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BLACK FRIDAY TRAFFIC TO ONLINE SHOPPING SITES GROWS 29 PERCENT YEAR-OVER-YEAR, ACCORDING TO NIELSEN//NETRATINGS HOLIDAY ESHOPPING INDEX

Toys/Video Games, Consumer Electronics and Computer Hardware/Software Lead Fastest Growing Categories

NEW YORK—November 28, 2005— Nielsen//NetRatings, a global leader in Internet media and market research, announced today that its Holiday eShopping Index saw a 29 percent increase from home on the day after Thanksgiving, garnering a unique audience of 17.2 million across more than 100 representative online retailers compared with 13.3 million on Black Friday last year. With the strain rising energy costs have placed on family budgets, shoppers continue to visit online retailers in ever-increasing numbers. The Web has become a vital component in many Americans' holiday shopping preparations.

"Black Friday officially kicks off the holiday shopping season," said Heather Dougherty, senior retail analyst, Nielsen//NetRatings. "And while many shoppers headed out to the stores over the weekend, the majority first turned to the Internet to check prices and product availability. Now that the 2005 holiday shopping season is underway, traffic to retail sites will climb as shoppers head back to work on Monday ready to make headway on their holiday shopping lists. Cyber Monday will bring additional growth in traffic for online retailers by luring shoppers to their sites through sales promotions and free shipping incentives," she continued.

EBay was the top online retailer on Black Friday, with 9.5 million unique visitors, followed by Amazon and Wal-Mart Stores, which drew 4.6 million and 3.4 million unique visitors, respectively (see Table 1). Target and BestBuy.com rounded out the top five online shopping destinations, attracting unique audiences of 2.9 million and 2.1 million, respectively. These same retailers led the top online shopping destinations last year on Black Friday and were joined this year by Circuitcity.com, Dell, and Shopzilla.com Network in the top 10.

Table 1: Nielsen//NetRatings Top Online Shopping Destinations, November 25, 2005 (U.S., Home)

Site	UA (000) 11/18/05	UA (000) 11/25/05	Daily Percent Change
1. eBay	10,324	9,481	-8%
2. Amazon	4,189	4,636	11%
3. Wal-Mart Stores	1,543	3,393	120%
4. Target	1,196	2,903	143%
5. BestBuy.com	1,196	2,098	75%
6. Overstock.com	1,092	1,867	71%
7. Circuitcity.com	872	1,761	102%
8. Dell	1,739	1,604	-8%
9. Shopping.com Network	1,168	1,485	27%
10. Shopzilla.com Network	1,156	1,311	13%

Source: Nielsen//NetRatings Daily Overnight Analysis, November 2005

Fastest Growing Online Retail Categories

Children and adults hoping to receive the latest holiday gadgets this year won't be disappointed. The fastest growing retail category on Black Friday was toys/video games, with a 152 percent week-over-



week growth (see Table 2). Consumer electronics followed close behind with 142 percent growth, and computer hardware/software rounded out the top three with 102 percent growth. Overall week-over-week growth for the Holiday eShopping Index was 39 percent.

“The toys and video games category experienced the largest increases in traffic fueled by the release of the Xbox 360 and the continued popularity of portable game consoles. The consumer electronics and computer hardware categories also attracted holiday shoppers to the Web to research and purchase this year’s hottest gift items, including flat-screen TV’s, iPods and other MP3 players,” said Dougherty. “Price slashing and heavy demand will drive significant sales in these categories this holiday season.”

Table 2: Top Growth Categories on November 25, 2005 based on Unique Audience (U.S., Home)

Category	Daily Percent Change from 11/18/05 to 11/25/05
Toys/Video Games	151.8%
Consumer Electronics	142.0%
Computer Hardware/Software	101.8%
Apparel	99.0%
Flowers and Gifts	95.3%
Home and Garden	87.3%
Shopping Comparison/Portals	84.0%
Jewelry	71.3%
Retail	40.5%
Books/Music/Video	3.8%
Total (across 10 categories)	38.7%

Source: Nielsen//NetRatings Holiday eShopping Index, November 2005

About Nielsen//NetRatings Holiday eShopping Index

The Nielsen//NetRatings Holiday eShopping Index is comprised of over 100 representative online retailers across ten categories, and acts as a barometer to gauge the level of activity at online shopping destinations during the holiday season. The Index illustrates increased shopping activity through category growth.

About Nielsen//NetRatings

NetRatings, Inc. (Nasdaq: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

Editor’s Note: Please source all data to Nielsen//NetRatings.

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