

Nielsen//NetRatings

For immediate release

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Rakuten Websites Second in All-Round Ranking

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

Tokyo, July 22, 2003—NetRatings Japan Inc., the global standard in internet audience measurement and analysis, today announced a report on the results of its NetView Audience Measurement Service (NetView AMS) for June.

A ranking of website operators (property rankings) found that Rakuten, which announced the integration of group companies Lycos Japan and Infoseek Japan, is consolidating its second-place position behind Yahoo! according to the main indicators.

According to the property rankings for June based on accesses from home, Yahoo! clinched the top spot with 21.56 million users and 79.9% reach. The Yahoo! property includes domains Yahoo! Japan (yahoo.co.jp), Yahoo! (yahoo.com), and GeoCities (geocities.co.jp).

Rakuten came in second with 14.95 million users and 55.4% reach. As well as the flagship Rakuten Ichiba (rakuten.co.jp), this property includes Infoseek (infoseek.co.jp) and Lycos (lycos.co.jp), the two portal sites that are to be integrated. Rakuten came second to Yahoo! in total page views (some 1.59 billion PV) and average usage (about 45 minutes).

Figure 1. Ranking by property (accesses from home, in thousands)

Ranking	Property name	Major domains	Users (thousands)	Reach (%)	Page views (thousand PV)	Av. time (hr:min:s)
1	Yahoo (Yahoo!)	yahoo.co.jp yahoo.com geocities.co.jp others	21,562	79.9	9,426,696	2:33:41
2	Rakuten	rakuten.co.jp infoseek.co.jp lycos.co.jp others	14,953	55.4	1,589,200	0:45:05
3	Nifty	nifty.com nifty.ne.jp infoweb.ne.jp others	14,087	52.2	779,414	0:26:37

Ranking	Property name	Major domains	Users (thousands)	Reach (%)	Page views (thousand PV)	Av. time (hr:min:s)
4	MSN	msn.co.jp msn.com passport.com others	13,463	49.9	1,101,714	0:33:39
5	NEC	biglobe.ne.jp nec.co.jp 121ware.co.jp others	11,725	43.4	474,558	0:17:55

Note: microsoft.co.jp and microsoft.com are not included in MSN properties as Microsoft and MSN are rated as separate properties.

NetRatings Chief Analyst Shuji Sudo comments: "As successful companies like Rakuten continue to acquire leading websites and integrate their services, we see the growing importance of property analysis that measures the true all-round performance of companies that operate and manage websites to supplement data on individual domains and websites."

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 June 1 and 30, 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 June 2003)

Rank	Property	Unique Audience (000)	Reach (%)	Page Views (000)	Time Per Person
1	Yahoo!	21,562	79.87	9,426,696	2:33:41
2	Rakuten	14,953	55.39	1,589,200	0:45:05
3	Nifty	14,087	52.18	779,414	0:26:37
4	MSN	13,463	49.87	1,101,714	0:33:39
5	NEC	11,725	43.43	474,558	0:17:55
6	Microsoft	10,875	40.28	85,983	0:05:16
7	Sony	9,309	34.48	265,913	0:13:29
8	NTT Communications	9,286	34.4	350,104	0:15:49
9	KDDI	7,735	28.65	185,448	0:10:58
10	Asahi Net	7,049	26.11	112,078	0:06:32

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

Rank	Domain	Unique Audience (000)	Reach (%)	Page Views (000)	Time Per Person
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1	yahoo.co.jp	20,317	75.26	8,874,652	2:31:38
2	nifty.com	12,919	47.86	663,234	0:25:16
3	biglobe.ne.jp	11,104	41.13	419,836	0:16:21
4	microsoft.com	10,833	40.13	84,938	0:05:14
5	geocities.co.jp	10,339	38.3	403,700	0:16:36
6	msn.co.jp	9,546	35.36	441,647	0:17:31
7	infoseek.co.jp	9,412	34.87	458,062	0:18:08
8	ocn.ne.jp	9,090	33.67	338,092	0:15:07
9	msn.com	8,133	30.13	474,531	0:23:15
10	rakuten.co.jp	7,750	28.71	530,360	0:30:27

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

Rank	Advertiser	Unique Audience (000)	Reach%	impressions
1	Yahoo!	20,394	75.55	10,218,389,632
2	Amazon	17,576	65.11	1,648,037,932
3	Microsoft	12,736	47.18	484,483,237
4	Hewlett-Packard	12,494	46.28	201,289,180
5	Dell Computer	12,326	45.66	229,034,984
6	AIFUL	11,311	41.90	233,074,705
7	Recruit	11,235	41.62	183,893,488
8	ORBIS	11,154	41.32	284,070,925
9	Mobit	11,062	40.98	1,274,840,409
10	Nissan Motor	10,978	40.67	221,158,484

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

Rank	Domain	Unique Audience (000)	Reach%	impressions
1	yahoo.co.jp	19,797	73.33	20,901,917,787
2	geocities.co.jp	10,048	37.22	377,784,808
3	msn.co.jp	9,443	34.98	726,594,666
4	infoseek.co.jp	9,232	34.20	1,011,312,712
5	lycos.co.jp	7,007	25.96	277,500,156
6	nifty.com	5,089	18.85	227,212,323
7	cool.ne.jp	4,733	17.53	209,483,497
8	biglobe.ne.jp	4,603	17.05	202,851,461
9	excite.co.jp	4,526	16.77	315,841,134
10	goo.ne.jp	3,975	14.72	180,500,888

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

	June	May	% Change
Number of Sessions per Month	24	23	4.35
Number of Domains per person	67	68	-1.47
Page Views per Month	1,378	1,424	-3.23

Page Views per Surfing Session	58	62	-6.45
Time Spent per Month	13:36:12	12:58:20	4.87
Time Spent During Surfing Session	34:09	34:03	0.29
Duration of a Page Viewed	0:35	0:33	6.06
Average Monthly Banner Click Rate	0.20	0.23	-13.04
Active Internet Universe¹	26,995,296	26,499,806	1.87
Current Home Internet Universe (Estimate)²	57,563,161	57,520,708	0.07

Access from Work PCs

	June	May	% Change
Number of Sessions per Month	57	53	7.55
Number of Domains per person	102	97	5.15
Page Views per Month	1,865	2,425	-23.09
Page Views per Surfing Session	33	46	-28.26
Time Spent per Month	30:00:47	26:36:00	12.83
Time Spent During Surfing Session	31:49	30:05	5.76
Duration of a Page Viewed	0:58	0:39	48.72
Average Monthly Banner Click Rate	0.05	0.04	25
Active Internet Universe¹	8,640,141	8,639,037	0.01
Current Work Internet Universe (Estimate)³	10,175,016	10,090,536	0.84

Notes

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

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 June (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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