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AMAZON SURGES AHEAD IN RUN-UP TO CHRISTMAS ONLINE

Amazon.co.uk is the first UK shopping site to break the million-user milestone this year

OXFORD – December 22 2000 – E-Commerce in Britain is on the right track for a Merry Christmas. The latest UK figures from Nielsen//NetRatings, the fastest growing global Internet measurement service, reveal that the audience for shopping sites rose by 10% between October and November, compared to a rise of 3% in the overall Internet audience.

Individual e-commerce sites performed even better, among them Amazon. The biggest e-commerce brand saw the audience for its UK site surge by 40% in November, with over a million individual users visiting the books and music specialist. Amazon.co.uk is the first UK shopping site to break this million-user milestone. Other sites that saw exceptional month-on-month growth included shopping portals buy.com and shopsmart.com, bookseller bol.com, and auction site ebay.com. The online operations of High-Street electrical goods retailers Comet and Argos both also enjoyed very strong growth.

David Day, Director of Analytical Services at ACNielsen eRatings.com commented: “This kind of strong November growth points to a happy Christmas for a lot of online retailers in the UK. This time last year there was a lot of hype around e-commerce, which didn’t live up to the promise. But these figures show that however the sector as a whole performs, there will be some winners at Christmas 2000.”

“Amazon has had a tough year and will be delighted with its audience growth to date,” Day added, “But the key is whether the lookers translate into bookers. It’s also interesting that we’re seeing established High Street names like Comet and Dixons coming through so strongly now – more and more trusted brands are finding themselves among the biggest players in UK online retail and this trend is certainly going to continue next year.”

Nielsen//NetRatings is a service provided by ACNielsen eRatings.com (a venture between ACNielsen Corp., NYSE:ART and NetRatings, Inc., NASDAQ: NTRT), Nielsen Media Research and NetRatings, Inc. The service is currently available in 18 countries worldwide, including 10 in Europe. Global expansion of the service will continue through 2001, with the ultimate objective of covering 30 countries and more than 90 percent of global Internet usage.

Glossary of terms	
Unique Site	A unique URL (e.g. www.acnielsen.com, www.yahoo.com, www.bbc.co.uk)
Unique Audience	The number of individual people that have gone to a site at least once during the defined time period.
Domain	A domain is a group of web sites and pages that end with a common name (for example, .domain-name.* – where domain-name is the name of the domain and * is for example com, net or edu).
Rank	The ranking of domains by the number of individual people that have gone to the domain in the defined time period. (With a rank of 1 having the most unique visitors for the time period.)
Page views	The total number of times a web page has been seen by the web population . One example would be: <i>Example – “For the week of Oct 18th, the ESPN web site was seen 25,000 times by web surfers.”</i>
% of audience	The percentage of the total unique audience for the selected site that were referred from the listed referral site.
Composition %	The number of web surfers that fall into a specific demographic group expressed as a percentage of the total number of web surfers. <i>Example – “45% of the web surfers that went to yahoo.com during the week of Dec 18, 1997 were women.”</i>
Category	A demographic characteristic or classification. For example, gender.
Target	The specific values or segments within a demographic category. For example, males is one target segment within the category gender.

Editors’ note:

Visit www.nielsen-netratings.com for further information on the Nielsen//NetRatings service. Find out more about ACNielsen on www.acnielsen.com

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