

Nielsen//NetRatings

For immediate release

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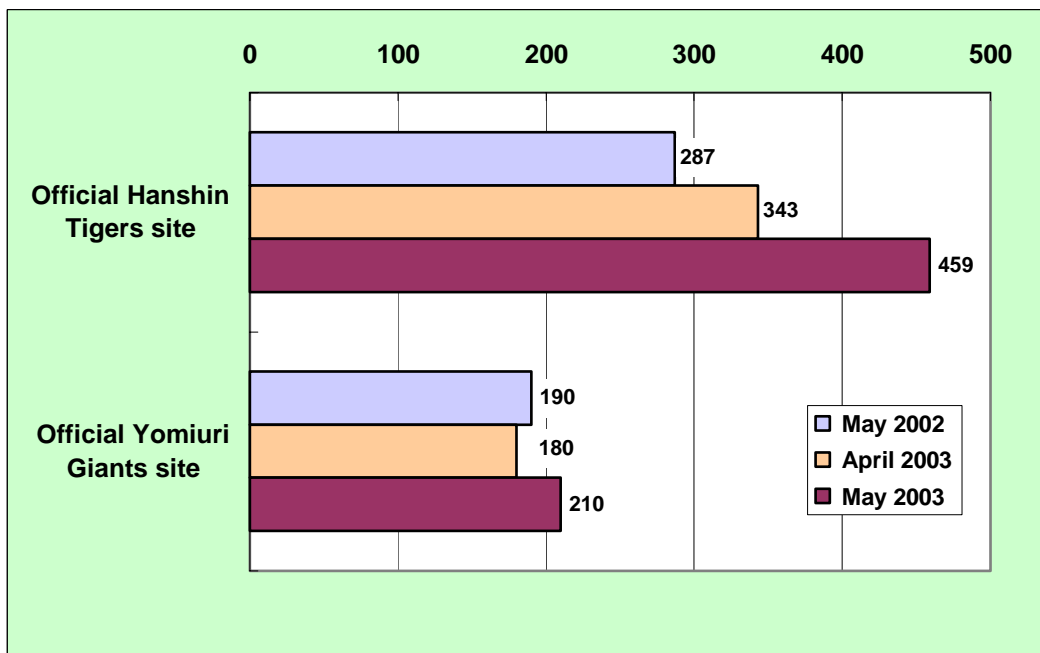
Hanshin Tigers Site is Most Accessed Official Professional Baseball Site

Nielsen//NetRatings NetView Audience Measurement Service Report on Japan Internet Ratings for May

Tokyo, June 23, 2003— NetRatings Japan Inc., the global standard in internet audience measurement and analysis, today announced a report on the results of NetView Audience Measurement Service (NetView AMS) for May 2003..

The survey revealed that a surging number of users were visiting the official website of the Hanshin Tigers. The team has a clear lead in professional baseball's Central League and is well positioned to win the league championship for the first time in 18 years. The unique audience (excludes multiple visits) accessing from home grew 34% from 343,000 visitors in April to 459,000 in May, over twice the number accessing the official Yomiuri Giants site, which ranked second at 210,000 visitors. This May's audience size was roughly 60% higher than that in May 2002, even though the Tigers had also played well last year after the season opening (see Figure 1).

Figure 1. Visitors to official baseball sites (accesses from home, in thousands)



Note: Unique audience (excludes multiple visits) of the official Hanshin Tigers site at hanshintigers.jp and the official Yomiuri Giants site at giants.yomiuri.co.jp or giants.jp (applies also to Figures 2 and 3).

Comparing actual usage at the two sites, the official Hanshin Tigers site had a total 22 million page views, over four times more than the official Yomiuri Giants site, and average time per user totaled 34 minutes and 19 seconds at the Hanshin Tigers site, more than double that at the Yomiuri Giants site. This reflects the large number of users accessing the Hanshin Tigers site's real-time score update page during games (www.hanshintigers.jp/score) (see Figure 2).

Figure 2. Official baseball site usage (May 2003, accesses from home)

	Visitors	Page views	Average usage time
Hanshin Tigers official site	459,000	22 million	00:34:19
Yomiuri Giants official site	210,000	4.98 million	00:14:50

For the upcoming 2003 Sanyo all-star games scheduled for July 15–16, Hanshin players picked up the most votes from fans at nearly all positions. Of visitors to the internet voting page at allstar.sanyo.co.jp, those passing through the Yomiuri Giants official site accounted for just 1.8% of the total, compared to 15.3% for visitors linking from the official Hanshin Tigers site. These results underscore the large number of Hanshin fans who have cast their vote.

Figure 3. Site accessed prior to visiting the 2003 Sanyo all-star game fan voting page
(May 2003, accesses from home)

Rank	Site accessed before moving to fan voting page	Percentage
1st	Yahoo! Japan News (dailynews.yahoo.co.jp)	23.5%
2nd	Hanshin Tigers official site (www.hanshintigers.jp)	15.3%
3rd	Nippon Professional Baseball official site (www.npb.or.jp)	11.8%
13th	Yomiuri Giants official site (giants.yomiuri.co.jp)	1.8%

NetRatings President and Executive Analyst Masashi Hagihara comments: “In addition to professional baseball sites, local Osaka television stations and Kansai portal sites have been popular and are competing more than last year to enrich their Hanshin-Tigers content. A league championship would certainly provide economic benefits as well as a significant boost to website traffic.”

The unique audience rankings for websites and ad banners discussed here are based on data supplied to customers of Nielsen//NetRatings' NetView Audience Measurement Service (NetView AMS) and reflect the Internet activities of home PC users nationwide who accessing Web more than once (unduplicated) during between May 1 and 31, 2003. NetView AMS collects and compiles real-time data on Internet use and user attributes from a survey panel of more than 30,000 statistically representative home users throughout Japan selected by random digit dialing (RDD).

Table 1. Nielsen//NetRatings: Top 10 Website Properties at Home(for May 2003)

Rank	Property	Unique Audience (000)	Reach (%)	Page Views (000)	Time Per Person
1	Yahoo!	21,256	80.21	9,206,019	2:34:07
2	Rakuten	14,798	55.84	1,652,764	0:47:15
3	Nifty	13,647	51.50	766,576	0:27:37
4	MSN	13,506	50.97	1,035,873	0:33:01
5	NEC	11,366	42.89	508,656	0:18:23
6	Microsoft	10,548	39.80	95,211	0:06:39
7	NTT Communications	9,291	35.06	288,674	0:14:25
8	Sony	9,271	34.99	272,718	0:13:48
9	KDDI	7,880	29.74	181,016	0:10:32
10	Asahi Net	7,192	27.14	119,066	0:07:03

Table 2. Nielsen//NetRatings: Top 10 Website Domains at Home(for May 2003)

Rank	Domain	Unique Audience (000)	Reach (%)	Page Views (000)	Time Per Person
1	yahoo.co.jp	20,064	75.71	8,660,843	2:31:18
2	nifty.com	12,482	47.10	633,542	0:25:10
3	biglobe.ne.jp	10,835	40.89	452,048	0:16:37
4	geocities.co.jp	10,544	39.79	414,003	0:17:34
5	microsoft.com	10,506	39.65	93,342	0:06:35
6	infoseek.co.jp	9,440	35.62	432,409	0:17:43
7	msn.co.jp	9,424	35.56	412,440	0:17:26
8	ocn.ne.jp	9,164	34.58	275,966	0:13:36
9	msn.com	8,316	31.38	444,665	0:22:17
10	rakuten.co.jp	7,598	28.67	563,444	0:32:45

Table 3. Nielsen//NetRatings: Top 10 Advertisers Carrying Ad Banners at Home(for May 2003)

Rank	Advertiser	Unique Audience (000)	Reach%	impressions
1	Yahoo!	20,236	76.36	8,671,883,961
2	Amazon	17,148	64.71	1,500,093,891
3	Toyota Motor	13,108	49.47	182,154,640
4	NOVA	12,302	46.42	159,086,738
5	Mobit	11,775	44.43	1,281,032,901
6	Microsoft	11,530	43.51	378,461,110
7	AIFUL	11,217	42.33	169,470,352
8	ORBIS	10,903	41.15	349,305,208
9	Ergo-Brains	10,827	40.86	186,794,208
10	en-japan	10,678	40.29	925,437,141

Table 4. Nielsen//NetRatings: Top 10 Domains Carrying Ad Banners at Home(for May 2003)

Rank	Domain	Unique Audience (000)	Reach%	impressions
1	yahoo.co.jp	19,582	73.90	18,050,969,564
2	geocities.co.jp	10,235	38.62	391,638,400
3	msn.co.jp	9,306	35.12	647,915,300
4	infoseek.co.jp	9,279	35.02	1,003,675,393
5	lycos.co.jp	7,185	27.11	340,087,219
6	nifty.com	4,743	17.90	229,979,644
7	cool.ne.jp	4,628	17.46	203,869,653
8	biglobe.ne.jp	4,380	16.53	195,469,513
9	excite.co.jp	4,139	15.62	367,725,898
10	teacup.com	3,978	15.01	76,113,376

Table 5. Nielsen//NetRatings: May 2003 Internet Average Usage Access from Home PCs

	May	April	% Change
Number of Sessions per Month	23	22	4.55
Number of Domains per person	68	66	3.03
Page Views per Month	1,424	1,374	3.64
Page Views per Surfing Session	62	63	-1.59
Time Spent per Month	12:58:20	12:36:35	2.87
Time Spent During Surfing Session	34:03	34:41	-1.83
Duration of a Page Viewed	0:33	0:33	0
Average Monthly Banner Click Rate	0.23	0.22	4.55
Active Internet Universe¹	26,499,806	27,070,614	-2.11
Current Home Internet Universe (Estimate)²	57,520,708	60,510,784	-4.94

Access from Work PCs

	May	April	% Change
Number of Sessions per Month	53	51	3.92
Number of Domains per person	97	88	10.23
Page Views per Month	2,425	2,521	-3.81
Page Views per Surfing Session	46	50	-8.00
Time Spent per Month	26:36:00	25:07:21	5.88
Time Spent During Surfing Session	30:05	29:39	1.46
Duration of a Page Viewed	0:39	0:36	8.33
Average Monthly Banner Click Rate	0.04	0.09	-55.56
Active Internet Universe¹	8,639,037	8,594,550	0.52
Current Work Internet Universe (Estimate)³	10,090,536	10,038,434	0.52

Notes

1 Active Internet Universe Home Internet Use: The number of users in Japan who accessed the Internet from home PCs in May.
Workplace Internet Use: The number of users in Japan who accessed the Internet from workplace PCs in May.

2 Current Home Internet Universe (Estimate)

All members (two years and older) of households in Japan with access to the Internet from home PCs in May (including non-users).

3 Current Work Internet Universe (Estimate)

All individuals (16 years and older) in Japan with access to the Internet from workplace PCs within the past month (including non-users).

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 and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media ratings reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit <http://www.nielsen-netratings.com/>. NetRatings launched the service in Japan in March 2000.

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