



Nielsen//NetRatings introduces UK's top one thousand Financial Services Websites

Nielsen//NetRatings, the leading provider of Internet research today releases its first Sector Spotlight Report revealing the top one thousand financial services websites surfed in the UK. Nielsen//NetRatings is the only company able to produce a top 1000 based on market penetration, providing a complete picture of the online financial services sector in real depth.

Financial Services is the first in a series of online sector reports that will cover the key sectors of automotive, retail and travel from Nielsen//NetRatings' UK MegaPanel® of over 125,000 people. The research aims to show the growth of the financial services industry on the Internet, and, more specifically, which sites are proving most popular with consumers. Each analysed site will have a detailed report including a consumer profile of age, gender and income level supplied on a monthly basis.

The report also focuses on sub-sectors, including analysis of credit cards, financial news and information, financial tools, commercial banks and credit unions, insurance, loans, investments and online trading. This breakdown allows for comparison of performance against competitive websites, as well as the financial sector as a whole. Additionally, the Key Performance Metrics include market share, time spent online, content viewed, and rank as well as key demographic data that allows financial services players to benchmark and improve their performance.

David Day, Managing Director says "We are delighted to be able to provide such a detailed, comprehensive ranking for the financial sector, one of the most important categories visited in today's online world.

"Now websites and online players, big and small, can see how they compare to their competitors and understand how they can improve their performance by learning from the successes of others. They can also use the demographic information to target new or existing customers more effectively for intelligent campaign planning.

The size of the MegaPanel gives Nielsen//NetRatings the unique capability to show the huge range of consumer choice online. The information can help companies gain competitor insight and market intelligence that is accurate, easy to use, up-to-date and cost-effective."

The first report on the Financial Services Sector is available now. For more information, please contact Ben Hogg, Business Development Director: Bhogg@netratings.com tel: 020 7014 0590.

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Snapshot of Sector Spotlight Financial Services, June 2004

236	↻	↻	RefcoFX	Profile
237	→	↘	barchart.com	Profile
238	↗	↗	ABN AMRO	Profile
239	→	↗	Virgin One	Profile
240	↻	↻	myHomeFinanceDirect.com	Profile
241	↗	↗	Theloanpage.com	Profile
242	↗	↗	Premiergoldcard.com	Profile
243	↘	↘	MasterCard	Profile
244	→	↗	ECB.int	Profile
245	↘	→	AXA PPP healthcare	Profile
246	↗	↻	4LowRates.com	Profile
247	→	↘	AccountingWEB	Profile
248	↗	↗	Pricequotes.com	Profile
249	→	↗	UBS (Other)	Profile
250	→	↗	Commonwealth NetBank	Profile
251	→	↗	Credit Agricole Regions	Profile
252	↗	↗	Westpac Online Banking	Profile
253	→	→	bristol-west.co.uk	Profile
254	↗	↗	Instantcarloan.com	Profile
255	→	↘	What Mortgage	Profile
256	↻	↻	Dataports.net	Profile
257	→	↘	Loans4tenants.com	Profile
258	→	→	Ford Credit	Profile
259	↗	↘	easyMoney	Profile
260	↗	↗	Dun & Bradstreet	Profile
261	↗	↻	Baillie Gifford	Profile
262	↘	↘	Insurance Tracker	Profile
263	↻	↻	Protective SmartHealth Plus	Profile
264	↗	↻	American Life Direct	Profile
265	→	→	Insurancefinder.com	Profile
266	→	↘	Myturnkeypc.com	Profile
267	→	↻	VXSBill	Profile
268	→	↗	Paychecksforlife.com	Profile
269	→	↗	About Money	Profile
270	↘	→	AccountancyAge	Profile



Sector Spotlight Financial Services: Loans Sub Category

Rank	M-1	M-3	Channel	Profile	UD
1	→	→	DIAL4ALOAN	Profile	UD
2	→	→	loanspage.co.uk	Profile	UD
3	→	→	Debtbuster Loans	Profile	UD
4	→	→	Loans.co.uk	Profile	UD
5	→	→	Pacifichomeloans.co.uk	Profile	UD
6	→	→	ukmortgagesonline.com	Profile	UD
7	→	→	Cheltenham & Gloucester	Profile	UD
8	→	→	e-loanshop.com	Profile	UD
9	→	→	FIRSTPLUS	Profile	UD
10	→	→	Loanselect.us	Profile	UD
11	→	→	Marbles Loans	Profile	UD
12	→	→	easy-loans.co.uk	Profile	UD
13	→	→	GoApply.com	Profile	UD
14	→	→	Low Rate Advisors	Profile	UD
15	→	→	UCB Home Loans	Profile	UD
16	→	→	AboutYourMoney	Profile	UD
17	→	→	myHomeFinanceDirect.com	Profile	UD
18	→	→	Theloanpage.com	Profile	UD
19	→	→	Instantcarloan.com	Profile	UD
20	→	→	What Mortgage	Profile	UD
21	→	→	Dataports.net	Profile	UD
22	→	→	Loans4tenants.com	Profile	UD
23	→	→	Ford Credit	Profile	UD
24	→	→	Mygreatrate.com	Profile	UD
25	→	→	Countrywide	Profile	UD
26	→	→	mortgageexpo.com	Profile	UD
27	→	→	Clicknsaving.com	Profile	UD
28	→	→	Simpleleads.net	Profile	UD
29	→	→	Independent Finance	Profile	UD
30	→	→	24 Hour Loans	Profile	UD
31	→	→	First National	Profile	UD
32	→	→	EZRefinance	Profile	UD

The Nielsen//NetRatings MegaPanel ©

Nielsen//NetRatings is the leading provider of Internet audience measurement, research and analysis, providing Europe’s Internet players with research products and services covering every aspect of the online landscape since 1999.

Since 2002, Nielsen//NetRatings has had MegaPanels in three European markets – the UK, France and Germany. The MegaPanels are recruited in local language, managed using our industry standard methodologies and reported to our exacting standards. Uniquely, Nielsen//NetRatings use NetView consumer panels to quality control the large sample on the MegaPanels, which ensures our sample is accurate, bias-free and a solid basis for business decision-making. This means that the data in both products is consistent, although the two panels are designed for different uses: NetView is for detailed demographic targeting for media planning; and MegaPanel is for comprehensive market intelligence and as a research platform for additional surveys.

About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on Website usage, online advertising, consumer attitudes and competitive analysis. For more information, please visit www.nielsen-netratings.com