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ONLINE HOLIDAY SHOPPING GROWS 33 PERCENT YEAR-OVER-YEAR DURING SIXTH WEEK OF HOLIDAY SEASON, ACCORDING TO NIELSEN//NETRATINGS HOLIDAY ESHOPPING INDEX

Toys/Video Games, Flowers and Gifts, and Consumer Electronics Lead Fastest Growing Categories Two-Thirds into the Holiday Season

NEW YORK—December 12, 2005—Nielsen//NetRatings, a global leader in Internet media and market research, announced today that its Holiday eShopping Index saw a 33 percent year-over-year increase in the total number of online shopping trips during the week ending December 4th (see Table 1). The Nielsen//NetRatings Holiday eShopping Index is comprised of over 100 representative online retailers across ten categories, and acts as a barometer to gauge the level of activity at online shopping destinations during the holiday season. Last year at this time, the Holiday eShopping Index showed shoppers visiting retail sites 348.3 million times during the week; this year, the number of shopping sessions grew to 462.5 million.

“Online shopping has increased over last year because both new and experienced Internet buyers are not only researching products and comparing prices online before making a purchase, but they are also finding good holiday discounts online,” said Heather Dougherty, senior retail analyst, Nielsen//NetRatings.

The year-over-year fastest growing category was Books/Music/Video, which increased in shopping visits by a remarkable 238 percent compared with Week 6 of the 2004 holiday season. Apparel ranked No. 2 in year-over-year growth with an increase of 38 percent, while Toys/Video Games, Retail and Consumer Electronics rounded out the top five year-over-year fastest growing categories, each with 28 percent growth.

“Retail sites across all product categories have experienced growth over last year and traffic continues to escalate as the holidays get closer,” said Dougherty. “The significant increase in visits to the Books/Music/Video category is being driven by the vast selection of titles released during the holidays,” she continued.

Table 1: Year-Over-Year Fastest Growing Online Retail Categories in Week 6 of Holiday Shopping Season (U.S., Home and Work)

Category	WE 12/04/05 Shopping Trips	WE 12/05/04 Shopping Trips	Y-O-Y Week 6 Growth
Books/Music/Video	45,945	13,594	238%
Apparel	17,186	12,498	38%
Home and Garden	12,325	9,592	28%
Toys/Video Games	11,283	8,795	28%
Retail	262,121	204,805	28%
Consumer Electronics	24,880	19,614	27%
Computer Hardware/Software	27,129	22,228	22%
Flowers and Gifts	6,216	5,154	21%
Shopping Comparison/Portals	53,078	49,277	8%
Total	462,468	348,267	33%

Source: Nielsen//NetRatings Holiday eShopping Index, December 2005



Fastest Growing Online Retail Categories During 2005 Holiday Season

During the first six weeks of the 2005 holiday season, the Holiday eShopping Index rose 39 percent. Toys/Video Games was the fastest growing online retail category, increasing in shopping trips an impressive 149 percent over the week ending October 30th (see Table 2). The Flowers and Gifts category also enjoyed significant growth in shopping sessions since the holiday season's onset, climbing 117 percent over Week 1. Consumer electronics, jewelry and shopping comparison/portals rounded out the top five fastest growing online retail categories, increasing by 90 percent, 81 percent and 64 percent, respectively.

Table 2: Top Growth Categories for Week 6 Over Week 1 of 2005 Holiday Season* (U.S., Home and Work)

Category	Percent Growth from WE 10/30/05 to 12/04/05
Toys/Video Games	149%
Flowers and Gifts	117%
Consumer Electronics	90%
Jewelry	81%
Shopping Comparison/Portals	64%
Home and Garden	44%
Apparel	43%
Retail	34%
Books/Music/Video	23%
Computer Hardware/Software	10%
Total	39%

Source: Nielsen//NetRatings Holiday eShopping Index, December 2005

*Nielsen//NetRatings defines the beginning of the holiday season as the last week in October.

About Nielsen//NetRatings Holiday eShopping Index

The Nielsen//NetRatings Holiday eShopping Index is comprised of over 100 representative online retailers across ten categories, and acts as a barometer to gauge the level of activity at online shopping destinations during the holiday season. The Index illustrates increased shopping activity through category growth.

About Nielsen//NetRatings

NetRatings, Inc. (Nasdaq: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

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

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