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23<sup>RD</sup> AUGUST 2005

## THE RISE AND RISE OF EBAY

Nielsen//NetRatings, the leading provider of Internet research, looks at the growth of the eBay phenomenon over the last year - one that shows little sign of slowing down:

- eBay increased its lead over Google as the #1 ranked brand in the UK by web page views
- Almost 3.1 billion eBay web pages were viewed in July 05 – a 44% increase on the same time last year
- 10.9 million people visited eBay in July 05 - a 30% growth and the largest of the top five brands (by visitor) over the past year
- 43% of the Internet population visited eBay in July 05 – up from 33% on the same time last year

### Top 5 UK brands by web pages viewed

Rank	Brand	Pages Viewed (000,000) Jul 05	% Increase on Jul 04
1	eBay	3,063	44%
2	Google	1,746	33%
3	MSN	1,459	35%
4	Yahoo!	1,296	29%
5	BBC	787	73%

E.g. eBay web pages were viewed 3,063,000 in July 05 – a 44% increase on July 04  
 Source: Nielsen//NetRatings UK NetView® home & work data, July 04 & 05

### Top 5 UK brands by visitors

Rank	Brand	Unique Audience (000) Jul 05	% Increase on Jul 04
1	Google	16,168	27%
2	Microsoft	16,005	04%
3	MSN	15,517	-01%
4	Yahoo!	12,355	25%
5	eBay	10,948	30%

E.g. 10,948,000 people visited eBay in July 05 – a 30% increase on July 04  
 Source: Nielsen//NetRatings UK NetView® home & work data, July 04 & 05

Alex Burmaster, European Internet Analyst at Nielsen//NetRatings says “We all know that eBay has been a huge success - but why? For many people eBay represents, more than any other brand, the greatest attributes about the Internet – empowering and bringing people with complementary interests together. The potential of the web to provide a virtual marketplace matching individual supply and demand has been realised brilliantly by eBay particularly when you consider that the site is visited each month by almost half of the entire UK Internet population.”



## EBAY'S TOP 5 CHANNELS

eBay Rank	Channel	Unique Audience (000)	Active Reach %	Rank in Sector
1	Motors	3,239	12.7%	1 (Automotive)
2	Clothing, Shoes & Accessories	2,813	11.0%	1 (Home & Fashion)
3	Collectibles	2,496	9.8%	7 (Multi-commerce)
4	Home & Garden	2,399	9.4%	2 (Home & Fashion)
5	Sporting Goods	2,258	8.9%	2 (Entertainment: Sports)

E.g. 2,258,000 people visited eBay's Sporting Goods channel in July 05 – or 8.9% of the active Internet population – making it eBay's fifth most visited channel but the second most visited site in Nielsen//NetRatings Entertainment: sports category

Source: Nielsen//NetRatings UK NetView® home & work data, July 05

Alex Burmaster comments "The phenomenal performance of eBay is highlighted through the success of its individual channels. Its Motors section is the most visited channel in the whole automotive sector and it holds the top two most visited sites in the Nielsen//NetRatings Home and Fashion category – namely its Clothing, Shoes & Accessories and Home & Garden sections.

More than 1 in 10 people of the entire UK population are visiting eBay Home and Fashion – a particularly huge penetration when you consider the institution that is the high street clothes shop. eBay has been one of the pioneers in turning people online to shop based on the advantages of easier price comparison and purchasing convenience."

## EBAY – CURIOSITY OR HABIT?

- eBay visitors average one hour 54 minutes on the site and view 280 pages per month
- 22% are heavy users (over 2 hours) – they account for 82% of the total time spent on eBay – they average six hours 55 minutes per month
- 35% are medium users (15 minutes - 2 hours) – they account for 16% of the total time – they average 53 minutes per month
- 43% are light users (less than 15 minutes) – they account for 2% of the total time – they average five minutes per month
- Heavy eBay users are most likely to be on between 5pm and 6pm, medium users between 8pm and 9pm, light users between 6pm and 7pm
- Heavy users account for the majority of total users between the hours of 10pm and 3pm – the greatest majority being between the hours of 3am and 6am

Source: Nielsen//NetRatings UK Analytics home & work data, July 05

Alex Burmaster says "The majority of total time spent on eBay in the UK is accounted for by a minority of users - indicating that for this group eBay is very much a regular habit, indeed, they average almost seven hours per month. However, with 43% of people staying for less than 15 minutes per month the most likely visitor is someone having a cursory look through the site."

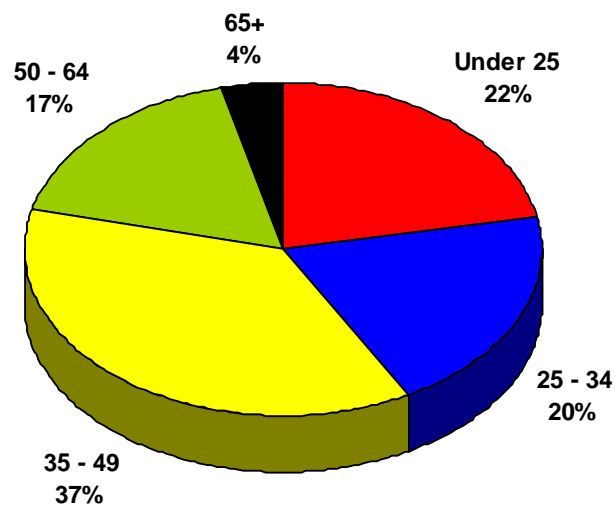


## WHO'S ON EBAY?

eBay's audience profile generally reflects the web as a whole but is:

- Slightly more male-orientated - 57% male, 43% female compared to 52% male, 48% female for the Internet population as a whole
- Slightly more likely to be 35 or over - 58% in this age group compared to 55% for the Internet population as a whole

### Age profile of eBay audience – July 05



E.g. 37% of visitors to eBay in July 05 were between 35 and 49 years of age  
Source: Nielsen//NetRatings UK NetView® home & work data, July 05

Alex Burmaster - "Everyone seems to be using eBay; it isn't just the preserve of the young and web-literate. eBay is pretty much used by as many people over 50 as by those under 25. The site has a broad appeal which is probably responsible for attracting large numbers of first-time users to the e-commerce aspect of the Internet – hopefully providing a positive knock-on effect for all companies operating in the realm of e-commerce."

## EDITOR'S NOTES

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

**Please note that ACNielsen and Nielsen are both separate, unrelated companies and should NOT be quoted when sourcing the attached data. If an abbreviated name is required then please use NetRatings**

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### About Nielsen//NetRatings

Nielsen//NetRatings is a global leader in Internet media and market research, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on Website usage, online advertising, consumer attitudes and competitive analysis.

For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com)