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NetRatings, Inc.

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YOUTUBE U.S. WEB TRAFFIC GROWS 75 PERCENT WEEK OVER WEEK, ACCORDING TO NIELSEN//NETRATINGS

YouTube's Monthly Unique Audience Has Skyrocketed 297 Percent since January 2006

NEW YORK, NY – July 21, 2006– Nielsen//NetRatings, a global leader in Internet media and market research, reported today that weekly U.S. Web traffic to video sharing site YouTube grew 75 percent in the week ending July 16th, from 7.3 million to 12.8 million unique visitors. Visitors to the site can choose among the most recent, most viewed and most discussed videos, among other categories.

YouTube's audience has grown significantly over the past several months. Among the top 25 Web brands ranked by unique audience, YouTube was the fastest growing from January to June 2006, increasing 297 percent, from a monthly unique audience of 4.9 million to 19.6 million (see Table 1). The number of Web pages viewed has grown even faster, increasing 515 percent, from 117.6 million in January to 724.0 million in June. The average time spent at the site has increased 64 percent during the same period, from just over 17 minutes to nearly 28 minutes.

Table 1: Percent Growth for YouTube (U.S., Home and Work)

Web Metric	Jan-06	Jun-06	Percent Growth
Unique Audience (000)	4,942	19,618	297
Web Pages Viewed (000)	117,641	724,024	515
Time spent per person (hh:mm:ss)	0:17:22	0:27:58	64

Source: Nielsen//NetRatings, July 2006

Key Demographics

Men are 20 percent more likely to visit YouTube than women, with unique audience composition indexes of 113 and 88, respectively (see Table 2). Visitors between 12-17 years old index the highest among the various age groups, at 142. They are nearly 1.5 times more likely than the average Web user to go to YouTube.

Table 2: YouTube Demographic Data, June 2006 (U.S., Home and Work)

Category	UA Composition Index*
Male	113
Female	88
Age 12-17	142

Source: Nielsen//NetRatings, July 2006

*Average unique audience composition index is 100. Anything over 100 means the demographic group is overrepresented; anything under 100 means the demographic group is underrepresented.

About Nielsen//NetRatings

Nielsen//NetRatings, a service provided by NetRatings, Inc. (Nasdaq: NTRT), 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, WebRF, MegaPanel and SiteCensus 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. For more information, please visit www.nielsen-netratings.com.