

## News Release

**Contact:**

Alex Burmaster: Email: [alexander.burmaster@nielsen.com](mailto:alexander.burmaster@nielsen.com) Direct: +44 20 7014 0597

**SAVING MONEY A STRONG THEME AMONGST UKs FASTEST GROWING WEBSITES:**

*Concerns about the economy reflected in the UKs fastest growing websites as consumers look to various ways to improve their financial situation*

**London – 29<sup>th</sup> July, 2008** – Nielsen Online, a service of The Nielsen Company, today reveals the fastest growing websites in the UK at the halfway point of the year.

- Due to their Brit Trips promotion offering discounts on UK trips, Walkers Snack Foods is the fastest growing website over the last year, growing 2,575% from 17,000 UK Uniques in June 07 to 444,000 in June 08
- The Top 10 also contains two coupon/reward sites (MyVoucherCodes and Fair Exchange), a shopping comparison site (FindStuff) and a classifieds site for jobs, cars and homes (Trovit)

**UKs fastest-growing websites: June 2007 – June 2008**

Rank	Website	% Change in UA Jun 07 – Jun 08	UK Unique Audience (000s) Jun 08	UK Unique Audience (000s) Jun 07	Business
1	Walkers Snack Foods	2,575%	444	17	Snack foods
2	Trovit	2,416%	766	30	Classifieds
3	FindStuff	1,443%	548	35	Shopping comparison
4	MyVoucherCodes	1,200%	972	75	Coupons/Rewards
5	iSingles	1,120%	418	34	Dating
6	UKTV Food	863%	499	52	Food & Cooking
7	Fair Exchange	828%	799	86	Coupons/Rewards
8	Namesco	764%	165	19	Internet Services
9	Blinkx	681%	570	73	Video search
10	Answerbag	643%	430	58	Social answers

*Source: Nielsen Online, UK NetView, home & work data, including applications*

*e.g. The Unique UK Audience to Walkers Snack Foods increased by 2,575% from 17,000 in Jun 07 to 444,000 in Jun 08*

Alex Burmaster, Internet Analyst, Nielsen Online, comments: “Sites tapping into consumer concerns about the economy, giving them the opportunity to save money, dominate the fastest growing list. Coupons and reward sites, classifieds and shopping comparison engines are obvious examples but Walkers Snack Foods is the fastest growing site of all due to their ‘Brit Trips’ promotion offering discounts on British holidays and trips around attractions, hotels and restaurants.”

*For an individual explanation for the reason for each of the fastest growing sites see ‘Editors Notes’*

## How the most popular websites/applications have fared over the last year

- Only six of the ten most popular UK websites have outpaced overall Internet growth (11%) over the last year. Two grew, but by less than this rate, and two actually experienced a drop in audience
- Google Maps is the fastest-growing website (57%) amongst the ten most popular sites followed by YouTube (52%) and Wikipedia (41%)

### Growth of UKs most popular websites/applications: June 2007 – June 2008

Rank	Website/Application	% Change in UA Jun 07 – Jun 08	UK Unique Audience (000s) Jun 08	UK Unique Audience (000s) Jun 07	Business
1	Google Search	15%	27,909	24,253	Search
2	eBay	9%	15,165	13,975	Classifieds/Auctions
3	MSN/WL Messenger	2%	14,628	14,300	Instant Messaging
4	Google Maps	57%	14,577	9,301	Maps/Travel Info
5	Amazon	25%	12,184	9,762	Retail
6	YouTube	52%	12,163	8,014	Video sharing
7	Windows Media Player	-3%	11,989	12,409	Media player
8	Wikipedia	41%	11,250	7,998	Social information
9	Hotmail	-7%	10,897	11,663	Email
10	BBC News	18%	8,494	7,226	News

Source: Nielsen Online, UK NetView, home & work data, including applications  
e.g. The Unique UK Audience to Google Search increased by 15% from 24.3 million in Jun 07 to 28 million in Jun 08

“In terms of audience numbers, it’s been a very mixed year for the leading websites and applications. Whilst Google, Amazon and the social media players have outpaced overall Internet growth, Microsoft has had a very challenging time and represents a changing of the guard from the media behemoths to the more nimble specialists.

Their Windows Media Player and Hotmail properties have been casualties of the social media explosion – consumers streaming video directly on sites instead of using media players and increasingly communicating via Facebook rather than email. Their messenger service has a smaller footprint - reaching less of the overall Internet population - than it did a year ago, despite a slight upturn in audience.”

**ENDS**

## EDITOR’S NOTES

Please source all information to [Nielsen Online](#)

Alex Burmaster, Internet Analyst, explains the reasons behind the fastest growing sites:

### #1. Walkers Snack Foods

This might seem unrelated to consumer concerns about the economy but the site’s growth is down to ‘Walkers Brit Trips’, a promotion that offers discounts on British holidays and trips around attractions, hotels and restaurants. Saving money on holidays becomes more of an issue when times are harder.

### #2. Trovit

Trovit is a search engine for finding relevant classified ads across different sites for homes, jobs and cars. These are key areas that people look at to improve their financial status in difficult economic times. Sites like Trovit that help people rent properties, buy or sell cars or find a better paid job should, therefore, continue to benefit from the wider economic malaise.

### **#3. FindStuff**

When money is tight, FindStuff's call to arms "find and compare anything, there's always a sale somewhere" will have particular resonance with consumers looking to find the best prices. The site lets consumers compare prices that different retailers offer for the same or similar products.

### **#4. MyVoucherCodes**

A central source of vouchers and codes that give consumers discounts on goods across various online retailers. A community of consumers sends in discount codes they find online, in magazines or newspapers, which retailers offer to drive sales on specific products. The site's growth is based on tapping into two of the web's hottest themes – communities and saving money.

### **#5. iSingles**

The first break from the economy theme – unless people are on the hunt for richer partners – iSingles is the fastest growing online dating site in the UK and now the fourth most popular.

### **#6. UKTV Food**

The website of UKTV's food channel provides a wide array of content including recipes, promotions and further info about the TV programme. Interest in home cooking is likely to increase as another way of cutting costs in tough times. The site taps into the increasing popularity of online video to bring much of its content alive - further blurring the lines between TV and the Internet.

### **#7. Fair Exchange**

Consumers are increasingly attuned to schemes giving something back – be it earning loyalty points or viewing advertising in return for the chance to win prizes – so sites like Fair Exchange do well when money is tight. Consumers earn points by responding to offers from advertisers which they redeem on the site for rewards or to play more games for extra chances of winning.

### **#8. Namesco**

Namesco has two main offerings - domain name registration and a broadband line speed test. The potential shake-up of domain name addresses and the huge increases in personalized pages on social networks means consumers are more attuned to creating their own websites – hence the need for domain names. The growth of broadband advertising from more providers means consumers are checking out their actual line speed connection – hence the increasing popularity of Namesco's test.

### **#9. Blinkx**

Video is one of the fastest-growing online sectors and Blinkx is a video search engine allowing viewers to search across millions of hours of professional and consumer-generated video. The site also taps further into the social media phenomenon by enabling viewers to build customized video walls for their blogs or MySpace pages.

### **#10. Answerbag**

Social media is represented again by Answerbag, a community of people asking and answering questions. The Internet enables consumers to increasingly turn to each other rather than traditionally recognized 'authorities' for solutions to questions and problems. 'Taxes' 'credit' and 'economy' are currently three of the site's most popular financial categories.

#### ***About Nielsen Online***

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behaviour, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com).

#### ***About The Nielsen Company:***

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).