

## **Music Sites Rock April's Top 100 Web Rankings**

**Reston, VA, May 11, 2000** – Fueled by competition and First Amendment battles over ownership rights, rock music in its various forms made a noticeable appearance among the Top 100 web sites in April, according to PC Data Online's rankings released today.

Windowsmedia.com, Microsoft's recently re-launched downloadable music and online radio site, experienced the largest overall gain in the rankings, jumping from No. 358 last month to No. 66 with 5.8 million unique users in April. Higher up the chart, real.com, a competitor in the digital music category, likewise experienced strong traffic in April, jumping from No. 28 to No. 22 with 11.7 unique users.

PC Data Online, a leading Internet research firm that specializes in web commerce measurement, compiles a monthly list of the top web sites, based on "unique users" to the sites. The list is based on proprietary software tool that tracks visitors and buyers on each web site.

"Shakespeare said that music was the food of love, but in the Internet age it is fueling more than adulation," said Mike Piccione, PC Data Internet analyst. "Digital music is inciting both controversy and competition – and ultimately traffic to the Internet. In the end, it is this traffic that will determine how we ultimately listen to Bach, the Beatles or Britney."

Real.com and windowsmedia.com were not the only digital music sites to see new traffic in April. Mp3.com jumped from No. 102 to No. 96. Napster.com entered the Top 100 for the first time at the No. 99 slot up from No. 158. Music site mtv.com also gained traffic in April, rising from the No. 64 to the No. 50 spot.

Outside the music category, Microsoft.com advanced four places within the Top Ten to the No.5 position, the result of web traffic apparently fueled by the Department of Justice's anti-trust case.

Xdrive.com, a Internet service site that offers members 25 megabytes of free storage space, entered in the Top 100 in the No. 67 slot, up from No. 152 last month. The site allows members to access secured files via a web browser.

Major greeting card sites also experienced a lift from the Easter season. Bluemountain.com jumped to No. 17 from No. 23, americangreetings.com to No. 21 from No. 31 and egreetings.com to No. 88 from No. 92.

Two sites targeted to women experienced their first appearances in the Top 100: women.com at No. 90 from No. 104 and ivillage.com at No. 100 from No. 126.

Other sites that premiered in the April Top 100 were youwinit.com (home business information) site at No. 69, gator.com (e-wallet site) at No. 84, dogpile.com (web portal) at No. 85, erotism.com (adult site directory) at No. 86, cnn.com (news site) at No. 91, jobsonline.com (employment site) at No 94, 100free.com (free web hosting site) at No. 97, and att.net (portal) at No. 98.

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.

PC Data was established in 1991 and is a leading provider of high tech sales intelligence. Its PC Data Online division of services was introduced in March, 1999 to measure e-commerce and Internet traffic and to conduct rapidly deployed surveys over the Internet.

### April Top 100

Apr Month Rank	Mar Month Rank	Web Site	Apr Unique Users (000)	Reach%
1	1	yahoo.com	49455	64.9%
2	2	aol.com	43299	56.8%
3	4	msn.com	36917	48.5%
4	3	geocities.com	33644	44.2%
5	9	microsoft.com	27796	36.5%
6	15	AOLProprietary.aol	26576	34.9%
7	7	passport.com	26319	34.5%
8	6	lycos.com	22335	29.3%
9	8	angelfire.com	19511	25.6%
10	10	netscape.com	19168	25.2%
11	12	excite.com	18848	24.7%
12	11	tripod.com	18168	23.8%
13	14	altavista.com	17796	23.4%
14	19	ask.com	17559	23.0%
15	16	ebay.com	16276	21.4%
16	13	amazon.com	16260	21.3%
17	23	bluemountain.com	16021	21.0%

18	18	about.com	14265	18.7%
19	25	iwon.com	13830	18.2%
20	20	freelotto.com	13404	17.6%
21	31	americangreetings.com	13080	17.2%
22	28	real.com	11690	15.3%
23	27	cnet.com	11613	15.2%
24	5	go.com	11594	15.2%
25	24	xoom.com	11572	15.2%
26	29	snap.com	11510	15.1%
27	26	alladvantage.com	10989	14.4%
28	41	iwin.com	10724	14.1%
29	36	looksmart.com	10454	13.7%
30	30	infospace.com	10366	13.6%
31	35	doubleclick.net	10343	13.6%
32	33	zdnet.com	9860	12.9%
33	34	uproar.com	9524	12.5%
34	50	smartbotpro.net	9513	12.5%
35	43	luckysurf.com	9223	12.1%
36	40	webstakes.com	9184	12.1%
37	37	msnbc.com	9166	12.0%
38	42	homestead.com	8616	11.3%
39	38	mypoints.com	8606	11.3%
40	53	speedyclick.com	8476	11.1%
41	49	goto.com	8109	10.6%
42	39	onhealth.com	8065	10.6%
43	54	porncity.net	7600	10.0%
44	56	fortunecity.com	7443	9.8%
45	76	icq.com	7285	9.6%
46	55	mapquest.com	7200	9.5%
47	46	mailbits.com	7039	9.5%
48	60	weather.com	7034	9.2%
49	57	espn.com	6933	9.1%
50	64	mtv.com	6891	9.0%

51	52	cdnow.com	6797	8.9%
52	66	majorhost.com	6417	8.4%
53	78	classmates.com	6372	8.4%
54	81	sexshare.com	6354	8.3%
55	65	cjb.net	6348	8.3%
56	47	lifeminders.com	6293	8.3%
57	58	infoseek.com	6274	8.2%
58	83	bonzi.com	6236	8.2%
59	80	imgis.com	6219	8.2%
60	62	disney.com	6205	8.1%
61	59	priceline.com	6186	8.1%
62	63	karasxxx.com	6166	8.1%
63	70	digitalcity.com	6019	7.9%
64	86	justsaywow.com	6008	7.9%
65	67	shockwave.com	6000	7.9%
66	358	windowsmedia.com	5828	7.7%
67	152	xdrive.com	5819	7.6%
68	74	hypermart.net	5818	7.6%
69	119	youwinit.com	5794	7.6%
70	69	theglobe.com	5680	7.5%
71	106	ticketmaster.com	5674	7.4%
72	72	barnesandnoble.com	5663	7.4%
73	71	come.to	5612	7.4%
74	82	coolsavings.com	5599	7.3%
75	75	simplenet.com	5582	7.3%
76	68	sportsline.com	5493	7.2%
77	61	earthlink.net	5387	7.1%
78	85	prizecentral.com	5284	6.9%
79	89	gamesville.com	5241	6.9%
80	113	webmd.com	5178	6.8%
81	51	preferences.com	5139	6.7%
82	87	advertising.com	5103	6.7%
83	98	expedia.com	5019	6.6%

84	107	gator.com	4967	6.5%
85	128	dogpile.com	4867	6.4%
86	101	erotism.com	4832	6.3%
87	95	abc.com	4832	6.3%
88	91	egreetings.com	4790	6.3%
89	99	intergal.com	4783	6.3%
90	104	women.com	4773	6.3%
91	127	cnn.com	4768	6.3%
92	100	talkcity.com	4765	6.3%
93	92	macromedia.com	4752	6.2%
94	122	jobsonline.com	4708	6.2%
95	94	sony.com	4702	6.2%
96	102	mp3.com	4700	6.2%
97	116	100free.com	4681	6.1%
98	109	att.net	4667	6.1%
99	158	napster.com	4666	6.1%
100	126	ivillage.com	4617	6.1%