

## NetValue releases European Rankings and Patterns of e-commerce Usage

London - 3rd May 2000 - NetValue, the only company to deliver effective Internet usage measurement, publish European Internet Site and Domain Rankings for March 2000.

*The following data is derived from NetValue Internet Observatory data in the UK, France and Germany for the month of March 2000. Internet usage is derived from home user panellists, which is measured by NetMeter(tm) software. It resides on the panel member's PC and tracks all Internet services (e-mail, Web, newsgroups, FTP...).*

More UK users are visiting e-commerce sites than their European counterparts, with 68,7% of all UK internet users having visited an e-commerce website

► More UK women are accessing e-commerce sites than women in both France and Germany, with 66,1% of all female UK users visting e-comerce websites

► In Europe the Web is still used more for leisure than for work with 31,1% of Internet users visiting music / literature websites

### Patterns of e-commerce Usage, March 2000

	Germany	France	UK
<b>% of Internet users having visited an e-commerce site</b>	<b>65,5%</b>	<b>66,3%</b>	<b>68,7%</b>
<b>% of Internet users who have accessed secure connections</b>	<b>38,6%</b>	<b>29,7%</b>	<b>44,1%</b>
<b>% of time spent on a secure connection in e-commerce sector (display duration)</b>	<b>48,0%</b>	<b>26,3%</b>	<b>37,1%</b>

Almost as many UK women as men are now accessing e-commerce sites - gender differentiation is more pronounced in mainland Europe.

Gender	% of Internet users visiting an e-commerce site in Germany	% of Internet users visiting an e-commerce site in France	% of Internet users visiting an e-commerce site in UK

<b>Male</b>	<b>68,8%</b>	<b>70,4%</b>	<b>70,3%</b>
<b>Female</b>	<b>59,5%</b>	<b>58,4%</b>	<b>66,1%</b>

The percentage of Internet users performing secure connections is increasing. This may be a result of the increasing popularity of e-commerce and online banking.

<b>Gender</b>	<b>% of Internet users accessing secure connections in Germany</b>	<b>% of Internet users accessing secure connections in France</b>	<b>% of Internet users accessing secure connections in UK</b>
<b>Male</b>	<b>41,9%</b>	<b>32,1%</b>	<b>45,4%</b>
<b>Female</b>	<b>31,5%</b>	<b>24,6%</b>	<b>42,1%</b>

### **Top 10 UK ranking, based on domains with secure connections**

<b>Domain name</b>	<b>Ranking by time spent per Internet user (mn)</b>
<b>Barclays.co.uk</b>	<b>3</b>
<b>Nwolb.co.uk</b>	<b>4</b>
<b>Halifax-online.co.uk</b>	<b>1</b>
<b>Rbos.co.uk</b>	<b>2</b>
<b>Amazon.co.uk</b>	<b>7</b>
<b>Smile.co.uk</b>	<b>5</b>
<b>Jungle.com</b>	<b>8</b>
<b>Nationet.com</b>	<b>6</b>
<b>Britannia-music.co.uk</b>	<b>10</b>
<b>Thetrainline.com</b>	<b>9</b>

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

N.B.6 of the top 10 are banking / insurance service providers

### **Audience market share and reach of E-commerce Sectors**

In Europe the Web is still used more for play than for work!

Categories	Reach %	Time spent per Internet users (mn)
<b>Malls</b>	<b>15,7%</b>	<b>8,2</b>
<b>Travel &amp; Tourism (e-comm)</b>	<b>20,3%</b>	<b>16,8</b>
<b>Music-Literature</b>	<b>31,1%</b>	<b>12,2</b>
<b>Hardware</b>	<b>20,8%</b>	<b>17,2</b>
<b>Software</b>	<b>17,2%</b>	<b>6,5</b>
<b>Banking - Mortgage - Insurance</b>	<b>15,7%</b>	<b>24,2</b>