



**For immediate release**

NetRatings Japan Inc.

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**BASEBALL BACK IN FAVOR ON THE WEB—  
TIGERS AND GIANTS MOST POPULAR;  
STRONG CORRELATION FOUND BETWEEN  
WEBSITE-VISITOR AND GAME-AUDIENCE NUMBERS**

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

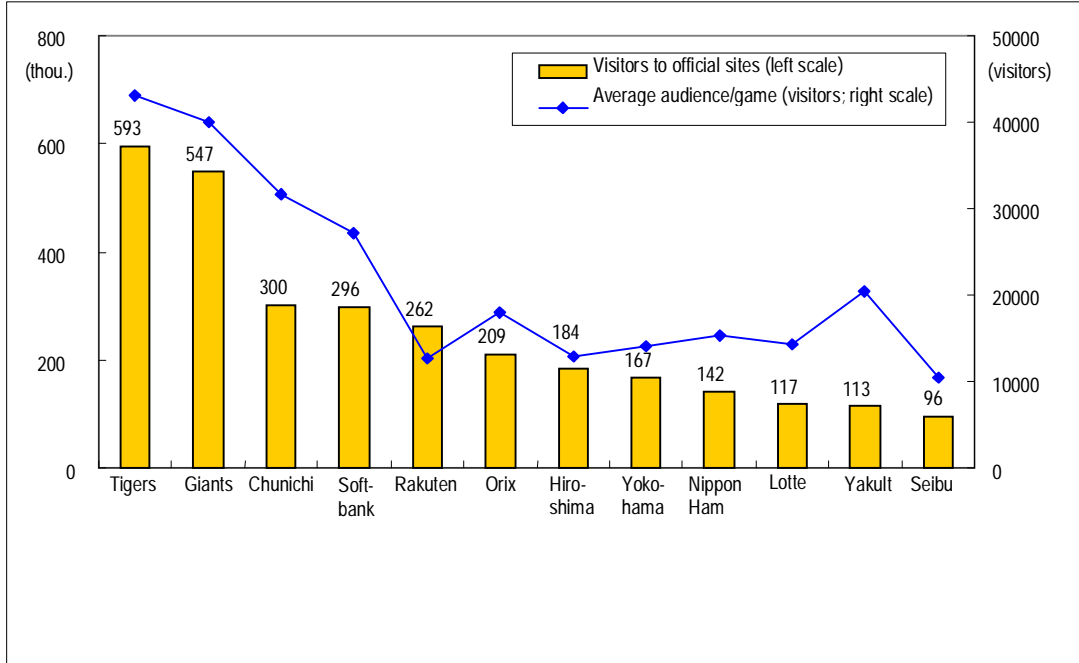
**TOKYO — May 25, 2005 —** NetRatings Japan Inc., the global standard for Internet audience measurement and analysis, today announced a report on the results of its NetView Audience Measurement Service (NetView AMS) for April 2005.

The survey found that visits to the 12 professional baseball teams' official websites increased sharply at the start of the baseball season, and the number of visitors to the official websites of the Hanshin Tigers (593,000) and Yomiuri Giants (547,000) far exceeded figures for the other 10 teams. Teams commanding media attention after their acquisition by companies with no previous baseball experience also scored well, with Softbank ranking fourth (296,000) and Rakuten fifth (262,000). A strong correlation was found between website visitor numbers and average audience per game, with the same teams ranking first to fourth in both categories. Seibu, which recorded the lowest number of website visitors, also had the smallest audience per game.

Professional baseball was the most popular content in the sports news and sports information category. Yahoo! Sports visitor data show that professional baseball was the most popular content in April, attracting 8.3 million visitors—significantly more than any other sport. US Major League baseball (MLB) also attracted 530,000 visitors (Figure 2).



Figure 1. Visitors to 12 professional baseball teams' official websites and each team's average audience per game (April data; accesses from home)



\* See Appendix 1 for baseball teams' official website URLs and Appendix 2 for audience figures per game.  
 \* Samples of website access data were insufficient to be significant for the five lower ranked teams from the Yokohama BayStars down; figures provided for reference only.

Figure 2. Breakdown of Yahoo! Sports by menu

(April data, accesses from home)

Rank	Menu	URL	Visitors
1	Pro baseball	baseball.yahoo.co.jp	3,335,000
2	Horse racing	keiba.yahoo.co.jp	755,000
3	Soccer	sports.yahoo.co.jp/soccer	709,000
4	MLB	sports.yahoo.co.jp/mlb	526,000
5	Golf	sports.yahoo.co.jp/golf	459,000

“Although it has been said that pro baseball is no longer as popular as it once was, as reflected in falling television viewer ratings of game broadcasts, the level of interest among Internet users is higher than that for other sports,” said NetRatings President and Chief Analyst Masashi Hagihara. “Since teams began disclosing detailed audience data in 2005, we have been able to analyze correlations between the number of visitors to teams’ official websites and audience figures at stadiums. Since a strong correlation has been found, teams need to take a serious approach to getting the most out of their websites to attract and retain fans.”



**Appendix 1**

The number of visitors to baseball teams’ official websites was compiled using the following URLs.

Team	URL	Team	URL
Chunichi Dragons	dragons.co.jp	Seibu Lions	www.seibu-group.co.jp/lions/
Yakult Swallows	yakult-swallows.co.jp	Fukuoka Softbank Hawks	softbankhawks.co.jp
Yomiuri Giants	giants.jp	Hokkaido Nippon Ham Fighters	fighters.co.jp
Hanshin Tigers	hanshintigers.jp	Chiba Lotte Marines	marines.co.jp
Hiroshima Toyo Carp	carp.co.jp	Orix Buffaloes	buffaloes.co.jp
Yokohama BayStars	baystars.co.jp	Tohoku Rakuten Golden Eagles	www.rakuten.ne.jp/gold/goldeneagles/

**Appendix 2**

The average audience per game used in Figure 1 is based on official audience figures for scheduled games in April (April 1–30) published by the home team. Figures for each team are given below.

Team	Audience/game	Team	Audience/game
Chunichi Dragons	31,573	Seibu Lions	10,347
Yakult Swallows	20,500	Fukuoka Softbank Hawks	27,074
Yomiuri Giants	40,033	Hokkaido Nippon Ham Fighters	15,358
Hanshin Tigers	43,141	Chiba Lotte Marines	14,274
Hiroshima Toyo Carp	12,790	Orix Buffaloes	18,032
Yokohama BayStars	14,121	Tohoku Rakuten Golden Eagles	12,716

**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, SiteCensus, Market Intelligence, AdIntelligence and Custom Research 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. Nielsen//NetRatings is a service provided by NetRatings, Inc. (Nasdaq: NTRT). Partly owned by international media and information company VNU, NetRatings, Inc. is a sister company to ACNielsen and Nielsen Media Research. For more information please visit [www.netratings.co.jp](http://www.netratings.co.jp) or [www.nielsen-netratings.com](http://www.nielsen-netratings.com).