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## LATE FALL SHOPPING RUSH JUMPSTARTS 2002 ONLINE HOLIDAY SHOPPING SEASON, ACCORDING TO NIELSEN//NETRATINGS

### Dot Com Players Top List of Shopping Destinations

NEW YORK – November 14, 2002 – Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, today launched the early results of its fourth annual Holiday eCommerce Index. The index suggests that shoppers taking advantage of late fall deals are helping jumpstart the upcoming holiday season, as early shopping activity increased 12 percent during the week ending November 3, with online shopping rising around Halloween.

The weekly Nielsen//NetRatings Holiday eCommerce Index is based on total shopping trips at work and at home, measuring the amount of Web surfing activity at ecommerce sites during the course of the holiday season. The index is comprised of five representative sites in each category, and is meant to act as a barometer to gauge the level of interest to online shopping destinations during the holidays. A shopping trip is a single visit to an ecommerce site.

Toys and games led all categories, posting a 34 percent growth during the week ending November 3 (see Table 1). Consumer electronics followed, rising 26 percent, while shopping visits to the books, music and video category jumped 25 percent. Overall, more than 109.7 million shopping trips were conducted during the week.

Nielsen//NetRatings AdRelevance data shows that holiday-specific advertising surged during the end of October, with the number of unique holiday ads soaring 53 percent, while overall advertising only grew 13 percent.

"In the past, online holiday shopping kicked off much later, but we're seeing indications that seasonal sales and fall clearance promotions are helping boost an early start," said Lisa Strand, director and chief analyst, Nielsen//NetRatings. "We expect the next couple of weeks to be critical, as the holiday advertising push from online stores heat up."

Table 1. Nielsen//NetRatings Holiday eCommerce Index Top 5 Shopping Categories, Ranked by Percent Growth (U.S., Work & Home)

CATEGORIES	Shopping Trips Week Ending 10/20	Shopping Trips Week Ending 11/3	% Change Week Ending 10/20 and 11/3
1. TOYS & GAMES	2,997,059	4,025,067	34%
2. CONSUMER ELECTRONICS	4,132,256	5,216,200	26%
3. BOOKS/MUSIC/VIDEO	5,577,073	6,970,333	25%
4. APPAREL	3,731,403	4,625,859	24%
5. VIRTUAL DEPARTMENT STORES	29,564,806	35,523,609	20%
TOTAL	97,749,737	109,704,298	12%

Source: Nielsen//NetRatings

Additionally, Nielsen//NetRatings @Plan data reveals that nearly 87 percent or 117.3 million surfers ages 18+ shopped online during the last six months, with 96 million of the total active population actually making a purchase during that same time.

### Dot Com Players Top List of Shopping Destinations

Well-known dot com brands led the list of Nielsen//NetRatings' top shopping destinations for September 2002. Amazon reported more than 30.5 million unique visitors for the month, reaching more than a quarter of the entire active online population at home and at work (see Table 2). eBay followed closely at second with nearly 30.2 million visitors, while Yahoo! Shopping posted more than 28.9 million visitors for the month. Rounding out the top five, MSN Eshop drew 10.2 million visitors, while Barnes & Noble attracted nearly 7.3 million surfers.

“Year-over-year, growth in traffic to many of the leading shopping destinations outpaced that of the entire industry. It's clear that the largest ecommerce sites are working to turn brand recognition into revenues this holiday season,” said Strand. “Going into the holidays, these sites are poised to benefit from heavier ecommerce activity, with 13 percent more shoppers online now when compared to last year.”

Table 2. Nielsen//NetRatings Top Shopping Destinations, September 2002 (US, Combined Home and Work)

Site	Unique Audience (000)	Active Reach (%)
1. Amazon	30,550	25.20
2. eBay	30,164	24.88
3. Yahoo! Shopping	28,958	23.89
4. MSN Eshop	10,233	8.44
5. Barnesandnoble.com	7,292	6.02
6. Dell Computer	7,032	5.80
7. DealTime	6,815	5.62
8. Ticketmaster	5,777	4.77
9. Columbiahouse.com	5,547	4.58
10. Wal-Mart Stores	5,207	4.30
11. BestBuy.com	4,472	3.69
12. Hallmark	4,454	3.67
13. Target	4,325	3.57
14. JCPenney	4,045	3.34
15. Sears	3,997	3.30

Source: Nielsen//NetRatings, September 2002

Note: A shopping destination is a site or collection of sites providing Web users the ability to look for products to buy or sell, regardless of whether the product is offered by a store, through an auction, or by an individual. The top shopping destinations list excludes travel. Rankings are based on Internet traffic to Web sites and do not include traffic to proprietary services.

#### About Nielsen//NetRatings

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings services include worldwide Internet audience measurement, AdRelevance tracking of online advertising creatives, impressions and expenditures, and the @Plan Internet user lifestyle, demographic, and product brand preferences measurement. Nielsen//NetRatings uses patented technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive information in the global marketplace. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

Editor's Note: Please source all data to Nielsen//NetRatings.

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