confirmed among previously invisible age groups, female web enthusiasts are likely to represent an increased share of the user population in the years ahead. Websites seeking to increase the percent of females among their unique visitors are likely to find an expanding number of targets for their content, products and services. And likewise, sites that become increasingly keyed to specific target audiences will ensure that females of any age, interest or life experience will find like-minded company on the World Wide Web.



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METHODOLOGY SUMMARY & DEFINITIONS:

Percent Composition: The portion of a web site's total population (100%) represented by a specific demographic group.

Unique Visitors: The total number of different people who visited a Web site or property at least once within the given measurement period.

Jup Takes: Based on Jupiter Communications analysis.

Samples:

All data contained in this report are based on Media Metrix' sample of over 55,000 people under measurement in U.S. homes and businesses, unless otherwise noted.

Data on European countries is based on Media Metrix' representative sample of over 10,000 people under measurement at home.

Please visit: www.mediametrix.com for more information about Media Metrix. For a detailed description of the Company's methodology, please visit:

<http://www.mediametrix.com/usa/products/methodologies.jsp>

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