



Top-Gaining Categories Aug '00 and Sep '00

Sports sites were the fastest growing category according to month-over-month increases in unique visitors. Sports sites had 25,899,000 unique visitors in September 2000, up 15 percent from the previous month. General news sites increased six percent in unique visitors to 31,722,000 during that same period amidst increased convention, debate and other election coverage by the news media. Education and reference sites increased by 1,162,000 and 451,000 unique visitors, respectively, as students headed back to campus after summer break.

Media Metrix, A Jupiter Media Metrix Company Top-Gaining Categories According to Unique-Visitor Increase At Home & At Work Combined in the United States			
	Aug '00 Unique Visitors (000)	Sep '00 Unique Visitors (000)	Unique- Visitor (000) Increase
Sports	22,001	25,899	3,898
General News	29,954	31,722	1,768
Reference	24,362	25,525	1,162
Incentives	29,497	30,200	703
Coupons	11,917	12,552	635
Search/Navigation	40,164	40,779	615
Education	32,366	32,817	451
Portals	72,000	72,412	412
Fragrances/Cosmetics	2,710	3,099	389
Services	66,795	67,153	358

