



Nielsen Online

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News Release

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NIELSEN ONLINE REPORTS CYBER MONDAY TRAFFIC INCREASED 10% OVER 2006

New York - November 27, 2007

Nielsen Online, a service of The Nielsen Company, today reports that:

- Combined home & work traffic to the Holiday eShopping Index reached 32.5 million unique visitors on Cyber Monday.
- This was a 13% increase from Black Friday's combined home & work traffic of 28.8 million.
- This is a 10% increase from Cyber Monday 2006

Top 10 Fastest Growing Product Categories Ranked by Week-Over-Week Growth (U.S., Home & Work)

Categories	Unique Audience Growth from 11/19/07 to 11/26/07
Consumer Electronics	72.5%
Toys/Videogames	72.0%
Books/Music/Video	63.1%
Apparel	55.3%
Home and Garden	45.6%
Computer Hardware/Software	42.1%
Shopping Comparison/Portals	32.4%
Jewelry	23.1%
Retail	13.2%
Flowers and Gifts	12.6%

Source: Nielsen Online, Holiday eShopping Index



Top 10 Online Retail Sites* on Cyber Monday vs. Black Friday (U.S., Home & Work)

Cyber Monday Sites	11/26/07 UA (000)	Black Friday Sites	11/23/07 UA (000)
eBay	10,799	eBay	10,837
Amazon	7,225	Amazon	6,932
Wal-Mart Stores	5,165	Wal-Mart Stores	4,509
AT&T	3,879	Target	4,071
Target	3,393	AT&T	3,781
Circuit City	2,824	Best Buy	3,125
Dell	2,673	Circuit City	2,563
Best Buy	2,363	Dell	1,965
Overstock.com	2,154	JCPenney	1,652
Sears	1,698	ToysRUs	1,626

Source: Nielsen Online, NetView

*Based on Nielsen Online, MegaView Online Retail list.

About the Nielsen Online Holiday eShopping Index

The Nielsen Online 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 Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

About The Nielsen Company:

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.

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