



Media Metrix Canada Reports On Favourite Web Sites Visited By English Canadians During April 2000

Toronto, May 25, 2000 - Media Metrix Canada Inc., Canada's pioneer and leader in Internet and Digital Media measurement, today released April 2000 Web audience ratings for English Canadians At Home. From a panel of 5,411, Media Metrix projects that 8.9 million English Canadians accessed the Web from home during April, up from 8.5 million during the previous month. Nearly 3.7 billion pages were viewed with visitors spending on average 43 minutes on the Web per day.

Results indicate Canadians like to chat online, with 41% using ICQ applications to do so. A demographic profile of ICQ applications shows that 8.1% of traffic are kids age 2-11, 17.9% are teens age 12- 17, 37.1% are men 18+ and 36.9% are women 18+.

Spotlight on Demographics:

Women age 25-49 make up approximately 24% of all English Canadian home digital media traffic. Magazines topped the list as most popular for this group with marthastewart.com, at 59.8%, and Chatelaine.com coming a close second, at 58%.

Top Web Sites Visited by Women 25-49	% Composition
MarthaStewart.com	59.8%
ChatElaine.com	58.0%
Women.com	54%
ArcaMax.com	53%
Winvite.com	52%

Spotlight on Websites

Top 5 Global Sites Visited by English Canadians at Home	% Reach of Total Digital Universe	Top 5 Canadian Sites Visited by English Canadians at Home	% Reach of Total Digital Universe
MSN.COM	56.3%	MSN.CA	25.3%
YAHOO.COM	56.0%	SYMPATICO.CA	23.8%
PASSPORT.COM	43.2%	YAHOO.CA	15.5%
ICQ APPLICATIONS	41.4%	CANOE.CA	12.0%
LYCOS.COM	36.8%	CANADA.COM	9.1%

Spotlight on Properties:

Media Metrix Canada measures traffic through a company's total network. Microsoft was the top global property for the month of April with 69.2% of all English Canadian home Web traffic visiting a Microsoft site.

Rank	Top 25 Global Properties ? English Canada at Home	% Reach of Digital Universe
1	Microsoft Sites	69.2%
2	AOL Network	67.7%
3	Yahoo Sites	59.6%
4	Lycos	38.4%
5	Excite@Home	35.5%
6	SYMPATICO	24.4%
7	Go Network	20.7%
8	AltaVista Network	19.5%
9	NBC Internet	17.7%
10	About.Com Sites	17.2%
11	Go2Net Network	16.9%
12	Canada.com Network	15.4%
13	Real.com Network	13.9%
14	CANOE	12.6%
15	Time Warner Online	11.7%
16	Looksmart	11.3%
17	ZDNet Sites	10.0%
18	Globe Interactive Web Centre	8.9%
19	Snowball	8.9%
20	Amazon	8.9%
21	Ask Jeeves	8.7%
22	V3.COM	8.3%
23	Women.com Networks	8.3%
24	FREELOTTO.COM	8.2%
25	Fortunecity Global Community	8.1%

Spotlight on Categories:

If there are two things that occupy Canadians the most in April, it's taxes and hockey.

Top 5 Government Sites visited by English Canadians at home	% Reach of Total Unique Visitors
HRDC-DRHC.GC.CA (Human Resources Development Canada)	7.8%
CCRA-ADRC.GC.CA (Canada Customs & Revenue Agency - Revenue Canada)	4.6%
GOV.ON.CA (Government of Ontario)	3.8%
EC.GC.CA (Environment Canada)	2.6%
NETFILE.GC.CA	2.4%

Top 5 Sports Sites visited by English Canadians at home	% Reach of Total Unique Visitors
NHL.COM	3.9%
TSN.CA	3.4%
SPORTSROCKET.COM	2.4%
CNNSI.COM	2.4%
SPORTSLINE.COM	1.9%