

NetRatings, Inc.

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AMERICANS SPENT A RECORD 556 MILLION DOLLARS IN ONLINE AUCTIONS,  
JUMPING 149 PERCENT IN PAST YEAR, ACCORDING TO  
NIELSEN//NETRATINGS AND HARRIS INTERACTIVE

*eBay.com Generates 64 Percent of Total Auction Revenues for May 2001*

**NEW YORK, June 28, 2001** - Nielsen//NetRatings, the world's fastest growing Internet audience measurement service, and Harris Interactive (Nasdaq: HPOL), a worldwide market research and consulting firm, today reported that auction sites grossed record revenues of 556 million dollars in May 2001, as eBay.com took the lead with 64.3 percent of all auction revenues.

*Findings from the Nielsen//NetRatings and Harris Interactive eCommercePulse, collected from a May 2001 online survey of 35,000 Web users, found that auction spending in May 2001 spiked 149 percent to 556 million dollars from 223 million dollars in May 2000. Auction revenue accounted for more than 10 percent of total eCommerce spending in May 2001, rising from eight percent the previous year.*

"Auctions have grown from a niche clientele of collectors to become a mainstream vehicle for online purchases," said Sean Kaldor, vice president eCommerce, NetRatings.

*More than 6.2 million surfers made online purchases at auction sites in May 2001, jumping 22 percent from 5.1 million in May 2000, positioning auctions as the third largest eCommerce category in number of purchasers behind books and apparel.*

*Total eCommerce spending for May 2001 increased 104 percent to nearly 5.4 billion dollars, as compared to 2.6 billion dollars the previous year.*

**eBay Leads Category**

eBay led the online auction category in May, accounting for 64.3 percent of total auction revenue. uBid followed with 14.7 percent while Egghead.com and Yahoo! Auctions each took 4.0 and 2.4 percent, respectively. Rounding out the list, Amazon.com accounted for two percent of overall auction revenues.

*"eBay has done an excellent job converting a very high percentage of their shoppers into buyers and keeping customers extremely satisfied at the same time," said Kaldor. "This has enabled them to dominate the online auction category with four times more revenue than their next closest competitor."*

**Table 1. Top Auction Sites Ranked by Revenue Share, May 2001 (U.S.)**

	<b>Auction Site*</b>	<b>Revenue Share</b>	<b>Satisfaction Rate</b>	<b>Conversion Rate</b>
1.	eBay.com**	64.3%	8.42	22.5%
2.	uBid.com	14.7%	7.87	11.0%
3.	Egghead.com (Onsale.com)	4.0%	7.75	8.0%
4.	Yahoo! Auctions	2.4%	7.84	4.4%
5.	Amazon Auctions	2.0%	7.64	6.5%

Source: Nielsen//NetRatings & Harris Interactive eCommercePulse, May 2001

\*Auction sites do not include travel related sites.

\*\*Figures for eBay.com do not include figures for Half.com.

### **About eCommercePulse**

The eCommercePulse service integrates eCommerce survey data collected from Harris Interactive's online panel of more than seven million users with data and insights from Nielsen//NetRatings' Internet audience measurement panel. eCommercePulse is the first single-source eCommerce intelligence service for merchants, investors and suppliers.

Covering more than 300 eCommerce sites across 14 key vertical markets, eCommercePulse provides integrated monthly reports on eCommerce behavior, trends and spending (both online spending and offline spending that result from online shopping). Critical information on purchaser and revenue share, and customer satisfaction metrics, including market-level and site-level traffic, enables companies to make informed, strategic business decisions.

### **About Harris Interactive**

Harris Interactive (Nasdaq: HPOL), the global leader in online market research, uses Internet-based and traditional methodologies to provide its clients with critical knowledge concerning the views, experiences, behaviors and attitudes of people worldwide. Known for The Harris Poll, Harris Interactive has 45 years of experience in providing its clients with market research and polling services including custom, multi-client and service bureau research, as well as customer relationship management services. Harris Interactive acquired the custom research group of Yankelovich Partners in February 2001. Through its U.S. and Global Network offices, Harris Interactive conducts research around the world, in multiple, localized languages, using its proprietary technology to survey its database of more than 7 million online panelists. For more information about Harris Interactive, please visit the Company's website at [www.harrisinteractive.com](http://www.harrisinteractive.com) or contact Nancy Wong, 716-214-7316, [nwong@harrisinteractive.com](mailto:nwong@harrisinteractive.com). EOE M/F/D/V

### **About NetRatings, Inc.**

NetRatings, Inc. (Nasdaq: NTRT) is a leading provider of Internet audience measurement information and analysis. Its products and services enable customers to make informed business-critical decisions regarding their Internet strategies. NetRatings has strategic relationships with both Nielsen Media Research, the leading source of television audience measurement and related services in the US and Canada, and ACNielsen, a leading provider of market research information and analysis to the consumer products and services industries.

### **About Nielsen//NetRatings**

Nielsen//NetRatings, the audience measurement service from Nielsen Media Research and NetRatings, Inc. (NASDAQ: NTRT), collects real-time data from more than 70,000 panel members in the United States. The U.S. panel sample consists of 62,000 at-home users and 8,000 at-work users. These panels collectively represent the largest representative media research sample of Internet users in the industry. Worldwide, Nielsen//NetRatings services are provided via a partnership with ACNielsen eRatings.com, a venture between ACNielsen and NetRatings, Inc., and measure the Internet experiences of more than 225,000 Internet users.

Nielsen//NetRatings services use unique technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive Internet usage data and advertising information in the global marketplace. Nielsen//NetRatings services leverage proprietary data-collection technology from NetRatings, Nielsen Media Research's 50 years of expertise in research and audience measurement, and ACNielsen's international leadership in supplying market research information covering more than 100 countries. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

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Editor's Note: Please source all data to Nielsen//NetRatings and Harris Interactive.