

For Immediate Release:

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ONLINE HOLIDAY SHOPPING SEASON 2000 COMES TO A CLOSE, ACCORDING TO NIELSEN//NETRATINGS' HOLIDAY E-COMMERCE INDEX

Brick and Mortar Sites Dominate Top Ten E-Tailers List

NEW YORK – December 21, 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), reveals that the online holiday shopping season has slowed down this past week ending December 17, marking the prior week of December 10 as the peak of the holiday season.

The Nielsen//NetRatings Holiday E-Commerce Index, which measures home and work shopping trips to representative e-commerce sites in eight product categories, spiked to the season's all-time high of 68.4 million shopping trips during the week ending December 10, while dropping seven percent to 63.3 million this past week (see Table 1).

"Online holiday shopping peaked a full 14 days before Christmas, mirroring the trend experienced in 1999," said Sean Kaldor, vice president of eCommerce at NetRatings. "We had anticipated that e-tailer assurances of on-time delivery and ample product supply would encourage more shoppers to go online in this last week, but with Sunday's traffic down 23 percent from the prior week, the wind-down has definitely begun."

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

	5-Nov	12-Nov	19-Nov	26-Nov	3-Dec	10-Dec	17-Dec
Online Shopping Trips (000)	37,875	42,267	49,542	53,601	62,232	68,401	63,437

*Note: The index is comprised of forty representative shopping sites, 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, December 2000*

Brick & Mortars Comprise Seven of the Top Ten E-Tailers

The top ten e-tailers for the week was mostly made up of traditional brick and mortar sites, with Amazon.com leading the way with more than 6.4 million home shoppers, a growth of 33 percent as compared to the same week in 1999 (see Table 2). Traditional retailer Toys R Us took the No. 2 spot, with 1.8 million home unique visitors, an increase of 61 percent over 1999. Etoys.com attracted 13 percent more home visitors this year, totaling 1.7 million shoppers for the week.

"Brick and mortar companies have shined throughout the holiday season. Many pure play sites have experienced strong growth, but brick and mortar companies now account for seven of the top ten e-tailers," said Kaldor.

Table 2. Nielsen//NetRatings Top Ten E-Tailers, Ranked by Home Unique Audience, Week Ending December 17, 2000 (U.S.)

Site	Dec. 19, 1999	Dec. 17, 2000	% Change	Brick & Mortar or Pure Play
1. Amazon.com*	4,848,267	6,430,269	32.6%	PP
2. Toys R Us	1,127,528	1,815,508	61.0%	BM

3.	Etoys.com	1,532,470	1,723,461	12.5%	PP
4.	Walmart.com	237,828	1,595,342	570.8%	BM
5.	Barnes & Noble	1,543,750	1,210,344	-21.6%	BM
6.	JCPenney	739,872	1,170,651	58.2%	BM
7.	CDNOW.com	1,292,469	1,135,415	-12.2%	PP
8.	BlueLight.com	273,585	1,032,208	277.3%	BM
9.	Sears.com	445,090	954,119	114.4%	BM
10.	Target.com	255,323	926,411	262.8%	BM

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

**For holiday season 2000, Amazon.com includes traffic from its partnership with Toys R Us.*

Source: Nielsen//NetRatings, December 2000

Specialty Gifts Continue Growth

The Nielsen//NetRatings Holiday E-Commerce Index saw shopping trips drop across the board, with the exception of the specialty gifts category. The index declined seven percent while specialty gifts rose nearly 25 percent for the week (see Table 3).

"While holiday shopping is still up 65 percent from the start of the season, only a handful of e-tailers managed to grow in this most recent week. The biggest gainers in our 40 site index were RedEnvelope.com and Spiegel.com, which rose 62 percent and 41 percent over the prior week, respectively," said Kaldor.

Table 3. Nielsen//NetRatings Holiday E-Commerce Index (U.S., Total Visits, Combined Home & Work)

CATEGORIES	3-Dec	10-Dec	17-Dec
SPECIALTY GIFTS	80.1%	1.9%	24.7%
CONSUMER ELECTRONICS	-11.3%	12.0%	1.9%
VIRTUAL DEPARTMENT STORES	13.0%	11.7%	-4.5%
COMPUTER HARDWARE	14.2%	10.2%	-6.1%
BOOKS/MUSIC/VIDEO	21.9%	12.2%	-6.6%
TOYS & GAMES	14.7%	-3.3%	-7.1%
APPAREL	16.3%	23.8%	-17.5%
VALUE-ORIENTED SITES	52.8%	5.0%	-26.7%
TOTAL	16.1%	9.9%	-7.3%

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, 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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