

Nielsen//NetRatings @plan: Winter 2005-2006 Rankings

OSTG Ranks Number One in Key Technology and Business

OSTG, the leading network of technical sites serving the IT, developer and technology communities, has consistently outranked all other reported networks in maintaining its top-level status in key technology categories. **In fact, since 2002, OSTG has retained top ranking for delivering visitors who look for technology news online.** Nielsen//NetRatings @Plan rankings clearly demonstrate that OSTG reaches an audience of serious IT buyers.

OSTG Visitors are into Technology and Work in IT

OSTG ranks number one for delivering visitors who:

- Look for technology news online
- Are in the computer software/ programming industry
- Are technical staff (business)
- Are professionals and/or managers
- Own more than 4 computers
- Have wi-fi/broadband access at home

OSTG Visitors are Active Internet Users

OSTG ranks number one for delivering visitors who:

- Have been online more than seven years
- Go online every day
- Download software (last 30 days)

OSTG Visitors are Influencers

OSTG ranks number one for delivering visitors, who are:

- Technology consulting services decision makers

OSTG Visitors are Active Online Buyers

OSTG ranks number one for delivering visitors, who, in the last six months, have:

- Shopped for, and purchased, computer hardware and software
- Shopped for, and purchased, B2B computer hardware or software
- Purchased Wi-Fi equipment, networking, peripheral, any computer hardware, for home
- Purchased communications software for work

OSTG visitors are dedicated online shoppers, predominantly male, and purchase consumer and B2B products more frequently than visitors to competitive networks. OSTG ranks highly in many other categories. Ask your sales representative for additional rankings.