

AMAZON.COM LEADS E-TAILING PACK WITH 54 MILLION SHOPPING VISITS DURING THE FIRST HALF OF THE ONLINE HOLIDAY SEASON, ACCORDING TO NIELSEN//NETRATINGS

Toys & Games Spike 55 Percent and Consumer Electronics Jumps 54 Percent

NEW YORK – November 30, 2000 – Nielsen//NetRatings, the Internet audience measurement service from Nielsen Media Research, ACNielsen eRatings.com and NetRatings, Inc. (Nasdaq: NTRT), reveals the Top Ten E-Tailers for the first four weeks of Holiday Season 2000, with Amazon.com leading the way among online merchants. Amazon.com attracted nearly 54 million visits, surging 39 percent from the start of the holiday season (see Table 1).

“Amazon.com has leveraged its brand presence and partnerships with companies such as Toys R Us and Drugstore.com to attract millions of consumers,” said Sean Kaldor, vice president of eCommerce at NetRatings.

Highlights of Nielsen//NetRatings’ Top Ten E-Tailers list include No. 5 EToys.com, which skyrocketed 180 percent to eight million visits, and No. 8 Walmart.com, which saw a 780 percent jump to more than six million visits over the course of the season.

“Looking at the first half of this online shopping season, the e-tailers that have a solid brand, offer an extensive array of products, and promise fast and hassle-free deliveries, are winning the pocketbooks of consumers,” added Kaldor. “Out of the three weeks left during the holiday season, the next two weeks is make or break for most e-tailers.”

Table 1. Nielsen//NetRatings Top Ten E-Tailers (U.S., Total Visits Combined Home and Work)

Site	Total Visits Weeks ending Nov. 5-26	Total Growth for Weeks Nov. 5-26
1. Amazon.com	53,670,460	38.8%
2. Dell.com	9,900,846	10.8%
3. CDnow.com	9,324,134	27.2%
4. Barnes and Noble	8,878,199	-3.2%
5. EToys.com	8,379,630	179.9%
6. HP.com	7,371,383	6.3%
7. Buy.com	6,268,735	29.2%
8. Walmart.com	6,100,990	779.4%
9. Hallmark.com	6,031,056	82.8%
10. JCPenney.com	5,989,536	71.6%

Note: The list is comprised of online merchants, reflecting individual store brands, whose primary focus is online sales. Excluded on this holiday list are sites related to travel, ticketing, auctions, financial services, and shopping aggregators, including comparison shopping sites and online malls.

Source: Nielsen//NetRatings, November 2000

The Nielsen//NetRatings Holiday E-Commerce Index, which measures Web surfing in eight product categories, grew eight percent during the fourth week in November (see Table 2).

The toys and games category spiked 55 percent over the previous week as consumers shopped during the Thanksgiving weekend. KBkids.com rose 83 percent this past week and EToys.com surged 63 percent.

Consumer electronics sites were also a big hit, showing week-over-week growth of more than 53 percent. CircuitCity.com rocketed 105 percent during the week, Radioshack.com jumped 75 percent, while Bestbuy.com spiked 49 percent.

Table 2. Nielsen//NetRatings Holiday E-Commerce Index (U.S., Total Visits, Combined Home & Work)

Category	% Change 11/12-11/19	% Change 11/19-11/26
TOYS & GAMES	2.7%	55.1%
CONSUMER ELECTRONICS	16.2%	53.8%
VIRTUAL DEPARTMENT STORES	24.2%	14.0%
SPECIALTY GIFTS	32.7%	-1.0%
BOOKS/MUSIC/VIDEO	5.0%	-5.3%
COMPUTER HARDWARE	18.7%	-13.7%
VALUE-ORIENTED SITES	7.8%	-14.7%
APPAREL	26.2%	-15.9%
TOTAL	17.2%	8.2%

Note: The index is comprised of five representative sites in each category, and acts as a barometer to gauge the level of usage of e-commerce sites during the holiday season. A visit is a single trip to a shopping site.

Source: Nielsen//NetRatings, November 2000

About Nielsen//NetRatings

Nielsen//NetRatings, the Internet audience measurement service from Nielsen Media Research and NetRatings, Inc., collects real-time data from more than 70,000 panel members in the United States. The U.S. panel sample consists of 62,000 at-home users and 8,000 at-work users. These panels collectively represent the largest representative media research sample of Internet users in the industry. Internationally, Nielsen//NetRatings services are provided via ACNielsen eRatings.com, a venture between ACNielsen (NYSE: ART) and NetRatings, Inc. Globally, Nielsen//NetRatings services measure the Internet experiences of nearly 200,000 global Internet users.

Nielsen//NetRatings services use unique technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive Internet usage data and advertising information in the global marketplace. Nielsen//NetRatings services leverage proprietary data-collection technology from NetRatings, Nielsen Media Research's 50 years of expertise in research and audience measurement, and ACNielsen's international leadership in supplying market research information covering more than 100 countries.

Editor's Note: Please source all data to Nielsen//NetRatings.

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