



HONG KONG, 21st December 2000 - Internet measurement specialist *iamasia* (Interactive Audience Measurement Asia) today announced the top web domain names and web properties for home Internet users in China, ranked according to the total, unduplicated number of unique users during the month of November 2000.

The top five positions remain unchanged from the previous month, with 163.com leading with a November home audience of 4,884,000 people across China, or 65.1% of all home Internet users. The biggest gain was made by tencent.com, which jumped five places in the rankings with a largest-ever home audience of 1,819,000.

With the second-largest home audience in China (59.1% reach), sina.com.cn recorded the highest total number of home pageviews of any single domain during November – almost 733 million in all.

Top 20 domain names:

Nov rank	Oct rank	Domain name	Home Audience Reach	Unique home users	Total home pageviews
1	1	163.com	65.1%	4,884,000	720,064,000
2	2	sina.com.cn	59.1%	4,436,000	732,988,000
3	3	Sohu.com	56.8%	4,259,000	658,526,000
4	4	microsoft.com	37.9%	2,839,000	25,059,000
5	5	chinaren.com	33.9%	2,540,000	288,198,000
6	7	yahoo.com	30.0%	2,249,000	99,494,000
7	10	163.net	26.2%	1,962,000	75,337,000
8	8	etang.com	26.1%	1,958,000	112,408,000
9	6	yeah.net	25.0%	1,879,000	25,271,000
10	11	263.net	24.3%	1,822,000	65,117,000
11	16	tencent.com	24.2%	1,819,000	27,257,000
12	9	Cninfo.net	21.8%	1,634,000	46,268,000
13	12	China.com	20.0%	1,502,000	75,545,000
14	15	126.com	18.2%	1,363,000	14,186,000
15	14	myrice.com	17.5%	1,316,000	71,029,000
16	13	msn.com	16.0%	1,198,000	10,781,000
17	18	topcool.net	14.7%	1,104,000	31,190,000
18	22	21cn.com	13.9%	1,044,000	66,654,000
19	21	elong.com	13.0%	976,000	128,024,000
20	20	online.sh.cn	13.0%	973,000	106,545,000

In terms of the property rankings, Beijing-based Capital Online, operator of the topcool.net and 263.net domains, continues to perform strongly with an increase in total reach of more than 10 percentage points and its largest-ever aggregated home audience of 2,529,000 people.

For the fourth consecutive month, the NetEase family of sites attracted the largest combined home audience in China – more than five million home users in all. However, the second-ranked SOHU property managed to generate by far the greatest number of total pageviews, as

a result of the high pageviews independently generated by its sohu.com and chinaren.com domains.

Top 15 properties:

Nov rank	Oct rank	Web property	Home Audience Reach	Unique home users	Total home pageviews
1	1	NetEase.com, Inc.	66.9%	5,019,000	759,550,000
2	2	SOHU.com, Inc.	65.6%	4,923,000	946,724,000
3	3	SINA sites	60.1%	4,508,000	742,629,000
4	4	Microsoft sites	49.2%	3,694,000	61,231,000
5	9	Capital Online, Inc.	33.7%	2,529,000	96,310,000
6	6	Yahoo! sites	31.5%	2,365,000	126,457,000
7	5	Tom.com Enterprises, Ltd.	29.7%	2,229,000	115,657,000
8	7	China Telecom	27.8%	2,082,000	62,982,000
9	8	eTang.com, Inc.	26.1%	1,958,000	112,405,000
10	13	Tencent Communications Corp	24.2%	1,819,000	27,258,000
11	10	Chinadotcom Corp.	20.7%	1,549,000	76,138,000
12	11	Main Square Holdings, Ltd.	17.6%	1,322,000	71,709,000
13	12	Legend, Ltd.	15.3%	1,149,000	58,241,000
14	19	21cn Corp., Ltd.	13.9%	1,044,000	66,757,000
15	14	eLong.com, Inc.	13.7%	1,031,000	143,479,000

This information is based on data collected around the clock from *iamasia*'s representative panel of 5,500 home Internet users in 18 cities across China. The panel data is weighted and then projected to the entire home Internet-user population in the PRC.

Definitions:

Web property

A combination of related web sites and pages owned by the same company. For example, Microsoft is the owner of microsoft.com, msn.com, passport.com and windowsmedia.com.

Unique users

The number of individuals who visited a particular website during the reported period.

Reach

Reach, expressed as a percentage, represents the number of unique home users divided by the total number of home Internet users during the reported time period (in this case, the month of November 2000).

Pageviews

The total number of pages viewed at a particular site or within a specific property. If a single user views a page three times, this will count as three page views.