

Web Portals Reign On PC Data Online's March Top 100

Reston, VA, April 18, 2000 – Leading web portals maintained control of the top of PC Data Online's 100 ranking in March. Yahoo.com and aol.com reigned again at the top two sites. Go.com broke into the top ten with support from ample cross promotion and advertising from other popular ABC/Disney property sites.

Personalized email also performed well in March. Mailbits.com, which emails customized trivia or jokes, logged one of the list's largest jumps from below the Top 100 in March to the No. 46 position. Preferences.com, which sends emails to complement a user's personal interests, rose from No. 69 last month to No. 51. Other personal online service sites that also did well in March include lifeminders.com at No. 46, mapquest.com at No. 55, theglobe.com at 69, and classmates.com at No. 78.

Sport sites also saw a boost in March as a result of the NCAA basketball tournament. AOLsports.aol landed at No. 45 from No 54, espn.com rose to No. 57 from No. 79 and sportline.com rose to No. 68 from No. 87. Two Top 100 "regulars" also made noteworthy jumps. Onhealth.com advanced to No. 39 from No. 52 and priceline.com to No. 51 from No. 69.

New entrants into the Top 100 in March were shopping search engine shopnow.com at No. 73, kids games site justsaywow.com at No. 86, new media marketing firm advertising.com at No. 87 and shopping search engine directhit.com at 97.

PC Data Online gathers information on web traffic and e-commerce through a proprietary tool that tracks "unique visitors" and "unique buyers." Every visitor is counted once, regardless of how many times the individual visits or buys from a site. This sample is drawn from 120,000 home-based Internet users, demographically balanced to represent the home web population.

Headquartered in Reston, VA, PC Data was established in 1991 and is a leading provider of technology intelligence. PC Data Online tracks Internet usage and has established a state-of-the-art capability to field Internet-based surveys.

**PC Data Online
March Top 100**

Mar Month Rank	Feb Month Rank	Web Site	Mar Unique Users (000)	Feb Unique Users (000)	%Change
1	1	yahoo.com	39569	37583	5.3
2	2	aol.com	37987	35715	6.4
3	3	geocities.com	29801	27874	6.9
4	4	msn.com	27426	24602	11.5
5	37	go.com *	23039	7519	206.4
6	5	lycos.com	20082	19034	5.5
7	6	passport.com	18694	17914	4.4
8	7	angelfire.com	17654	16857	4.7
9	9	microsoft.com	17562	15796	11.2
10	8	netscape.com	17509	16766	4.4
11	10	tripod.com	16571	15600	6.2
12	11	excite.com	16353	15167	7.8
13	15	amazon.com	14812	13274	11.6
14	14	altavista.com	14519	14001	3.7
15	19	AOLProprietary.aol	14260	11868	20.2
16	13	ebay.com	14032	14133	-0.7
17	16	hotmail.com	13533	12788	5.8
18	20	about.com	13116	11547	13.6
19	18	ask.com	13113	11911	10.1
20	23	freelotto.com	12901	10919	18.2
21	22	AOLMailbox.aol	11992	11070	8.3
22	26	AOLNews.aol	11905	10513	13.2
23	12	bluemountain.com	11768	14554	-19.1
24	21	xoom.com	11498	11288	1.9
25	25	iwon.com	11480	10677	7.5
26	17	alladvantage.com	11089	11947	-7.2
27	24	cnet.com	10587	10910	-3
28	27	real.com	10579	10230	3.4
29	29	snap.com	9982	9675	3.2

30	30	infospace.com	9618	9383	2.5
31	28	americangreetings.com	9528	9998	-4.7
32	32	AOLGames.aol	9416	8872	6.1
33	31	zdnet.com	9175	9276	-1.1
34	36	uproar.com	8821	7856	12.3
35	35	doubleclick.net	8492	7893	7.6
36	34	looksmart.com	8470	8080	4.8
37	38	msnbc.com	7999	7137	12.1
38	39	mypoints.com	7936	7064	12.3
39	52	onhealth.com	7755	6038	28.4
40	60	webstakes.com	7499	5455	37.5
41	41	iwin.com	7410	6628	11.8
42	40	homestead.com	7366	6937	6.2
43	50	luckysurf.com	7239	6142	17.9
44	43	AOLComputing.aol	7136	6604	8.1
45	54	AOLSports.aol	7042	5977	17.8
46	121	mailbits.com	7036	3254	116.2
47	42	lifeminders.com	7034	6620	6.3
48	47	AOLEntertainment.aol	6982	6283	11.1
49	45	goto.com	6928	6345	9.2
50	48	smartbotpro.net	6776	6280	7.9
51	69	preferences.com	6745	5133	31.4
52	33	cdnow.com	6654	8263	-19.5
53	57	speedyclick.com	6628	5534	19.8
54	44	porncity.net	6531	6361	2.7
55	64	mapquest.com	6528	5330	22.5
56	49	fortunecity.com	6274	6229	0.7
57	79	espn.com	6240	4620	35.1
58	55	infoseek.com	6060	5736	5.6
59	81	priceline.com	6050	4421	36.8
60	51	weather.com	5956	6105	-2.4
61	59	earthlink.net	5949	5456	9
62	56	disney.com	5777	5599	3.2

63	74	karasxxx.com	5679	4912	15.6
64	76	mtv.com	5664	4876	16.2
65	66	cjb.net	5616	5214	7.7
66	72	majorhost.com	5590	4930	13.4
67	67	shockwave.com	5582	5214	7.1
68	87	sportslines.com	5572	4084	36.4
69	104	theglobe.com	5564	3533	57.5
70	58	digitalcity.com	5546	5486	1.1
71	63	come.to	5501	5356	2.7
72	71	barnesandnoble.com	5401	5008	7.8
73	103	shopnow.com	5395	3544	52.2
74	62	hypermart.net	5388	5392	-0.1
75	61	simplenet.com	5380	5440	-1.1
76	68	icq.com	5357	5192	3.2
77	65	freeshop.com	5277	5264	0.2
78	88	classmates.com	5257	4071	29.1
79	97	nextcard.com	5181	3903	32.7
80	86	imgis.com	5080	4177	21.6
81	80	sexshare.com	5056	4427	14.2
82	84	coolsavings.com	5042	4229	19.2
83	46	bonzi.com	5031	6339	-20.6
84	78	cybererotica.com	4979	4851	2.6
85	75	prizecentral.com	4899	4906	-0.1
86	127	justsaywow.com	4868	3159	54.1
87	2919	advertising.com **	4859	230	2012.6
88	114	drkoop.com	4845	3327	45.6
89	70	gamesville.com	4844	5046	-4
90	100	harrispollonline.com	4814	3673	31.1
91	77	egreetings.com	4660	4868	-4.3
92	73	macromedia.com	4659	4918	-5.3
93	53	pathfinder.com	4615	5978	-22.8
94	89	sony.com	4491	4065	10.5
95	110	abc.com	4487	3458	29.8

96	95	AOLKidsOnly.aol	4471	3962	12.8
97	118	directhit.com	4436	3276	35.4
98	83	expedia.com	4396	4265	3.1
99	94	intergal.com	4362	3969	9.9
100	85	talkcity.com	4353	4217	3.2

* PC Data Online has included the traffic from independent subdomains of the go.com site into the traffic calculations for go.com.