



NFL POSTS RECORD INTERNET TRAFFIC FOR MONTH

16 Million Visitors to NFL Internet Network in September

Audio/Video Content Usage Up 172 Percent

The NFL Internet Network kicked off the 2005 season by setting another record.

The NFL Internet Network had 16.0 million unique users in September – **a record for any regular-season month in league history**, according to Media Metrix. The previous best was 14.5 million unique users in September 2004.

Fan traffic to the NFL Internet Network – comprised of NFL.com, the websites of the league's 32 clubs and related sites – has nearly tripled since it was established in March 2000.

The 16.0 million unique users in September 2005 compares to 5.4 million users in September 2000.

The NFL Internet Network ranked first among all sports leagues and second among all sports media sites (ESPN.com with 18.7 million) in September. Following is a September traffic rundown:

<u>Website</u>	<u>Unique Users</u>
<i>NFL Internet Network</i>	<i>16.0 million</i>
MLB.com	9.6 million
NASCAR	4.3 million
NBA Internet Network	2.9 million
NHL Network	2.4 million

Source: Media Metrix, Sept. 2005

In addition, usage of the NFL Internet Network's audio and video content soared, increasing by 172 percent in September. Fans accessed more than 6.8 million pieces of audio/video content – up from 2.5 million last September – which included game highlights, game audio, season previews, and NFL Total Access clips. Those clips included the weekly "Official Review" segment with NFL Director of Officiating Mike Pereira, as well as highlights from other NFL Network programming such as "Playbook" and "Six Days to Sunday". Beginning in September, NFL.com's right rail (right side of the page) highlighted new audio/video content daily.

Among the most popular features this season:

- Weekly columns by an All-Pro lineup of analysts.
- Daily "Squib Kicks" section, taking a light-hearted look at the league.
- Enhanced NFL Network video content, including daily video clips from "NFL Total Access."
- The most extensive array of fantasy football products on the web, including the "**NFL Fantasy Extra**" subscription service, which features expert analysis.

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