

NetValue releases European Rankings

03 March 2000 - The following data is derived from NetValue Internet Observatory data in the UK, France and Germany for the month of January 2000.

Internet usage of the panelists is measured by NetMeter™ software. It resides on the panel member's PC and tracks all Internet services (e-mail, Web, newsgroups, FTP...).

Key Findings

- ▶ Multinational brands dominate the rankings, with Yahoo listed in the top 3 most highly trafficked sites in the UK, France and Germany
- ▶ Lineone, the free UK ISP, features in the top 10 overall ranking for the first time
- ▶ In France, many more national players appear in the top 10 than in other countries

2000/01 - Overall ranking (1)

France	Rank	UK	Rank	Germany	Rank
Wanadoo	1	MSN	1	T Online	1
Yahoo	2	Yahoo	2	Yahoo	2
MSN	3	Freeserve(.co.uk)	3	AOL	3
Grolier Interactive	4	AOL	4	MSN	4
Ibazar Group	5	Microsoft	5	Lycos	5
Multimania	6	Lycos	6	Gmx(.de)	6
Voila	7	Excite	7	Microsoft	7
Groupe Libertysurf	8	Bbc(.co.uk)	8	Ebay(.de)	8
AOL	9	Virgin	9	Netscape	9
Microsoft	10	Lineone	10	Comdirect.de	10

(1) Overall Ranking : average including the reach, number of days connected to the site per Internet user, unique pages viewed, time spent and sessions per Internet user (sessions include all the connections of more than 10 minutes).

2000/01 - Reach ranking (2)

France	Reach	UK	Reach	Germany	Reach
Wanadoo	53,1%	Yahoo	54,6%	T Online	63,7%
Yahoo	52,8%	MSN	51,2%	Yahoo	49,2%

Voila	44,3%	Microsoft	42,6%	MSN	37,4%
MSN	36,7%	Freemove(.co.uk)	38,1%	Lycos	35,8%
Multimania	36,3%	Lycos	28,3%	AOL	30,9%
Microsoft	33,7%	AOL	27,3%	Microsoft	29,4%
Grolier Interactive	33,3%	Excite	24,9%	Netscape	19,6%
Ibazar Group	31,0%	Demon	24,9%	Altavista	18,6%
Groupe Libertysurf	30,9%	Tripod	20,8%	Tripod	17,5%
Lycos	25,6%	Altavista	20,5%	Fireball(.de)	16,5%

(2) Reach ranking is the % of home users who visited the site at least once in the month.

Sites are a group of domains managed by one company. E.g.: Yahoo comprises yahoo.com, yahoo.co.uk,...; MSN comprises msn.co.uk, hotmail.com,....

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