

For Immediate Release:
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DAY AFTER CHRISTMAS SEES SPIKE IN U.S. ONLINE RETAIL TRAFFIC, ACCORDING TO NIELSEN//NETRATINGS

eBay, Amazon and Wal-Mart.com Lead Top Shopping Destinations on Biggest Online Shopping Day of the Holiday Season

NEW YORK— January 10, 2006— Nielsen//NetRatings (Nasdaq: NTRT), a global leader in Internet media and market research, announced today that on the day after Christmas, traffic to the retail Web sites included in the eShopping Holiday Index grew 35 percent year over year, from 20.9 million in 2005 to 28.1 million in 2006. Shoppers were going online to check out after-Christmas sales, redeem gift cards and spend holiday cash, or to sell or exchange unwanted presents.

Online shopping has become a part of the holidays themselves, with 24 percent more unique visitors to the Index on Thanksgiving and 29 percent more on Christmas day than last year. Many people are taking advantage of their holiday time off to go online and shop while brick and mortar stores are closed, which means online shopping may soon take its place among the American holiday traditions of eating and spending time with friends and family.

Biggest Holiday Online Shopping Day

The biggest online shopping day of the holiday season was December 12th with 30.4 million unique visitors to the eShopping Holiday Index. On that day, eBay led the top shopping destinations with a unique audience of 12.4 million, followed by Amazon with 6.1 million unique visitors, and Wal-mart.com with 4.0 million (see Table 1).

Table 1: Top Online Shopping Destinations for December 12th (U.S., Home and Work)

Site	12/12/06 Unique Audience (000)
eBay	12,359
Amazon	6,121
Wal-Mart Stores	4,026
Target	2,754
BestBuy.com	1,778
Shopping.com Network	1,676
Shopzilla.com Network	1,655
Overstock.com	1,623
Dell	1,568
Sears	1,243

Source: Nielsen//NetRatings, January 2007

Fastest Growing Online Shopping Destinations

The week ending December 3rd was the peak week this holiday season, with visits to the Index increasing 43 percent over the base week (the last week in October). Lego, Macy's and Office Depot led the year-over-year fastest growing online shopping destinations that week, with Web traffic increasing 120, 70 and 64 percent, respectively (see Table 2).

Table 2: Fastest Growing Online Shopping Destinations in Week Ending December 3rd (U.S., Home and Work)

Site	WE 12/04/05 UA (000)	WE 12/03/06 UA (000)	YOY Growth
LEGO Shop At Home	259*	570	120%

Macy's	1,769	3,014	70%
Office Depot	1,746	2,870	64%
Eastbay	429	674	57%
Kohls.com	3,122	4,779	53%
Sam's Club	1,839	2,783	51%
inStore	2,482	3,729	50%
Wal-Mart Stores	10,228	15,259	49%
ToysRUs	3,473	4,986	44%
Medco	748	1,069	43%

Source: Nielsen//NetRatings, January 2007

*These Web sites do not meet minimum sample size standards. Projected and average measures for these sites may exhibit large changes month-to-month as a result.

Shopping Comparison Web Sites

Visits to shopping comparison Web sites also peaked during the week after Thanksgiving, increasing 75 percent from the start of the season to a total of 64.0 million shopping trips. During the week ending December 24th, there was a 24 percent week-over-week decline in the use of these online comparison tools, from 60.1 million visits to 46.1 million. But the week ending December 31st saw another uptick, growing six percent to 48.7 million shopping trips, another indicator of post-Christmas retail activity.

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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