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eBay tops Europe's e-shopping sector

eBay is Europe's most popular 'e-shopping' site, according to the latest research from Nielsen//NetRatings.

Analysis of the combined at home audiences of eight countries – UK, France, Germany, Italy, Spain, Sweden, the Netherlands and Switzerland – has revealed that over 22 million people visited a eBay auction site in September 2003. Amazon takes second place, with an audience of 11.6 million people and Kelkoo, the shopping comparison site comes in at third place with more than five million visitors.

The number of pages viewed in September show that Europeans are searching through a large number of pages on the e-shopping sites to find the goods they wish to buy. eBay receives almost five billion page views per month. This is significantly higher than the other top Internet brands.

David Day, Vice President at Nielsen//NetRatings said "This research indicates that the European e-shopping sector is very healthy. Online retailers should be able to maximize this opportunity in the run up to Christmas, traditionally the most active period for buying on the Internet."

Table 1: The e-shopping category leaders

	Unique Visitors	Active Reach (%)	Pages Views	Pages per person
eBay	22,494,947	27.13%	4,696,865,331	209
Amazon	11,659,338	14.06%	323,814,887	28
Kelkoo	5,374,530	6.48%	48,387,672	9
Expedia	2,464,104	2.97%	25,298,892	10
OTTO	2,180,477	2.63%	47,683,010	22

Source: Nielsen//NetRatings custom analysis on home data Sept 2003. 'e-shopping' is a customized category created for this research.

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Please source all information to Nielsen//NetRatings

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About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis. Covering 70% of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and customised data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.com.

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