



Nielsen Online

The Nielsen Company
770 Broadway
New York, NY 10003
www.nielsen-online.com

News Release

Media Contacts:
Suzy Bausch (408) 941-2965

BLACK FRIDAY TRAFFIC TO ONLINE SHOPPING SITES GROWS 10 PERCENT YEAR OVER YEAR, ACCORDING TO NIELSEN ONLINE HOLIDAY ESHOPPING INDEX

Online Buzz Shows Consumers Discuss Shopping Incentives, Shopping Tactics and Specific Retailers in Relation to Black Friday

New York – November 26, 2007 – Nielsen Online, a service of The Nielsen Company, reported today that at home Web traffic to the Holiday eShopping Index grew 10 percent year over year on Black Friday, garnering 21.2 million unique visitors across more than 120 representative online retailers, compared with 19.2 million unique visitors last year. This growth is similar to last year's, when the Index saw 12 percent year-over-year growth on the day after Thanksgiving.

Holiday eShopping Index Category Growth

Consumer Electronics was the fastest growing product category week over week on Friday, increasing 235 percent from November 16th to November 23rd (see Table 1). Computer Hardware/Software took the No. 2 spot with 121 percent Web traffic growth, followed by Shopping Comparison/Portals with 95 percent growth.

Table 1: Product Categories ranked by Week-Over-Week Growth (U.S., Home only)

Categories	Unique Audience Growth from 11/16 to 11/23
Consumer Electronics	235%
Computer Hardware/Software	121%
Shopping Comparison/Portals	95%
Apparel	83%
Toys/Videogames	71%
Shoes	67%
Home and Garden	65%
Flowers and Gifts	53%
Retail	47%
Beauty	36%
Books/Music/Video	1%
Jewelry	N/A
TOTAL	42%

Source: Nielsen Online, Holiday eShopping Index



Black Friday Online Conversations and Consumer Perceptions

To gauge and define consumer perceptions about Black Friday, Nielsen Online created a Brand Association Map™ (BAM), based on online discussions in blogs and online forums between October 1st and November 20, 2007. With the keyword “Black Friday” at the center, the BAM analyzed the most uniquely associated words and phrases used when consumers discussed Black Friday. The closer the words were to the central topic, the greater the association.

Key findings:

- Shopping incentives were a key part of Black Friday discussion: consumers avidly discussed advertisements, specials, and discounts as they anticipated deals and hoped to benefit from early holiday shopping.
- Consumers discussed tactical issues (what to buy and where) as well as the overall shopping experience (crowds). Some anticipated fighting crowds at 5am.
- Specific retailers, such as Macy’s, Wal-Mart, K-Mart, Target, and Sears, as well as products such as consumer electronics, were discussed. Plasma TV’s and to a lesser extent Nintendo Wii’s were associated with Black Friday, as consumers hoped to benefit from sales and promotions. Elmo was the only specific toy to emerge with any frequency in Black Friday discussion.

“Consumers were clearly inspired by this year’s shopping incentives, particularly in relation to consumer electronics. Naturally, discounts, deals, and specials characterize Black Friday discussion, but one of the more interesting aspects of the overall discussion was a detailed conversation on plans to purchase specific electronic products and brands, such as plasma TV’s and Nintendo Wii’s,” said Kate Niederhoffer, director of research methodology, Nielsen Online.

Black Friday Top Online Retail Destinations

InterActiveCorp led the top online retail destinations on Black Friday with 5.3 million unique visitors, followed by Amazon and Wal-Mart.com with 5.1 million and 3.6 million unique visitors, respectively (see Table 2). When the top 10 online retail destinations are re-ranked by week-over-week growth, the consumer electronics retailers take the lead with Best Buy and Circuit City increasing 292 percent and 257 percent, respectively. Sears rounds out the top three, increasing 211 percent from one Friday to the next.

Table 2: Top 10 Online Retail Destinations* on Black Friday 2007 (U.S., Home only)

Site	11/16/07 UA (000)	11/23/07 UA (000)	Percent Growth
InterActiveCorp	5,191	5,316	2%
Amazon	3,317	5,100	54%
Wal-Mart Stores	1,391	3,599	159%
Target Corp.	1,168	2,766	137%
Best Buy	479	1,877	292%
Circuit City Stores	462	1,649	257%
Sears Holdings Corporation	502	1,562	211%
Apple Computer	643	1,359	111%
Dell Inc.	978	1,263	29%
JCPenney	507	1,137	124%

Source: Nielsen Online, NetView

*Sites in Internet Retailer’s Top 500 Guide ranked by Unique Audience



About the Nielsen Online Holiday eShopping Index

The Nielsen Online Holiday eShopping Index is comprised of over 120 representative online retailers across twelve 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 Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

About The Nielsen Company:

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), trade shows and business publications (*Billboard*, *The Hollywood Reporter*, *Adweek*). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.

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