



FOR IMMEDIATE RELEASE: UK DATA ONLY

14TH SEPTEMBER 2006

THE HOTTEST ONLINE BRANDS IN 2006

User-generated content dominates the fastest growing online brands in the UK

Nielsen//NetRatings, the leading provider of Internet research, today reveals the fastest growing online brands in the UK during 2006. The biggest web success stories of the year so far concern user-generated content and confirm Web 2.0 as the new phenomenon in the online world.

Generating and sharing content – the user in charge

The three fastest growing online brands in the UK highlight how generating and sharing content is this year's online theme. YouTube, Flickr and MySpace all focus on technologies that allow users to define the content that their peers are looking at online. Factor in Photobucket, the photo and video sharing website, and social network Bebo and half of the ten fastest growing brands fall under the "Web 2.0" umbrella.

Top 10 brands in 2006 by UK Unique Audience (UA) growth*

Rank	Brand	UA % Growth Jan-July 2006	UA (000's) July 2006	Nature of Business
1	YouTube	478%	3,585	Video sharing
2	Flickr	131%	1,008	Photo management and sharing
3	MySpace	98%	3,502	Social networking
4	American Express	97%	1,178	Financial services
5	Photobucket	91%	838	Image / video hosting and sharing
6	Mozilla	91%	1,202	Web browsing software
7	Vodafone	86%	1,340	Telecommunications
8	Bebo	85%	2,784	Social networking
9	Odeon	82%	985	Cinemas
10	B&Q	72%	1,370	Home and garden retail

Source: NetView UK Home & Work Data, Internet Applications Included, January 2006 – July 2006

*Non-acquisition (organic) growth and minimum requirement of 1.5% UK Active Reach Jan 2006

Alex Burmaster, European Internet Analyst comments, "Last year indicated the potential for sites utilising the Internet as a method for users to communicate and share information and the first half of 2006 has confirmed this. The idea of the user in charge through these so called "Web 2.0" technologies is now a reality. The audience to video sharing phenomenon YouTube is testament to this, having grown by a factor of almost five during the year, meaning that more than one in eight Britons online now visit this site."

Which of the hottest brands has the greatest affinity with women?

Top 10 growth brands ranked by % of audience made up by females

Overall Growth Rank	Brand	% of Audience Female
9	Odeon	59%
8	Bebo	52%
7	Vodafone	49%
3	MySpace	47%
2	Flickr	45%
10	B&Q	43%
5	Photobucket	37%
1	YouTube	36%
4	American Express	34%
6	Mozilla	16%

Source: NetView Home & Work Data, Internet Applications Included, July 2006



Burmester comments, "Women currently make up 46% of the UK online population so brands such as Bebo and Odeon in particular tend to have a greater affinity with women than the Internet as a whole. Conversely PhotoBucket, YouTube and American Express tend to 'under-perform' on the female audience. Furthermore, Mozilla, producers of the Firefox web browser which competes with Microsoft's Internet Explorer are almost three times less likely to be visited by women compared to the entire UK Internet audience."

EDITOR'S NOTES

The growth information contained in this release compares the Unique Audience of brands in January 2006 and July 2006 and is based on the UK audience only.

Please source all information to [Nielsen//NetRatings](#) or [NetRatings](#).

Please note that ACNielsen and Nielsen are both separate, unrelated companies and should NOT be quoted when sourcing the attached data. If an abbreviated name is required then please use NetRatings

For further information, please contact:

Alex Burmaster, European Internet Analyst

Tel: 020 7014 0590 / 0780 3131144 / aburmaster@netratings.com

Andreas Gutjahr, Marketing Manager

Tel 020 7014 0590 / 07799 866650 / agutjahr@netratings.com

About Nielsen//NetRatings

Nielsen//NetRatings is a global leader in Internet media and market research, 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.

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