



**HONG KONG, 4th 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 October 2000.

For the third consecutive month, 163.com leads the domain rankings with an October home audience of just under 4.9 million people, or 67.3% of all Internet users who logged on at home in China in October. Second- and third-placed sina.com.cn and sohu.com recorded a home audience reach of 59.4% and 57.9% respectively.

Notable gains were made by cninfo.net (which offers information for China Telecom mobile telephone subscribers) and topcool.net (part of Beijing-based ISP Capital Online's family of portals which also includes 263.net).

Top 20 domain names:

Oct rank	Sep rank	Domain name	Reach	Unique users
1	1	163.com	67.3%	4,871,000
2	2	sina.com.cn	59.4%	4,295,000
3	3	sohu.com	57.9%	4,186,000
4	5	microsoft.com	34.1%	2,467,000
5	4	chinaren.com	32.8%	2,371,000
6	6	yeah.net	32.3%	2,339,000
7	7	yahoo.com	29.2%	2,113,000
8	10	etang.com	25.6%	1,855,000
9	15	cninfo.net	25.4%	1,840,000
10	8	163.net	25.1%	1,815,000
11	11	263.net	22.9%	1,657,000
12	9	china.com	21.1%	1,528,000
13	12	msn.com	19.9%	1,438,000
14	16	myrice.com	19.0%	1,375,000
15	14	126.com	18.6%	1,347,000
16	13	tencent.com	16.8%	1,216,000
17	19	fm365.com	16.1%	1,166,000
18	28	topcool.net	15.2%	1,096,000
19	20	3322.net	14.8%	1,072,000
20	24	online.sh.cn	14.4%	1,041,000

The top 15 properties remained relatively unchanged compared with September.

Top 15 properties:

Oct rank	Sep rank	Web property	Reach	Unique users
1	1	Netease.com, Inc.	69.1%	4,995,000
2	2	Sohu.com, Inc.	68.1%	4,926,000
3	3	SINA sites	60.0%	4,341,000

4	4	Microsoft sites	47.4%	3,425,000
5	9	Capital Online, Inc.	31.8%	2,300,000
6	5	Tom.com Enterprises, Ltd.	30.6%	2,214,000
7	6	Yahoo! sites	29.7%	2,150,000
8	10	China Telecom	29.2%	2,110,000
9	8	eTang.com, Inc	25.6%	1,855,000
10	7	Chinadotcom Corp.	22.0%	1,590,000
11	12	Main Square Holdings, Ltd	19.0%	1,375,000
12	15	Legend, Ltd	17.5%	1,263,000
13	11	Tencent Communications Corp	16.8%	1,216,000
14	13	eLong.com, Inc.	15.2%	1,101,000
15	16	Bentium, Ltd.	14.8%	1,072,000

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 users divided by the total number of home Internet users during the reported time period (in this case, the month of October 2000).