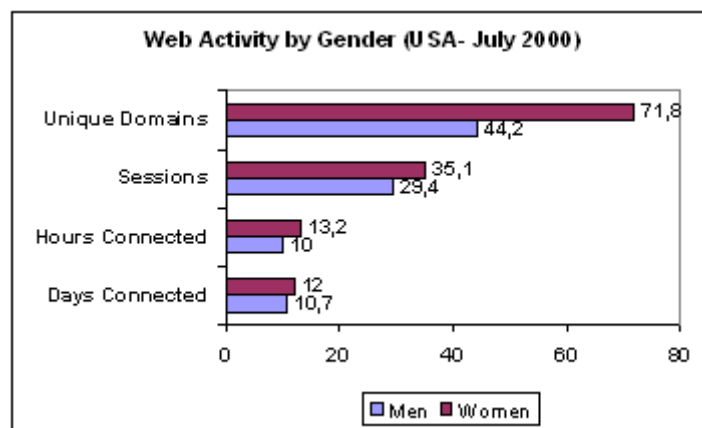


## NetValue Top Ten Rankings, July 2000

### Women Outperform Men on the Web in the US. Will This Be a Trend for Europe?

Women currently represent only 46 percent of the US online population but are more active on the Internet than their male counterparts. Over the past three months, women have consistently spent 32 percent more time surfing the web and have viewed 30 percent more unique pages than men. And since they are being exposed to more advertising by being on the Web more, women also click on more banners. In July, women clicked on an average of 4.3 banners, compared to just 2.2 for men.



The number of home Internet users is still increasing in Europe. The UK now stands at 10.20 million, Germany at 10.47 million and France at 5.81 million. However, the most dramatic change is the split by gender: in July, a staggering 40.5 percent of Internet users in the UK were women with 34.8 percent in Germany and 37.4 percent in France (compared with May statistics indicating a female population of 38 percent in the UK, 33.0 percent in Germany, 33.6 percent in France.).

The number of women currently logging on to the Internet at home now stands at over 4 million in the UK. In France, the number of female Internet users has grown to 2.17 million, and in Germany females account for 3.64 million users.

This trend in the growth of women online is borne out by an increase in hours connected per user, number of sessions online, and total number of pages displayed :

	France		UK		Germany		USA	
	May	July	May	July	May	July	May	July
<b>Unique Domains</b>	25.2	22.3	30.0	31.0	24.7	30.6	76.9	71.8
<b>Sessions</b>	13.1	12.8	15.8	17.1	16.9	18.7	33.5	35.1
<b>Pages displayed</b>	443.4	474.8	486.4	655.4	592.1	776.6	1476.1	1483.5

<b>Duration (hours)</b>	3.1	3.5	4.0	5.5	4.3	5.5	13.6	13.2
<b>Days connected</b>	7.3	7.3	7.9	8.1	8.6	8.6	12.1	12.0

### So Where Do They Go on the Web?

In the US, women have the highest affinity with theknot.com, a wedding planning site, and cooking.com, a recipe and cooking site. Within sectors, women have the highest affinity with the Astrology/Horoscope sector, while men have the highest affinity with the Personals sector.

Women's Top Sectors	Affinity Score
Astrology/Horoscope	153.6
Arts & Culture	146.3
Women	142.2
Fashion/Beauty	139.6
Food	139.3

Men's Top Sectors	Affinity Score
Personals	133.3
Adult	125.5
Science & Technology	118.4
Sports	116.1
News	110

Affinity is a ratio determined by the reach of the overall Internet population and the reach for the indicated target. An affinity of over 100 equates to a high affinity between the target and the indicated data.

Women have the highest affinity with Arts and Culture sector in the UK, the Women sector in France and E-cards in Germany. The E-Cards sector (electronic cards) is one of the five most visited sectors in the three European countries measured, and surely contributed to women's use of the Internet this summer.

#### In the UK

Women's Top Sectors	Affinity Score
Arts & Culture	143.0
Communications	128.1
Chat/IRC	120.6
E-cards	119.3
Entertainment	103.7

#### In France

Women's Top Sectors	Affinity Score
Women	140.9
Real Estate	134.5
Arts & Culture	128.7
E-cards	127.7
Employment	127.6

#### In Germany

Women's Top Sectors	Affinity Score
E-cards	194.0
Chat/IRC	131.9
Medical-Health	122.0
Movies	119.3
People Search	117.5

### Women Tuning In to Audio/Video Usage

E-mail and audio/video usage are two areas where men definitely still rule.

In the US, only 45 percent of e-mail users in July were women, and only 44 percent made use of audio/video. But that 44 percent represents a six point increase in audio/video usage among women since May, an indication that usage of audio/video is rapidly increasing among women.

In Europe, e-mail and audio/video usage is even more dominated by men, but the increase among women is very strong in every European country.

	France		UK		Germany		USA	
	May	July	May	July	May	July	May	July
<b>Email female users</b>	29.1%	34.2%	35.7%	38.3%	28.9%	32.3%	44.8%	45.0%
<b>Email male users</b>	70.9%	65.8%	64.3%	61.7%	71.1%	67.7%	55.2%	55.0%
<b>Audio/Video Female users</b>	20.9%	25.1%	20.4%	29.0%	21.7%	27.5%	38.0%	44.1%
<b>Audio/Video Male users</b>	79.1%	74.9%	79.6%	71.0%	78.3%	72.5%	62.0%	55.9%