

For Immediate Release:

Press Contacts:

Nielsen//NetRatings	Harris Interactive	Goldman Sachs
Maria Bumatay	Nancy Wong	Ed Canaday
(408) 586-7560	(585) 214-7316	(212) 357-0005

## HOLIDAY SHOPPERS SPEND \$6.2 BILLION ONLINE IN NOVEMBER 2002 SOARING 22 PERCENT FROM LAST YEAR, ACCORDING TO THE eSPENDING REPORT FROM GOLDMAN SACHS, HARRIS INTERACTIVE AND NIELSEN//NETRATINGS

eBay, Amazon and Yahoo! Shopping Top List of Online Shopping Destinations

ROCHESTER, NY and NEW YORK – December 9, 2002 – According to the eSpending Report from Goldman Sachs & Company, Harris Interactive®, and Nielsen//NetRatings, the 2002 online holiday shopping season saw strong results in November with American consumers spending nearly \$6.2 billion for the entire month. Growing 22 percent, online spending last month surpassed last year's \$5.1 billion total for November.

Bargain-hunters have found the Web to be a solid resource for deals. Forty percent of the shoppers surveyed in November said that item price was a key reason in choosing to shop online versus a physical store. Wider selection and product comparison were also contributing factors.

### Special Feature: Books, Music and Video/DVD

According to the eSpending report, books, music and video/DVD is a hot category again this year. Amazon continues to dominate the category, claiming a 35.2 percent share of purchases made (see Table 1). eBay captured an increase in share of shopper's wallets for the category, more than doubling since 2001. Barnes & Noble drew nearly 9 percent of the market share, while Walmart.com increased its share to nearly 3 percent this season.

"Books, music and video/DVD has traditionally been a go-to category for consumers watching their budgets, with most items falling within inexpensive price points," said Lori Iventosch-James, director of ecommerce research, Harris Interactive. "Sites such as eBay, are appealing to price-conscious shoppers and avid bargain-hunters looking for new and used deals on books, music and video."

Table 1. Percentage Share of Book/Music/Video Purchases in an Average Week in November

Site	2002 Percent Share %	2001 Percent Share %
Amazon	35.2	36.9
eBay/Half.com	10.6	4.6
Barnes & Noble	8.8	9.6
Walmart.com	2.8	1.6
Target.com	0.6	0.4
Other	42.0	46.9

Source: Goldman Sachs, Harris Interactive and Nielsen//NetRatings

### eBay, Amazon and Yahoo! Shopping Lead Web Retailers

The latest Nielsen//NetRatings audience traffic report reveals the top shopping destinations for the Thanksgiving week, with eBay, Amazon and Yahoo! Shopping leading the list of Web retailers (see Table 2). eBay attracted nearly 12 million unique visitors at home. Amazon followed closely at No. 2 as more than 10.2 million shoppers visited the site to shop for the holidays. Yahoo! Shopping drew nearly 7.4 million unique visitors, while traffic to MSN Shopping totaled more 3.4 million unique visitors. Taking the No. 5 spot, Walmart.com recorded nearly 2.8 million unique visitors.

"eBay, with its large and loyal user base has become more than just an auction house," said Patrick Thomas, senior Internet analyst, Nielsen//NetRatings. "eBay's strategy to promote new and used gift items has made a significant contribution to their seasonal holiday traffic."

Table 2. Nielsen//NetRatings Top 15 Shopping Destinations for Week Ending December 1, Excluding Travel (U.S., Home)

Brand or Channel	Unique Audience (000)
1. eBay	11,984
2. Amazon	10,242
3. Yahoo! Shopping	7,391
4. MSN Shopping	3,128
5. Wal-Mart Stores	2,786
6. BestBuy.com	2,158
7. AOL Shopping	1,976
8. Columbiahouse.com	1,836
9. ToysRUs	1,792
10. DealTime	1,783
11. Dell Computer	1,747
12. Hallmark	1,723
13. Target	1,670
14. Sears	1,565
15. Barnesandnoble.com	1,480

Source: Nielsen//NetRatings

Note: A shopping destination is a Brand or Channel (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. Traffic figures now incorporate proprietary "Browser Channels", such as AOL Proprietary Channels, and Internet Applications Tracking with regular Web traffic data.

#### Methodology

The eSpending Report by Goldman Sachs, Harris Interactive and Nielsen//NetRatings is based upon a weekly national survey of more than 750 online shoppers (ages 18+) randomly chosen from Harris Interactive's online panel of survey respondents. The eSpending report offers weekly intelligence on online shopping and spending by market segment and tracks consumer attitudes and motivations that drive online shopping. The survey data is weighted to represent the online population and has an overall precision of +/- 3.6 percent, which varies by question.

Nielsen//NetRatings' Top Online Shopping Destinations List is based on audience measurement data from the week ending December 1, at-home usage. A shopping destination is a Brand or Channel 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.

#### About Goldman Sachs

Goldman Sachs is a leading global investment banking and securities firm that provides one of the oldest and largest investment banking firms. The firm is headquartered in New York and maintains offices in London, Frankfurt, Tokyo, Hong Kong and other major financial centers around the world.

#### About Harris Interactive®

Harris Interactive (www.harrisinteractive.com) is a worldwide market research and consulting firm best known for The Harris Poll®, and for pioneering the Internet method to conduct scientifically accurate market research. Headquartered in Rochester, New York, U.S.A., Harris Interactive combines proprietary methodologies and technology with expertise in predictive, custom and strategic research. The Company conducts international research through wholly owned subsidiaries—London-based HI Europe (www.hieurope.com) and Tokyo-based Harris Interactive Japan—as well as through the Harris Interactive Global Network of local market-and opinion-research firms, and various U.S. offices.  
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#### About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for digital media measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media ratings reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

Editor's Note: Please source data to Goldman Sachs, Harris Interactive and Nielsen//NetRatings.

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