

For Immediate Release:
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ONLINE SHOPPING TRIPS TO HOLIDAY ESHOPPING INDEX GROW 20 PERCENT YEAR OVER YEAR FOR THE SECOND WEEK IN A ROW, ACCORDING TO NIELSEN//NETRATINGS

Three out of Four Top Shopping Days in Week Ending December 17th

NEW YORK– December 22, 2006– Nielsen//NetRatings (Nasdaq: NTRT), a global leader in Internet media and market research, announced today that the total number of visits to the Holiday eShopping Index grew 20 percent year over year, from 459.5 million to 551.6 million in the week ending December 17th.

Online-Only vs. Multi-Channel Retailers

Within the Holiday eShopping Index, the total number of visits to online-only retailers this season has been 54 percent greater than visits to multi-channel retailers (those with both online offerings and brick and mortar stores). However, visits to multi-channel retailers have increased 21 percent year over year, while visits to online-only retailers have increased 12 percent.

“More and more traditional brick and mortar retailers are investing heavily in their online presence in order to capitalize on the convenience of online shopping,” said Heather Dougherty, senior retail analyst, Nielsen//NetRatings. “These retailers have the additional advantage of being able to offer in-store pickup of goods ordered online, extending the shopping season and eliminating shipping costs.”

Top Online Shopping Days

The top four online shopping days this year have had Index unique audiences that exceeded 30 million. The first day to reach the 30 million threshold was the Wednesday after Thanksgiving, November 29th. Since then, the other three days to attract this size audience were during this past week: Monday and Tuesday, December 11th and 12th, and Thursday, December 14th (see Table 1). Online shoppers were likely placing orders in time for Christmas shipping deadlines, many of which were on December 15th.

Table 1: Daily Traffic to Holiday eShopping Index in Week Ending Dec. 17th (U.S., Home and Work)

12/11	12/12	12/13	12/14	12/15	12/16	12/17
UA (000)	UA (000)	UA (000)	UA (000)	UA (000)	UA (000)	UA (000)
30,275	30,445	28,582	30,276	27,446	23,514	23,714

Source: Nielsen//NetRatings, December 2006

Fastest Growing Product Categories

Jewelry is the fastest growing product category so far this holiday season, increasing an impressive 221 percent from Week 1 to Week 8. Flowers & Gifts took the No. 2 spot, growing 143 percent since the last week in October, followed by Consumer Electronics, which grew 107 percent over the past eight weeks.

About Nielsen//NetRatings Holiday eShopping Index

The Nielsen//NetRatings Holiday eShopping Index is comprised of over 120 representative online retailers across twelve categories, and acts as a barometer to gauge the level of activity at online shopping destinations during the holiday season. The Index illustrates increased shopping activity through category growth.



About Nielsen//NetRatings

NetRatings, Inc. (Nasdaq: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

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

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