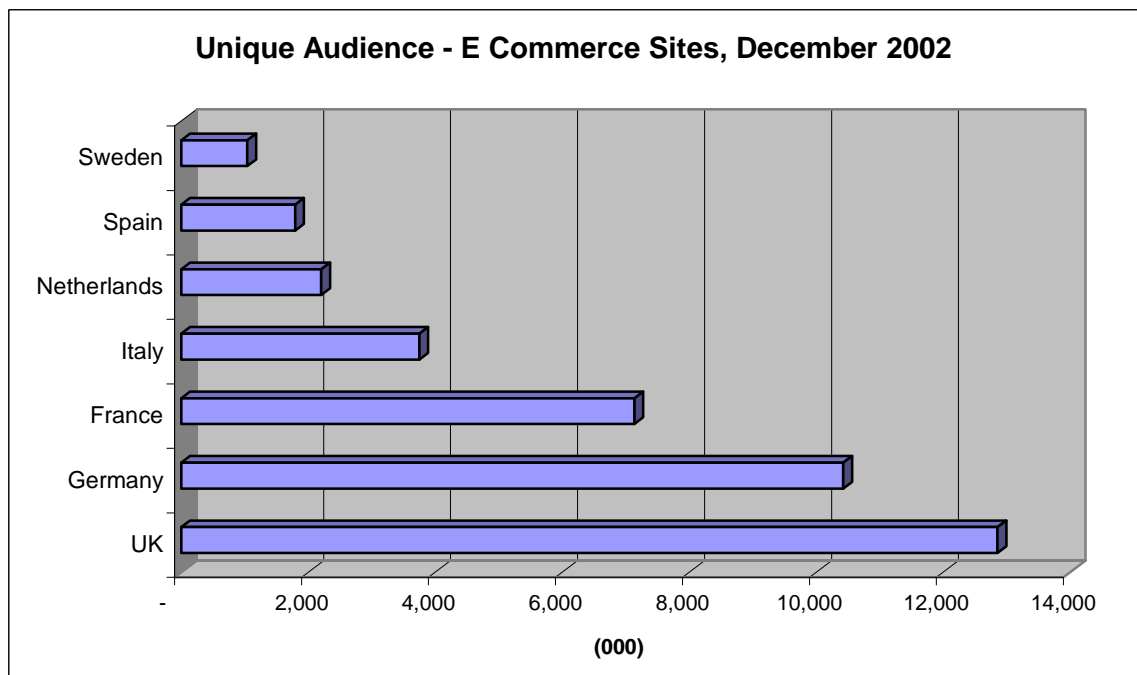


Internet Retailers attract 60% of British surfers at Christmas 2002

The run up to Christmas 2002 saw the strongest performance by Internet retailers in the UK, according to the latest data from Nielsen//NetRatings.

12.8 million surfers, or 60% of the UK's Internet audience visited an e-commerce site during December 2002, more than in any other European country in the survey. This is an increase of 3.7 million people in the UK on the same month in December 2001, when 9.1 million surfers visited an online retail website.

The UK is Europe's biggest e-commerce market, and with 70% of British browsers stating that they then go on to make a purchase online (Nielsen//NetRatings GNETT Report Q3 2002), it has the highest conversion rate of surfers to actual purchasers. "These figures represent visitors, not necessarily buyers," commented Analyst Tom Ewing, "But the UK's conversion rate of browsers to buyers is also the highest in Europe so it's a safe bet that actual online spend has risen over the year. The figures suggest that shopping online is now an everyday part of more than half of the British online population, particularly at Christmas. In fact, the UK has become Europe's capital of e-Commerce."



Source: Nielsen//NetRatings December 2002 at home panels

The UK's top e-commerce sites in 2002 include the global brands Amazon and eBay that lead the category. For the second year running Argos was Britain's top high street retailer on the web in December with over 2.5 million unique visitors.

The top ten includes the highest number of UK high street brands since we started researching the behaviour of consumers online. Kelkoo.co.uk, the French price comparison site appeared in the Nielsen//NetRatings category in July 2002 for the first time, and had achieved nearly 2 million visitors by December. Dealttime.co.uk, a shopping assistant site, jumps into the top ten from its position a year ago of 33rd.

Top Ten E-Commerce Sites in the UK, December 2002

Rank	Domain	Unique Audience	Rank In 2001
1	amazon.co.uk/.com*	6,718,000	1
2	eBay.co.uk/.com*	5,066,000	2
3	argos.co.uk	2,562,374	3
4	tesco.com	2,186,779	4
5	kelkoo.co.uk	1,894,000	N/A
6	comet.co.uk	1,458,945	5
7	johnlewis.com	1,237,070	10
8	currys.co.uk	1,126,089	7
9	dixons.co.uk	904,907	11
10	dealtime.co.uk	847,648	32

Source: Nielsen//NetRatings, home and work panel

* .co.uk and .com sites combined and deduplicated for a 'Unique Audience' figure

"This research shows that consumers want to order from brands that they trust – be that the well-known and established Internet pure-plays like Amazon and eBay, or from High Street names. The rise of price comparison sites like dealtime.co.uk and kelkoo.co.uk, as well as eBay.co.uk which has continually performed well, indicates that the UK's online consumers are using the Internet to find bargains as well as for convenience" concluded Tom Ewing.

Please source all information to Nielsen//NetRatings

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About Nielsen//NetRatings

Nielsen//NetRatings is the leading global provider of Internet audience research, providing up-to-date, accurate and comprehensive information and analysis to help clients understand consumer behaviour and trends online, as well as advertising effectiveness and brand preferences.

Nielsen//NetRatings regularly reports the behaviour of Internet users across the world, using its panels in 16 countries in North America, Australia, Asia and Europe. In addition to the Nielsen//NetRatings audience measurement service, the company also provides analytical reports on international markets and trends, and has just launched the only global online advertising media planning service, WebRF. For more information, please visit www.nielsen-netratings.com