

For Immediate Release:
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BLACK FRIDAY TRAFFIC TO ONLINE SHOPPING SITES GROWS 12 PERCENT YEAR OVER YEAR, ACCORDING TO NIELSEN//NETRATINGS HOLIDAY ESHOPPING INDEX

Consumer Electronics, Apparel and Home & Garden Lead Fastest Growing Categories

NEW YORK—November 27, 2006— Nielsen//NetRatings (Nasdaq: NTRT), a global leader in Internet media and market research, announced today that its Holiday eShopping Index increased 12 percent from home on the day after Thanksgiving, garnering a unique audience of 19.2 million across more than 120 representative online retailers, compared with 17.2 million on Black Friday last year. Online shopping has become a Thanksgiving weekend tradition for many families who want to avoid crowded parking lots and shopping malls, yet still get a head start on holiday shopping.

Holiday eShopping Index Category Growth

The fastest growing product category week over week was Consumer Electronics, with a 211 percent increase in unique audience from November 17th to November 24th (see Table 1). Apparel took the No. 2 spot with 117 percent Web traffic growth, followed by Home & Garden with 87 percent growth.

“Black Friday officially kicks off the holiday shopping season,” said Heather Dougherty, senior retail analyst, Nielsen//NetRatings. “This year, shoppers went online to check out the latest in consumer electronics, including flat screen TVs and new game consoles such as the Nintendo Wii and the highly coveted Sony PlayStation 3. Apparel continues to be one of the most popular holiday gifts, as evidenced by that category’s growth on Black Friday as well. What is somewhat surprising is the strong showing of the Home & Garden category, as consumers invest in their homes despite the slowdown in the real estate market,” she continued.

Table 1: Product Categories ranked by Week-Over-Week Growth (U.S., Home only)

Category	UA % Growth from 11/17 to 11/24
Consumer Electronics	211%
Apparel	117%
Home and Garden	87%
Shopping Comparison/Portals	79%
Beauty	78%
Computer Hardware/Software	77%
Toys/Videogames	51%
Flowers and Gifts	42%
Retail	37%
Books/Music/Video	23%
Shoes	12%
Jewelry	N/A
TOTAL	32%

Source: Nielsen//NetRatings Holiday eShopping Index, November 2006

Black Friday Top Online Shopping Destinations

eBay led the top online shopping destinations on Black Friday with 7.5 million unique visitors, followed by Amazon and Wal-Mart Stores with 3.4 million and 3.2 million unique visitors, respectively (see Table 2).



When the top 10 online shopping destinations are re-ranked by week-over-week growth, BestBuy.com takes the lead with an impressive 316 percent increase in unique audience from one Friday to the next. CircuitCity.com ranks No. 2 with a 211 percent increase in Web traffic and Wal-Mart Stores rounds out the top three, growing 191 percent week over week.

“This year’s Black Friday top online shopping destinations mirror the typical retailers year round,” said Dougherty. “We see many shoppers checking out Web sites for Black Friday sales and promotions before heading out to the stores.”

Table 2: Top 10 Online Shopping Destinations on Black Friday 2006 (U.S., Home only)

Site	11/17/2006 UA (000)	11/24/2006 UA (000)	% Growth
eBay	6,423	7,454	16%
Amazon	2,342	3,404	45%
Wal-Mart Stores	1,115	3,248	191%
Target	1,096	2,267	107%
BestBuy.com	406	1,691	316%
Circuitcity.com	367	1,140	211%
Shopzilla.com Network	563	1,032	83%
JCPenney	386	996	158%
Overstock.com	376	957	155%
Sears	460	887	93%

Source: Nielsen//NetRatings, November 2006

About Nielsen//NetRatings Holiday eShopping Index

The Nielsen//NetRatings Holiday eShopping Index is comprised of over 120 representative online retailers across twelve 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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