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## Time shows eBay and RuneScape to be UK's Most Engaging Sites



*Pages, visits or time? Which sites come out on top depending on what you measure!*

The explosion in Web 2.0 technologies and audio and video content is causing advertisers to look beyond the traditional "page-view" as the most relevant gauge of user behaviour. Nielsen//NetRatings, a global leader in Internet media and market research, compares the most successful websites by pages, visits and time spent per UK visitor.

### Setting the scene: the biggest sites in the UK by the traditional "page-view"

-  Google has the most web pages viewed in the UK, 3.8 billion, followed by eBay (3.7 bil) and Yahoo! (2 bil)
-  Facebook has the most pages viewed per UK visitor, 466, followed by Bebo at 436 and eBay at 256
-  However, these sites aren't necessarily the strongest performers by visits or time per visitor. Amazon, for example, is ranked 9<sup>th</sup> by total page views but only 72<sup>nd</sup> by time per visitor and 95<sup>th</sup> by visits per visitor

**The biggest websites in the UK by total page views and pages per visitor\***



Rank	Website 	Total Page Views (billions)	Website 	Pages per Visitor*
1	Google	3.78	Facebook	466
2	eBay	3.73	Bebo	436
3	Yahoo!	2.03	eBay	256
4	MSN/Windows Live	1.99	Gala Bingo	253
5	Fox Interactive Media (MySpace)	1.43	Fox Interactive Media (MySpace)	205
6	Bebo	1.34	Faceparty	202
7	BBC	1.19	Piczo	167
8	Facebook	0.59	Google	147
9	Amazon	0.49	Stardoll	135
10	Virgin Media	0.40	Yahoo!	129

Source: Nielsen//NetRatings, UK NetView home & work data, excluding applications, Feb 07  
\*Amongst the 500 most popular online websites by UK Unique Audience

Alex Burmaster, European Internet Analyst, Nielsen//NetRatings, "The page view has been the traditional measure for advertisers to compare which websites provide the most opportunities to display their ads to consumers. The large portals and social networking sites tend to dominate this way of looking at engagement.

However, as the technology that publishers use to deliver content to the user moves away from static, reloaded pages to more streamlined content – e.g. online videos - the page-view is becoming a less relevant gauge of where might be the best place to advertise online. Consequently advertisers will have to look at other metrics, such as time spent or visits, to see where their online ad pound might be best spent."

### How do visits stack up as a measure of engagement? (Leading websites by UK visits overleaf)

-  Google and MSN/Windows Live are the leading websites in the UK by total visits and visits per visitor
-  Liverpool FC, Tiscali and RuneScape are the three sites that appear in the visits per visitor top ten but not in the total page views top ten (they 'replace' Fox Interactive Media (MySpace), Amazon and Virgin Media)

"As page views tend to discriminate against audio or video content sites, some argue that visits is the best measure of engagement as it measures the 'stickiness' of a site or people's loyalty towards it. However, the biggest and most popular sites tend to be the leading sites in terms of visits and this metric doesn't distinguish whether someone visited for one second, one minute or one hour. Therefore, if only considering one metric, time spent per visitor provides the deepest measure of engagement."



### The leading websites in the UK by total visits and visits per visitor\*

Rank	Website	Total Visits (millions)	Website	Visits per Visitor*
1	Google	431	Google	16.8
2	MSN/Windows Live	221	MSN/Windows Live	12.7
3	Yahoo!	178	Facebook	12.2
4	eBay	139	Yahoo!	11.2
5	BBC	130	Tiscali	10.5
6	Microsoft	59	Virgin Media	9.8
7	Virgin Media	54	Liverpool FC	9.7
8	AOL Media Network	53	eBay	9.5
9	Fox Interactive Media (MySpace)	52	RuneScape	8.4
10	Orange	37	BBC	8.3

Source: Nielsen//NetRatings, UK NetView home & work data, excluding applications, Feb 07  
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### How time shows eBay and RuneScape to be the most engaging sites in the UK

In Feb 07, Britons spent almost 28 million hours on eBay – making it the most engaging site by total time, however, RuneScape is the most engaging site by average time spent per visitor (6 hours 32 minutes)

Games brands account for four of the top seven sites by average time per visitor - *RuneScape, Electronic Arts, King.com* and *Adventure Quest*. However, none of these four sites are in the top 50 by total page views

“Time and page views can portray a very different picture of engagement. The page view, for example, has always discriminated against games sites, whose content is consumed seamlessly as opposed to viewing successive pages – e.g. more akin to watching TV as opposed to reading a book. Time is becoming more of a factor when looking at the ad opportunity online – as shown by the growth in brands engaging in ‘advergaming’ (in-game advertising).”

### The most engaging websites in the UK by total time and time per visitor\*

Rank	Website	Total Time (millions of hours)	Website	Time per Visitor*
1	eBay	27.9	RuneScape	6hrs 32mins
2	Google	21.8	Electronic Arts Online	3h 07m
3	MSN/Windows Live	15.7	Bebo	2h 37m
4	Yahoo!	15.3	Facebook	2h 28m
5	BBC	12.6	eBay	1h 55m
6	Fox Interactive Media (MySpace)	8.3	King.com	1h 53m
7	bebo	8.0	Adventure Quest	1h 35m
8	RuneScape	4.9	Fox Interactive Media (MySpace)	1h 11m
9	YouTube	4.5	Club Penguin	1h 10m
10	AOL Media Network	3.6	Cartoon Network	1h 09m

Source: Nielsen//NetRatings, UK NetView home & work data, excluding applications, Feb 07  
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“Although engagement online is a difficult term to clarify let alone one to actually measure, time spent is probably the best single indicator of user engagement and as a proxy for ad inventory – even though it can be a misleading metric for search and comparison sites that aim to help users find what they’re looking for as quickly and efficiently as possible.

Time covers all web environments and provides an accurate trend in a pre- and post- Web 2.0 world with the increasing use of new Internet technologies, such as AJAX programming, and the changing way that people consume content. Advertisers will, however, need to be aware of the whole picture painted by the different metrics when looking to assess user engagement with a site - and the consequent ad opportunity.”

ENDS



## EDITOR'S NOTES

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](#)

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