

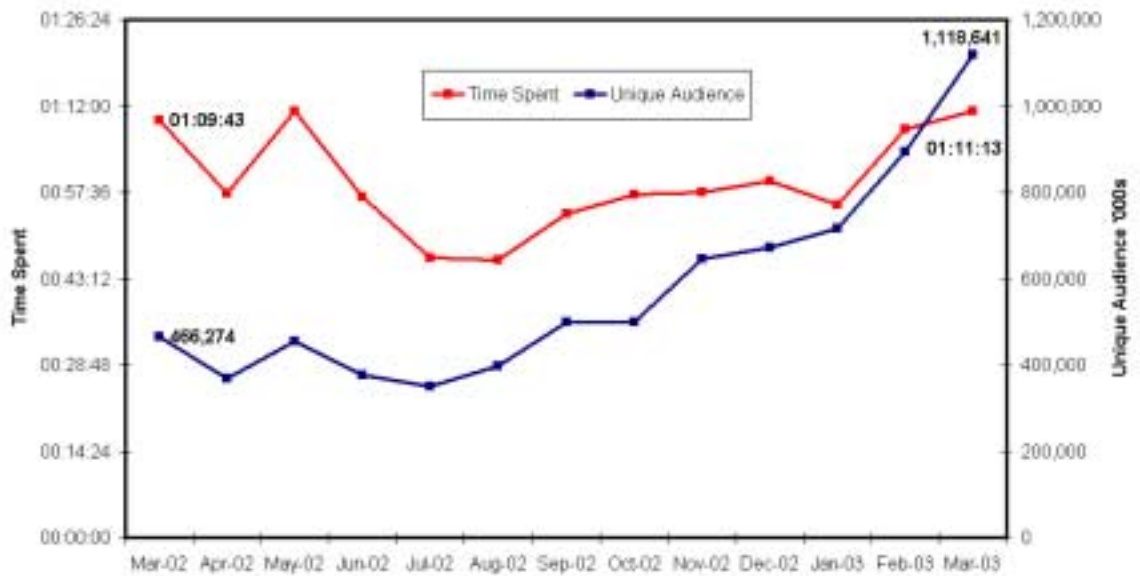
## eBay is UK's top e-commerce site in March 2003

*First UK site to generate over a billion page views per month*

Online marketplace eBay has overtaken Amazon as the number one e-commerce site in the UK for the first time since Nielsen//NetRatings began reporting the behaviour of Britain's online population since March 2000.

Figures released this week by Nielsen//NetRatings show how the website has been steadily building its audience in the last few months. Since March 2002, the site has increased its audience by 160% to 6.8 million Britons. In the same period, Amazon's audience has grown by 28% to 6.1 million people. The growth in the Internet overall in the same period was only 7%.

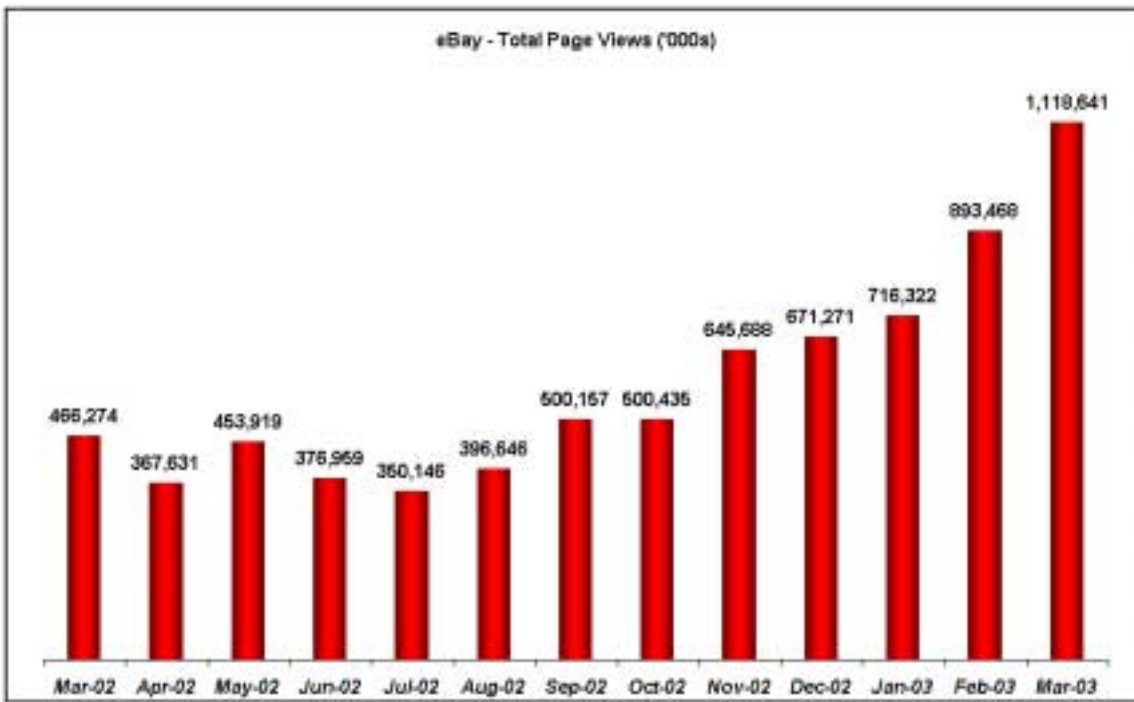
eBay - Unique Audience & Average Time Spent Per Month



Source: Nielsen//NetRatings Property level, UK at home & work combined, March 2002 - March 2003

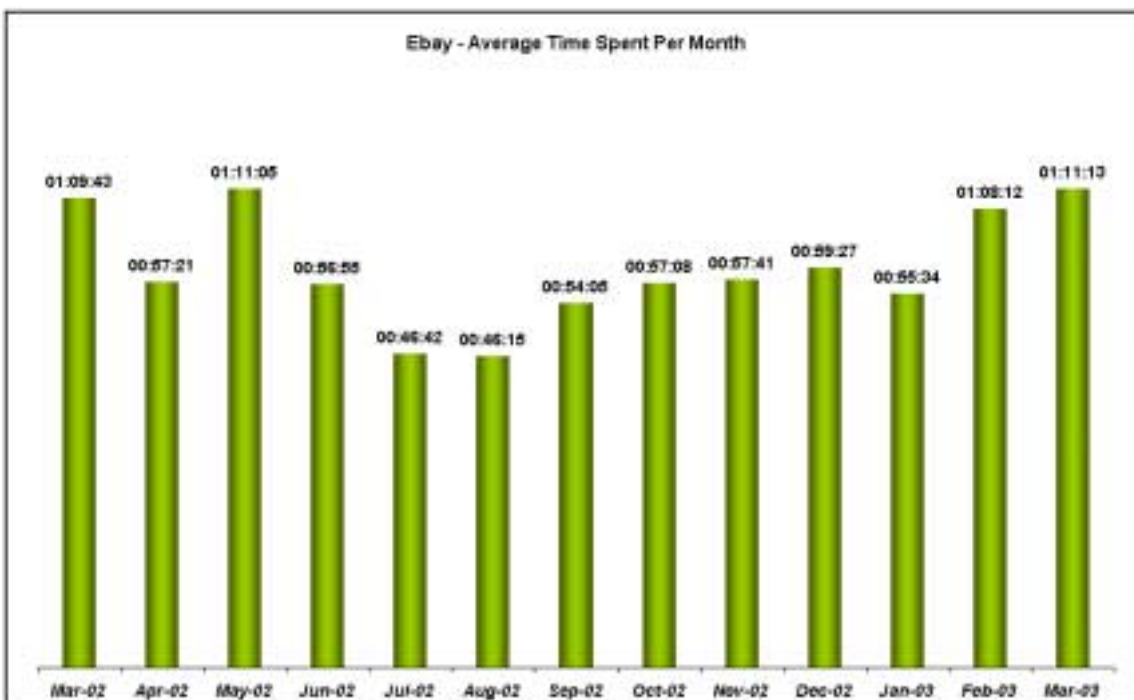
In March 2003, visitors to eBay spent on average one hour and eleven minutes on the site. This is one of the longest amounts of time spent on any UK site, and underlines how the eBay platform works, as visitors return to the site to check the status of items they are selling or bidding for.

This is also shown in the amount of pages viewed per person, per month. Over a billion pages were viewed on eBay sites in the UK in March 2003, making it one of the few websites to achieve a billion page views in a month.



Source: Nielsen//NetRatings Property level, UK at home & work combined, March 2002 - March 2003

Tim Roe, Senior International Analyst at Nielsen//NetRatings said, "This is a very important development as the performance of the e-commerce category is one of the key indicators of the health of the Internet in general. The growth of eBay and Amazon, as two of the most profitable and successful players in this sector, is a significant sign of the potential of using the Internet's to reach and sell to consumers."



Source: Nielsen//NetRatings Property level, UK at home & work combined, March 2002 - March 2003

**Please source all information to Nielsen//NetRatings**

**For more information, please contact:**

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**About Nielsen//NetRatings**

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis. Covering 70% of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and customised data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

**About NetRatings, Inc.**

NetRatings, Inc., (Nasdaq: NTRT) is the provider of the Nielsen//NetRatings services, which set the global standard for Internet audience measurement and analysis. Nielsen//NetRatings enables its customers to make informed business-critical decisions regarding their Internet strategies with its technology driven products and services, which include the Nielsen//NetRatings NetView Internet audience measurement service, WebRF, an Internet reach and frequency planning tool, and custom data, research and analysis. In addition, AdRelevance online advertising intelligence and @Plan Web user lifestyle, demographic and product brand preferences data are available in the US. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

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