

For Immediate Release:

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ONLINE HOLIDAY SHOPPING SETS NEW RECORD, SHOWING NO SIGNS OF SLOWING DOWN, ACCORDING TO THE LATEST NIELSEN//NETRATINGS HOLIDAY E-COMMERCE INDEX

Number of Online Shoppers Surged 53 Percent Since the Beginning of The Season, Compared to Last Year's 40 Percent Record

NEW YORK – December 14, 2000 – Nielsen//NetRatings, the world's fastest-growing Internet audience measurement service, provided by Nielsen Media Research, ACNielsen eRatings.com and NetRatings, Inc. (Nasdaq: NTRT), reports a spike in holiday shopping during the second week in December. The Nielsen//NetRatings Holiday E-Commerce Index, which measures home and work Web shopping in eight product categories, jumped 10 percent over the prior week and 78 percent since the beginning of this year's holiday shopping season (see Table 1).

While the 1999 season peaked with a 40 percent growth in the number of home shoppers, this year the number of shoppers has already risen 53 percent, setting a new record for the holiday season.

"Online holiday shopping got off to a late start this year, but has recovered with strong and consistent growth," said Sean Kaldor, vice president of eCommerce at NetRatings. "In the last five weeks, holiday shopping growth has consistently exceeded last year's results and the trend indicates that there is at least one more week of favorable growth ahead."

A key attraction to shoppers this holiday season is established brick and mortar retailers who have moved online. Brick and mortar sites have grown 103 percent since the beginning of the season, gaining ground on pure-play e-tailers, which are up 77 percent.

"Brick and mortar sites are tapping into their large, established customer bases and leveraging their enormous promotional budgets to drive millions of shoppers online," -commerce, these sites are winning their fare share of visitors and dollars."

Table 1. Nielsen//NetRatings Holiday E-Commerce Index (U.S., Total Visits, Combined Home & Work)

CATEGORIES	Percent Change Over Previous Week	Percent Change Over Week Ending Oct-29
APPAREL	24%	130%
BOOKS/MUSIC/VIDEO	12%	49%
COMPUTER HARDWARE	10%	8%

CONSUMER ELECTRONICS	12%	111%
SPECIALTY GIFTS	2%	192%
TOYS & GAMES	-3%	130%
VALUE-ORIENTED SITES	5%	51%
VIRTUAL DEPARTMENT STORES	12%	104%
TOTAL	10%	78%

Source: Nielsen//NetRatings, December 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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