



For Immediate Release:  
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## WEB SURFERS COMPARISON SHOP ONLINE FOR MOTHER'S DAY GIFTS, ACCORDING TO NIELSEN//NETRATINGS

**NEW YORK —May 7, 2004—** Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that traffic to shopping directories and guides sites jumped during the week ending May 2, as Mother's Day shoppers logged online to comparison shop. Nearly 13 million unique visitors from home visited online shopping directories and guides, an eight percent week over week increase.

Traffic to AOL Shopping from home surged 91 percent to 1.4 million unique visitors, as compared to 718,000 unique visitors during the week ending April 25 (see Table 1). Froogle jumped 80 percent in traffic to 613,000 unique visitors, from 340,000 visitors during the previous week. MSN Shopping drew 901,000 visitors, increasing 35 percent. Rounding out the top five fastest growing shopping directories and guides was MySimon and Quixtar growing 14 percent and eight percent, respectively.

"The strong performance of comparison shopping sites during the last six months provides yet one more indication of how search technology has gone mainstream," said Leslie Marable, senior analyst, Nielsen//NetRatings. "Comparison shopping sites address shoppers' needs to find the perfect Mother's Day gift at the best price."

**Table 1: Nielsen//NetRatings Fastest Growing Shopping Directories and Guides, Week Ending May 2 (U.S., Home)**

Brand or Channel	Unique Audience (000) 5/2/2004	Unique Audience (000) 4/25/2004	% Growth
1. AOL Shopping	1374	718	91%
2. Froogle	613	340	80%
3. MSN Shopping	901	668	35%
4. MySimon	311	274	14%
5. Quixtar	285	263	8%

Source: Nielsen//NetRatings, May 2004

### Additional Nielsen//NetRatings' Week on the Web:

- **"Friends" Lawsuit Drives Office Workers to The Smoking Gun**

TheSmokingGun.com skyrocketed 121 percent to 959,000 unique visitors at work, during the week ending May 2, according to Nielsen//NetRatings. Office workers read up on the "Friends" sexual harassment lawsuit that was reinstated by a California appeals court. More than 36 percent of the site's visitors viewed pages featuring a copy of the plaintiff's court filing.

- **Summer Season Sparks Traffic to National Parks Online**

NPS.gov jumped 38 percent at home, during the week ending May 2, as surfers plan summer trips to national parks. The site attracted 484,000 unique visitors with nearly ten percent visiting the Mammoth Cave page. Future park visitors can find information on park fees and schedules, tours, weather, lodging and nearby attractions for all national parks.

### About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the



industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan, WebRF, LemonAd, MegaPanel and SiteCensus services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

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

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