

# Hitwise Industry Report for Shopping and Classifieds - Appliances and Electronics

Based on US Internet usage  
for the month of December, 2008

# Hitwise Industry Report for Shopping and Classifieds - Appliances and Electronics

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## About Hitwise

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Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,500 global clients with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers.

Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology captures the anonymous online usage, search, and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into our easy to use, web-based service, designed to help marketers better plan, implement, and report on a range of online marketing programs.

Hitwise, a subsidiary of Experian (FTS: EXPN) [www.experiangroup.com](http://www.experiangroup.com) and operates in the United States, United Kingdom, Australia, New Zealand, Hong Kong, and Singapore. More information about Hitwise is available at [www.hitwise.com](http://www.hitwise.com).

For up to date analysis of online trends and statistics, please visit the Hitwise Intelligence Analyst Weblogs at [weblogs.hitwise.com](http://weblogs.hitwise.com) and the Hitwise Data Center at [www.hitwise.com/datacenter](http://www.hitwise.com/datacenter).

## About Hitwise Industry Reports

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This Hitwise Industry Report provides a concise analysis of market trends within the online 'Shopping and Classifieds - Appliances and Electronics' industry. Hitwise monitored 2,237 websites in the 'Shopping and Classifieds - Appliances and Electronics' industry for the month of December, 2008. The industry report includes analysis of traffic levels across days, traffic distribution across the category, traffic to international websites within the category, rankings of the key players within the industry and a range of other key insights into the 'Shopping and Classifieds - Appliances and Electronics' industry. This type of report is available across any one of the industries monitored by Hitwise.

This report is based on a sample of Internet traffic within the US market. It does not include traffic a website or industry may generate from overseas visitors. This report should not be compared with site-centric statistics due to significant differences in data collection methods. For more information on the Hitwise methodology please visit [www.hitwise.com](http://www.hitwise.com).

## Hitwise Methodology

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Hitwise monitors a range of Internet Service Provider (ISP) networks to capture the usage patterns of Internet users. The ISPs represent a diverse range of metropolitan and regional areas including Internet access from home, work and educational institutions.

Each day, Hitwise extracts from its partner ISP networks a list of websites visited and ranks them according to a range of industry standard metrics - including 'Visits', 'Pages' and 'Average Visit Time'. Hitwise also extracts Clickstream data which analyzes the movements of visitors between websites.

Hitwise abides by local and international privacy legislation and analyzes all data in aggregate form. The Hitwise methodology is audited by PricewaterhouseCoopers on a quarterly basis. To view the Hitwise privacy policy and methodology in full please visit [www.hitwise.com](http://www.hitwise.com).

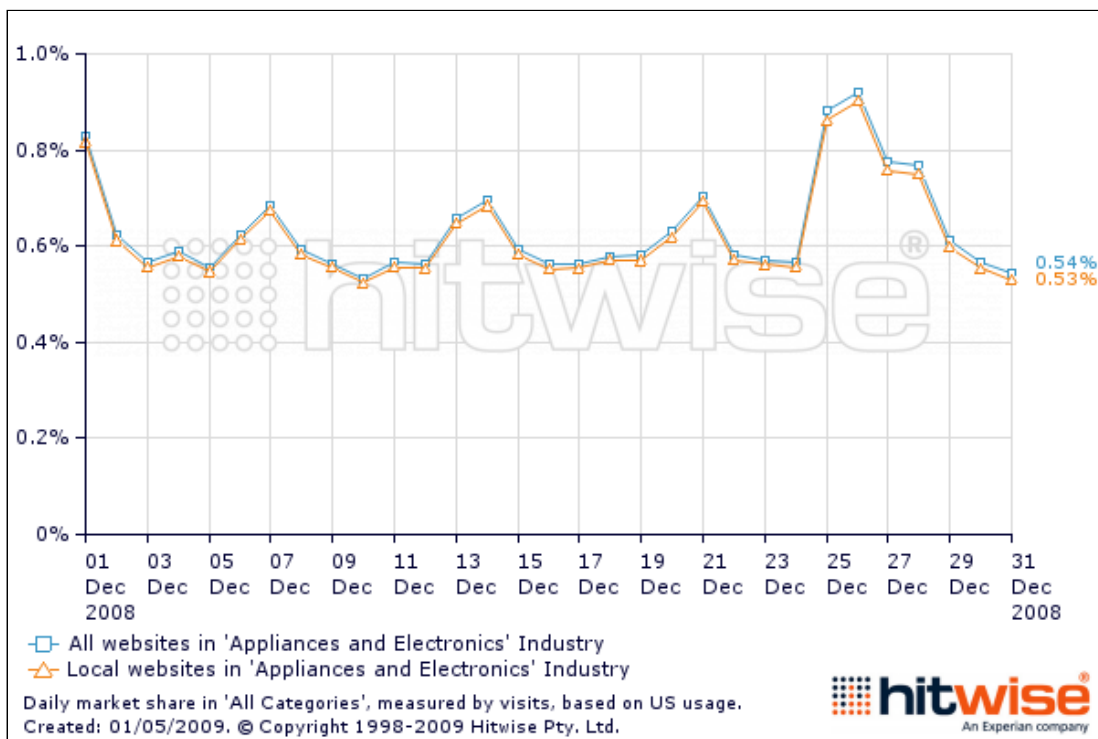
## Industry Description

### Shopping and Classifieds - Appliances and Electronics

This category includes sites that sell various appliances and consumer electronic products, such as whitegoods, audio appliances, TV and video, and communication products. It incorporates both online and offline vendors.

## Traffic Analysis

The chart below represents the market share of all websites in the 'Shopping and Classifieds - Appliances and Electronics' industry out of all Internet traffic, compared to the market share of local websites only. Of all Internet traffic to the 'All Categories' industry during the month of December, 2008, all websites in the 'Shopping and Classifieds - Appliances and Electronics' industry captured an average of 0.63% of visits, while local websites in the 'Shopping and Classifieds - Appliances and Electronics' industry received 0.62% of visits. Local websites contributed 98.27% of all traffic to the 'Shopping and Classifieds - Appliances and Electronics' industry, which means US Internet users prefer local to global websites.



### Traffic Distribution Analysis

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50.98% of all visits to the online 'Shopping and Classifieds - Appliances and Electronics' industry went to the top 10 websites for the month of December, 2008. 61.70% went to the top 20 websites and 81.96% went to the top 100 websites.

### Visit Duration Analysis

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The average visit duration for visits to the online 'Shopping and Classifieds - Appliances and Electronics' industry was 8 minutes, 39 seconds for the month of December, 2008. This is a minimal increase from last months average visit duration of 8 minutes, 32 seconds.

## Websites That Entered and Left the Top 100

The monthly churn in the Top 100 in the 'Shopping and Classifieds - Appliances and Electronics' industry for the month of December, 2008 based on visits was 10.0%, which means that 10 websites in this industry's Top 100 rankings have changed since November, 2008.

Websites that entered the Top 100 were:

November, 2008 Rank	December, 2008 Rank	Website	Domain
112	49	SkinIt	www.skinit.com
DNR	70	Grand Slam Coffee Service	www.sangabe.com
DNR	71	Broadway Photo	www.broadwayphoto.com
101	77	Sur La Table	www.surlatable.com
213	78	Kodak Easyshare Digital Cameras	digitalcameras.kodak.com
103	87	Ecampus.com	www.ecampus.com
109	90	Americantv.com	www.americantv.com
105	92	OneCall	www.onecall.com
185	95	Sunbeam Products, Inc.	www.sunbeam.com
137	100	Nextar	www.nextar.com

### Websites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

November, 2008 Rank	December, 2008 Rank	Website	Domain
84	109	firstSTREET	www.firststreetonline.com
87	107	Totalvac.com	www.totalvac.com
88	110	Smart-Review.com	www.smart-review.com
89	126	Maytag	www.maytag.com
91	139	US Appliance	www.us-appliance.com
92	105	RCA.com	www.rca.com
94	118	LCD TV Buying Guide	www.lcdtvbuyingguide.com
96	111	1800mobiles.com	www.1800mobiles.com
97	106	Point and Click Appliance Repair	www.pcappliancerepair.com
99	103	GigaParts	www.gigaparts.com

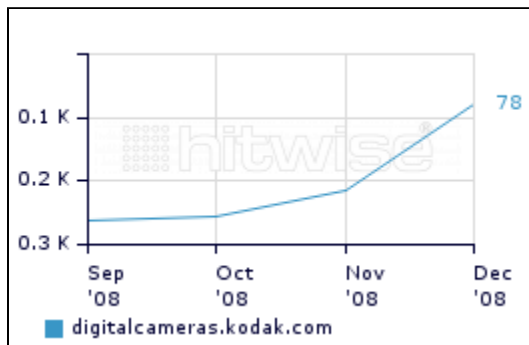
\* Note: DNR = Did Not Rank

## Fast Movers

Fast Movers indicates local websites which have witnessed substantial increases in rank in the 'Shopping and Classifieds - Appliances and Electronics' online industry. Charts show rank in the 'Shopping and Classifieds - Appliances and Electronics' online industry for the four months ending December, 2008.

### Kodak Easyshare Digital Cameras

<http://digitalcameras.kodak.com/>

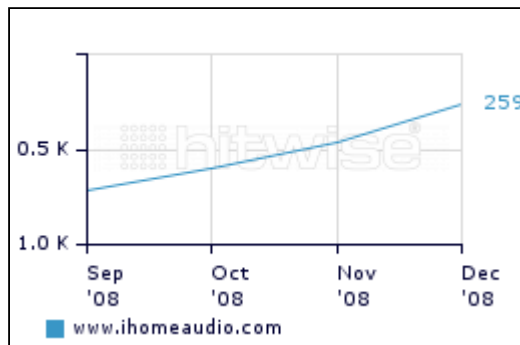


▲ 135 places

This site of Kodak.com features information on Kodak Easyshare Digital Cameras.

### iHome Audio

<http://www.ihomeaudio.com/>

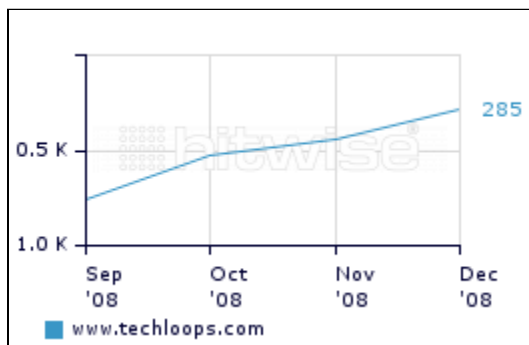


▲ 202 places

iHome is a designer and retailer of state of the art iPod, MP3, iPhone and Mac and PC accessories, as well as alarm clocks, clock radios and computer speaker systems.

### TechLoops.com

<http://www.techloops.com/>

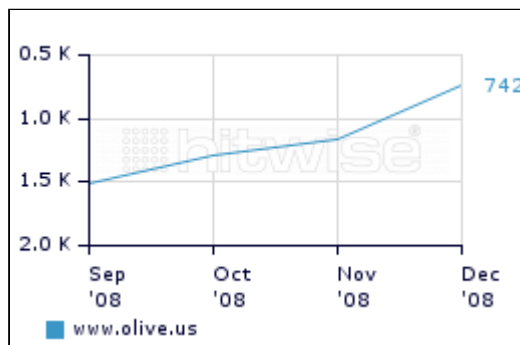


▲ 160 places

TechLoops.com is an online retailer of computer hardware, videos and electronics.

### Olive

<http://www.olive.us/>



▲ 417 places

Olive offers Musica, a music device that records, tags and archives CDs. It can also be used to burn and copy CDs, record from analog devices, listen to internet radio or update iPod. The site provides detailed information about it and shopping guide.

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## Top 30 Websites - By Visits

The table below shows the Top 30 websites in the 'Shopping and Classifieds - Appliances and Electronics' online industry for the month of December, 2008 based on visits.

This category includes sites that sell various appliances and consumer electronic products, such as whitegoods, audio appliances, TV and video, and communication products. It incorporates both online and offline vendors.

Total websites that ranked with currently selected options: 2,237

Category Contribution Percentage: 0.60%

Rank	Website	Domain	Market Share	Nov '08	Oct '08	Sep '08
1.	BestBuy	www.bestbuy.com	19.23%	1	1	1
2.	Circuit City	www.circuitcity.com	9.97%	2	2	2
△	3. TigerDirect.com	www.tigerdirect.com	3.59%	4	6	6
▽	4. New Egg.com	www.newegg.com	3.55%	3	5	4
△	5. RadioShack	www.radioshack.com	3.01%	7	7	7
6.	Virgin Mobile USA	www.virginmobileusa.com	2.66%	6	4	5
△	7. Buy.com	www.buy.com	2.62%	8	8	9
▽	8. T-Mobile - Online Store	shop.t-mobile.com	2.61%	5	3	3
9.	Office Depot	www.officedepot.com	2.02%	9	9	8
10.	Kodak	www.kodak.com	1.70%	10	16	11
11.	Fry's Outpost.com	www.frys.com	1.45%	11	14	12
12.	Sony Style	www.sonystyle.com	1.32%	12	17	17
△	13. Circuit City Answers	answers.circuitcity.com	1.21%	14	DNR	DNR
△	14. B&H Photo Video	www.bhphotovideo.com	1.18%	16	19	20
15.	OfficeMax	www.officemax.com	1.11%	15	18	18
▽	16. Wirefly	www.wirefly.com	1.07%	13	13	15
△	17. Crutchfield.com	www.crutchfield.com	0.91%	19	20	21
18.	J & R	www.jandr.com	0.89%	18	21	22
△	19. LetsTalk.com	www.letstalk.com	0.82%	21	12	16
20.	Sears PartsDirect	www.searspartsdirect.com	0.75%	20	15	13
△	21. Alltel Shop	www.shopalltel.com	0.73%	22	11	19
△	22. woot!	www.woot.com	0.66%	25	10	10
△	23. Sprint - Holiday Offers	holiday.sprint.com	0.65%	37	DNR	DNR
△	24. TomTom	www.tomtom.com	0.58%	39	38	35
▽	25. Verizon Wireless - eStore	www.vzshop.com	0.58%	17	23	24
△	26. GE Appliances	www.geappliances.com	0.57%	27	27	14
▽	27. U.S. Cellular Corporation	www.uscc.com	0.51%	26	24	23
28.	Garmin Shop	buy.garmin.com	0.49%	28	37	30
△	29. Bose Worldwide	www.bose.com	0.46%	40	47	59
▽	30. Circuit City - Weekly Ad	circuitcity.shoplocal.com	0.46%	23	31	33

Note: DNR = Did Not Rank

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## Top 30 Websites - By Pages

The table below shows the Top 30 websites in the 'Shopping and Classifieds - Appliances and Electronics' online industry for the month of December, 2008 based on page impressions.

This category includes sites that sell various appliances and consumer electronic products, such as whitegoods, audio appliances, TV and video, and communication products. It incorporates both online and offline vendors.

Total websites that ranked with currently selected options: 2,237

Category Contribution Percentage: 0.54%

Rank	Website	Domain	Market Share	Nov '08	Oct '08	Sep '08
1.	BestBuy	www.bestbuy.com	26.52%	1	1	1
2.	Circuit City	www.circuitcity.com	6.07%	2	2	2
3.	New Egg.com	www.newegg.com	4.69%	3	3	3
4.	TigerDirect.com	www.tigerdirect.com	3.79%	4	6	6
△	RadioShack	www.radioshack.com	3.10%	7	8	8
6.	Virgin Mobile USA	www.virginmobileusa.com	3.01%	6	4	4
▽	T-Mobile - Online Store	shop.t-mobile.com	2.84%	5	5	5
8.	Office Depot	www.officedepot.com	2.18%	8	7	7
9.	Fry's Outpost.com	www.frys.com	1.90%	9	11	11
10.	Buy.com	www.buy.com	1.82%	10	13	13
11.	Kodak	www.kodak.com	1.66%	11	16	15
△	B&H Photo Video	www.bhphotovideo.com	1.41%	13	17	16
▽	Wirefly	www.wirefly.com	1.30%	12	9	10
△	Crutchfield.com	www.crutchfield.com	1.26%	15	15	12
△	Sony Style	www.sonymstyle.com	1.11%	16	20	19
▽	Audiogon	www.audiogon.com	1.09%	14	10	14
△	OfficeMax	www.officemax.com	1.07%	18	18	17
△	J & R	www.jandr.com	1.05%	20	22	23
▽	Sears PartsDirect	www.searspartsdirect.com	0.90%	17	12	9
▽	BestBuy.com Weekly Specials	bestbuy.dailyshopper.com	0.77%	19	43	29
21.	Alltel Shop	www.shopalltel.com	0.73%	21	19	20
△	TomTom	www.tomtom.com	0.64%	33	33	35
△	LetsTalk.com	www.letstalk.com	0.62%	25	21	21
▽	GE Appliances	www.geappliances.com	0.53%	23	24	18
▽	Circuit City - Weekly Ad	circuitcity.shoplocal.com	0.53%	22	28	33
26.	H.H.Gregg	www.hhgregg.com	0.51%	26	42	43
△	CellPhoneShop.net	www.cellphoneshop.net	0.49%	31	26	28
△	SkinIt	www.skinit.com	0.48%	49	47	25
29.	Solid Signal: DirectTV	www.solidsignal.com	0.46%	29	29	31
▽	RepairClinic.com	www.repairclinic.com	0.46%	24	23	22

Note: DNR = Did Not Rank

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## Top 30 Websites - By Visit Time

The table below shows the Top 30 websites in the 'Shopping and Classifieds - Appliances and Electronics' online industry for the month of December, 2008 based on average visit time.

This category includes sites that sell various appliances and consumer electronic products, such as whitegoods, audio appliances, TV and video, and communication products. It incorporates both online and offline vendors.

Total websites that ranked with currently selected options: 2,237

Rank	Website	Domain	Time	Nov '08	Oct '08	Sep '08
1.	Archos	www.archos.com	36:02	1	2	1
2.	Marcone	www.marcone.com	29:03	2	1	2
△	3. Spark Fun Electronics	www.sparkfun.com	25:34	4	4	DNR
△	4. Cobra Electronics	www.cobra.com	25:17	152	59	192
△	5. Zune Store	www.zunestore.net	19:59	DNR	DNR	DNR
▽	6. paguito.com	www.paguito.com	17:26	3	6	53
▽	7. KitchenAid - Forums	forum.kitchenaid.com	16:51	6	DNR	DNR
△	8. Nextar	www.nextar.com	16:43	17	22	38
△	9. KellyCo Metal Detector Superstore	www.kellycodetectors.com	16:23	10	5	DNR
▽	10. Daedalus Books Online	www.daedalusbooks.com	15:33	5	8	4
△	11. www.dayweather.com	www.dayweather.com	14:44	DNR	DNR	DNR
	12. Virgin Mobile USA	www.virginmobileusa.com	14:44	12	12	10
▽	13. X10.com	www.x10.com	14:40	7	9	6
△	14. All Electronics Corp	www.allelectronics.com	14:28	25	34	32
▽	15. Woffers Etc	www.woofersetc.com	14:04	8	10	18
△	16. SkintIt	www.skinit.com	14:01	38	41	12
△	17. FireFly Mobile	www.fireflymobile.com	14:00	DNR	DNR	DNR
▽	18. U.S. Cellular - My Account	customer.uscc.com	13:55	11	11	13
△	19. Karaoke Warehouse	www.karaokewh.com	13:12	68	33	39
△	20. Mouser Electronics	www.mouser.com	13:03	35	18	23
△	21. Magellan	www.magellangps.com	12:58	32	27	16
△	22. Circuit City Rebate Center	www.ccityrebates.com	12:55	DNR	DNR	270
△	23. MR Solar	www.mrsolar.com	12:26	DNR	56	127
△	24. CarAudio.com	www.caraudio.com	12:14	51	13	7
▽	25. Decal Girl	www.decalgirl.com	12:09	24	DNR	DNR
▽	26. Parts Express	www.partsexpress.com	12:04	15	48	51
▽	27. Audiogon	www.audiogon.com	12:02	16	16	19
▽	28. Nebraska Furniture Mart	www.nfm.com	12:02	20	28	17
△	29. TomTom	www.tomtom.com	11:53	45	31	30
▽	30. Sonic Electronix	www.sonicelectronix.com	11:47	18	25	28

Note: DNR = Did Not Rank

## Search Engine Analysis

The 'Shopping and Classifieds - Appliances and Electronics' online industry received an average of 31.32% of its upstream traffic from search engines over the past 6 months. The top referring search engines for the month of December, 2008 were 'Google', 'Yahoo! Search' and 'MSN Search'.

The 'Shopping and Classifieds - Appliances and Electronics' online industry received 5.91% more upstream traffic from search engines than the internet average of 25.42%. The 'Shopping and Classifieds - Appliances and Electronics' online industry sent 1.65% less downstream traffic to search engines than the internet average of 9.42%.

**Top Upstream Search Engines BEFORE Visiting the 'Shopping and Classifieds - Appliances and Electronics' industry for the month of December, 2008:**

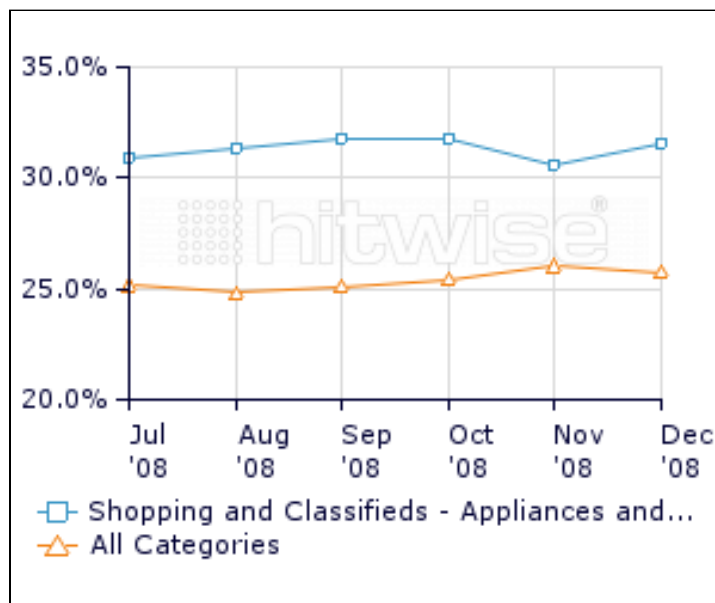
**Top Downstream Search Engines AFTER Visiting the 'Shopping and Classifieds - Appliances and Electronics' industry for the month of December, 2008:**

Rank	Website	Upstream Share
1.	Google	23.11%
2.	Yahoo! Search	4.97%
3.	MSN Search	1.28%
4.	Ask.com	0.53%
5.	Windows Live Search	0.39%
6.	My Web Search	0.24%
7.	Google Image Search	0.20%
8.	AOL Search	0.13%
9.	Dogpile	0.12%
10.	AltaVista	0.06%

Rank	Website	Downstream Share
1.	Google	5.70%
2.	Yahoo! Search	0.92%
3.	Windows Live Search	0.29%
4.	Ask.com	0.24%
5.	MSN Search	0.21%
6.	Google Image Search	0.11%
7.	My Web Search	0.11%
8.	Dogpile	0.06%
9.	AOL Search	0.05%
10.	Aim Search	0.02%

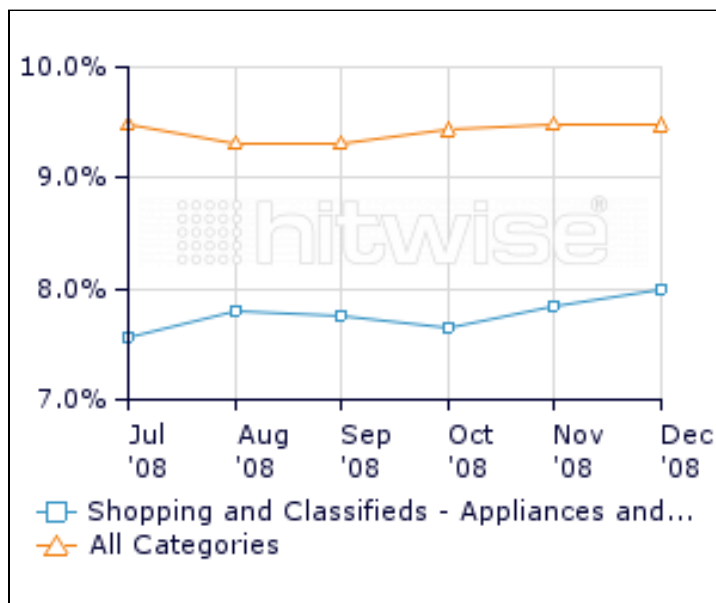
### Upstream Search Engine Traffic Trend

The average percentage of upstream search engine traffic for the 'Shopping and Classifieds - Appliances and Electronics' industry was 31.32% for the 6 months ending December, 2008



### Downstream Search Engine Traffic Trend

The average percentage of downstream search engine traffic for the 'Shopping and Classifieds - Appliances and Electronics' industry was 7.77% for the 6 months ending December, 2008



## Industry Search Terms

The following report lists the most popular search terms for the **4 weeks** ending **12/27/2008**, that resulted in traffic to websites classified by Hitwise within the '**Shopping and Classifieds - Appliances and Electronics**' industry. For example, the most popular search term was '**best buy**' representing **6.45%** of all search terms that delivered users to websites classified by Hitwise within the '**Shopping and Classifieds - Appliances and Electronics**' industry.

Displaying 1 to 30 of 77,142 search terms.

Rank	Search Term	Clicks
1.	best buy	6.45%
2.	circuit city	3.65%
3.	radio shack	1.51%
4.	bestbuy	1.46%
5.	office depot	1.03%
6.	bestbuy.com	0.86%
7.	best buy stores	0.60%
8.	office max	0.53%
9.	virgin mobile	0.51%
10.	newegg	0.48%
11.	tiger direct	0.38%
12.	www.bestbuy.com	0.35%
13.	best buy.com	0.33%
14.	buy.com	0.31%
15.	frys	0.30%
16.	circut city	0.29%
17.	crutchfield	0.26%
18.	radioshack	0.26%
19.	tmobile	0.24%
20.	fry's electronics	0.22%
21.	t-mobile	0.21%
22.	best buy store	0.19%
23.	circuitcity.com	0.19%
24.	us cellular	0.19%
25.	wii	0.19%
26.	circuitcity	0.18%
27.	tigerdirect	0.16%
28.	wii fit	0.16%
29.	t mobile	0.16%
30.	ritz camera	0.15%

## Clickstream Analysis

Clickstream Analysis indicates which other websites or industries are visited before and after visiting the 'Shopping and Classifieds - Appliances and Electronics' industry. Upstream websites are websites visited before the 'Shopping and Classifieds - Appliances and Electronics' industry and downstream websites are websites visited after the 'Shopping and Classifieds - Appliances and Electronics' industry.

Clickstream information is ideal for understanding customer mindsets, which helps guide affiliations, media partners and website content. Running a clickstream analysis on a competitive website is ideal for understanding your competitor's marketing plans and affiliations.

## Clickstream Industries

**Top upstream industries BEFORE visiting 'Shopping and Classifieds - Appliances and Electronics' for the month of December, 2008:**

Rank	Industry	Upstream Share	Industry Average	Difference
1.	Computers and Internet	48.58%	44.53%	+ 4.06%
2.	Computers and Internet - Search Engines	31.57%	25.81%	+ 5.75%
3.	Shopping and Classifieds	31.54%	35.12%	- 3.58%
4.	Shopping and Classifieds - Appliances and Electronics	10.68%	1.51%	+ 9.16%
5.	Business and Finance	9.65%	4.98%	+ 4.67%
6.	Shopping and Classifieds - Computers	7.68%	1.26%	+ 6.42%
7.	Shopping and Classifieds - Rewards and Directories	6.94%	4.20%	+ 2.74%
8.	Computers and Internet - Email Services	6.75%	9.63%	- 2.88%
9.	Shopping and Classifieds - Department Stores	6.61%	4.72%	+ 1.88%
10.	Shopping and Classifieds - Video and Games	6.27%	1.30%	+ 4.97%

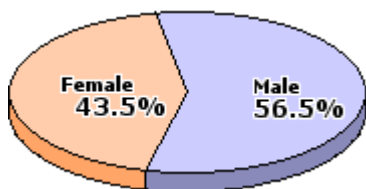
**Top downstream industries AFTER visiting 'Shopping and Classifieds - Appliances and Electronics' for the month of December, 2008:**

Rank	Industry	Downstream Share	Industry Average	Difference
1.	Shopping and Classifieds	43.27%	11.68%	+ 31.59%
2.	Computers and Internet	24.69%	39.93%	- 15.24%
3.	Shopping and Classifieds - Appliances and Electronics	17.69%	0.74%	+ 16.95%
4.	Business and Finance	14.52%	8.22%	+ 6.30%
5.	Shopping and Classifieds - Computers	10.09%	0.64%	+ 9.45%
6.	Shopping and Classifieds - Department Stores	9.45%	1.78%	+ 7.68%
7.	Shopping and Classifieds - Video and Games	8.54%	0.59%	+ 7.95%
8.	Computers and Internet - Search Engines	7.99%	9.80%	- 1.81%
9.	Entertainment	7.05%	11.45%	- 4.40%
10.	Computers and Internet - Social Networking and Forums	5.81%	10.70%	- 4.90%

## Demographic Summary

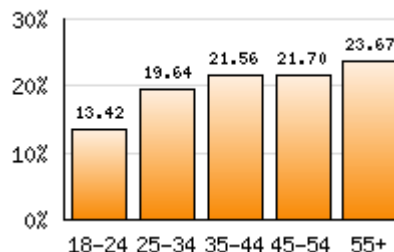
The following charts show a summary of the demographic profile of visitors to the 'Shopping and Classifieds - Appliances and Electronics' online industry.

### What gender are this category's users? (Traffic Share by Gender)



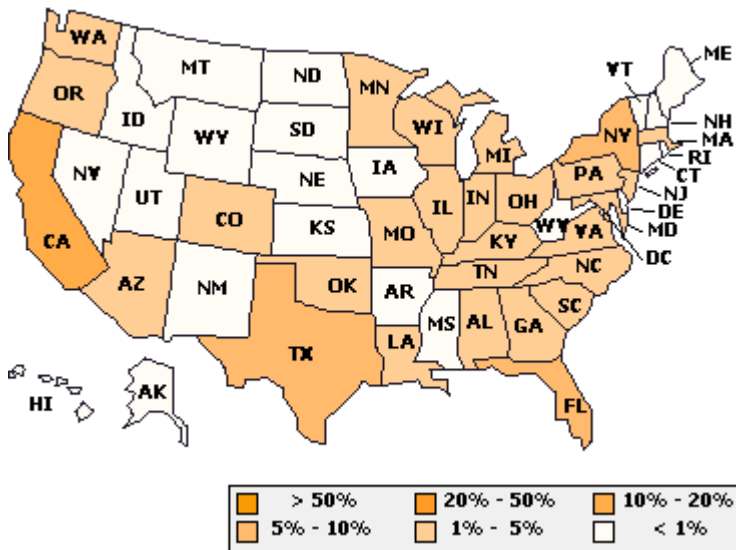
The above chart is based on data for the 4 week period ending 12/27/2008.

### How old are this category's users? (Traffic Share by Age Group)



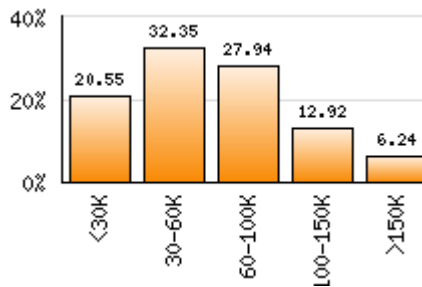
The above chart is based on data for the 4 week period ending 12/27/2008.

### Which States does this category's traffic come from? (Traffic Share by State)



The above chart is based on data for the 4 week period ending 12/27/2008.

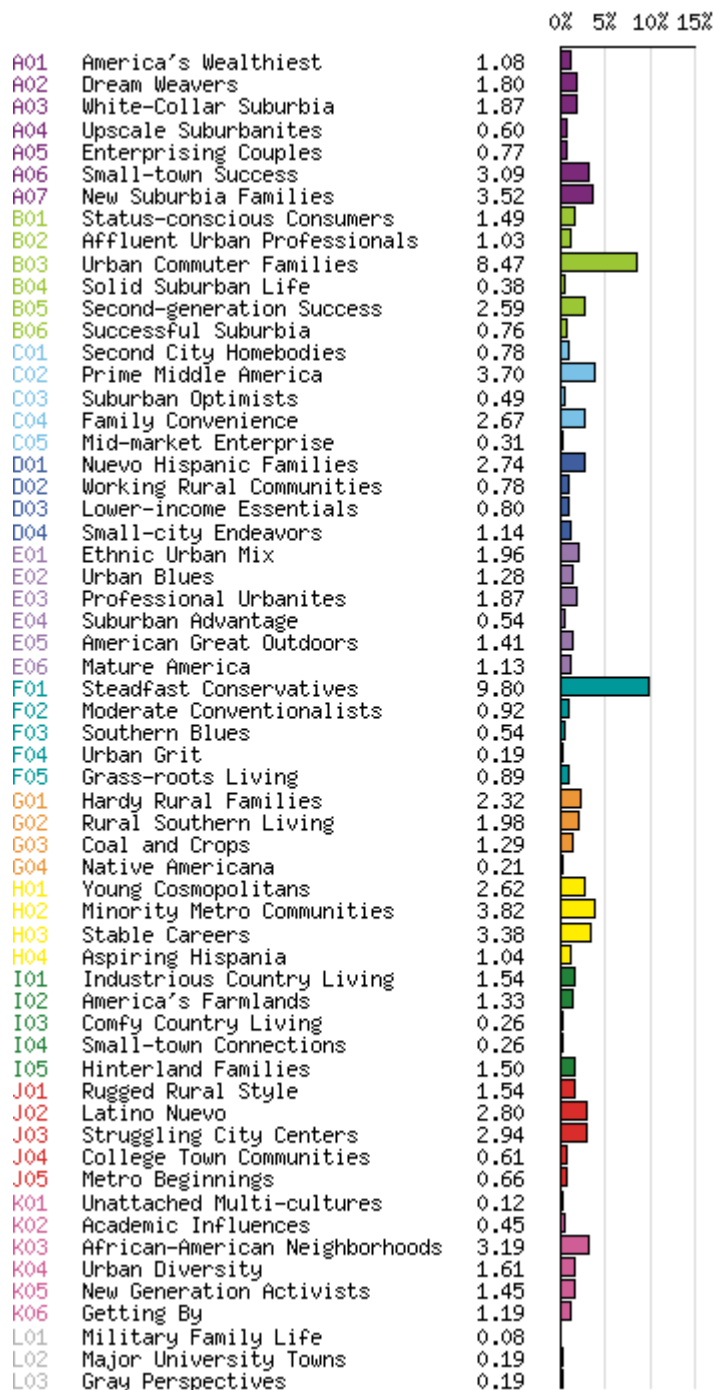
### How much do households visiting this category earn? (Traffic Share by Income Bracket)



The above chart is based on data for the 4 week period ending 12/27/2008.

Demographic Summary (continued)

What Mosaic USA Type are this category's users?  
(Traffic Share by Mosaic USA Type)



The Traffic Share by Mosaic USA Type Chart (shown left) illustrates how much traffic **Shopping and Classifieds - Appliances and Electronics** received from each Mosaic USA Type as a percentage of all traffic to **Shopping and Classifieds - Appliances and Electronics**.

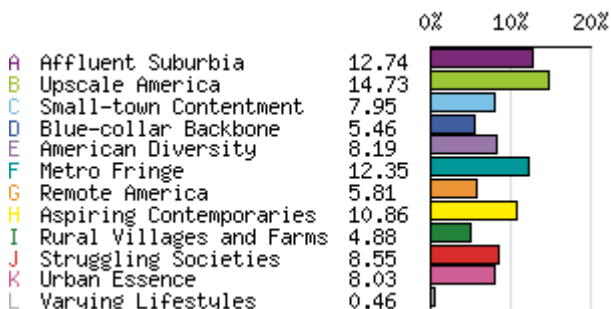
For example, the Mosaic USA Type with the highest traffic share in the chart on the left is Steadfast Conservatives, which had a traffic share of **9.80%**. This means that of all traffic to **Shopping and Classifieds - Appliances and Electronics**, **9.80%** of it came from Steadfast Conservatives users.

The chart on the left is based on data for the 4 week period ending 12/27/2008.

## Demographic Summary (continued)

## What Mosaic USA Group are this category's users?

(Traffic Share by Mosaic USA Group)



The Traffic Share by Mosaic USA Group Chart (shown above) illustrates how much traffic **Shopping and Classifieds - Appliances and Electronics** received from each Mosaic USA Group as a percentage of all traffic to **Shopping and Classifieds - Appliances and Electronics**.

For example, the Mosaic USA Group with the highest traffic share in the chart above is Upscale America, which had a traffic share of **14.73%**. This means that of all traffic to **Shopping and Classifieds - Appliances and Electronics**, **14.73%** of it came from Upscale America users.

The above chart is based on data for the 4 week period ending 12/27/2008.

## Report Glossary

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**All Categories:** All Categories is an industry that contains all of the websites categorized in the Hitwise database, excluding websites in the Adult, Internet Service Providers (ISPs), and Ad Server industries. All Categories also temporarily contains websites that Hitwise has not yet categorized into a sub-category and/or parent category

**All Sites:** The collection of all Local and International Sites, as visited by local Internet users in all Hitwise industries except Adult, ISPs and Ad Servers.

**Average Visit Time:** The elapsed time from the first to the last page request that constitutes a visit, adding the average time per page for such a visit.

**Churn:** The movement of top ranking websites within an industry.

**Clickstream:** Hitwise Clickstream data shows the proportion of traffic that comes from (upstream) and goes to (downstream) the subject website, industry, or custom category.

**Demographic Variable:** An aggregate term used to refer to age, gender, household income, or region (state).

**Domain:** The unique name that forms the basis of a URL, such as www.yahoo.com.

**Downstream:** Downstream websites or industries are those visited immediately after leaving the subject website.

**Fast Mover:** The set of websites in a specific industry that have increased in rank based on visits, ordered by the increase in rank over the last period.

**Index:** An index value indicates strength or weakness in comparison to an average.

**Industry:** Websites that Hitwise has grouped for analysis as a vertical market sector, based on subjective matter, content, market orientation and competitive context.

**Industry Clickstream:** Clickstream data that shows the proportion of traffic that comes from (upstream) and goes down to (downstream) the subject industry or custom category.

**Keyword:** One word entered into a search engine. For example: 'car', 'engine', 'motor'.

**Local Site:** The collection of websites that are categorized as published in the local market, ie Australian sites in Hitwise AU, UK sites in Hitwise UK, etc.

**Market Share:** The percentage of all traffic to a particular online industry category that is received by an individual website.

**MOSAIC™ Group:** Behavioral segments, as defined by MOSAIC™ from Experian. They are used by the Hitwise Lifestyle tool in the Hitwise Australia and United Kingdom services. MOSAIC groups are based on multiple characteristics, including religion, ancestry, and language.

**MOSAIC Type:** Behavioral segments broken out from MOSAIC™ groups. MOSAIC™ types are based on multiple characteristics, including religion, ancestry, and language.

**Organic Traffic:** Traffic to a website from search engines that are not part of a pay-per-click (PPC) advertising campaign.

## Report Glossary (continued)

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**Page Impression:** A measurement of responses from a Web server to a page request from the user's browser.

**Page Request:** An opportunity for an HTML document to be displayed within a browser window. Hitwise does not count un-requested pop-ups served from the same domain, or panels or frames that make up a page. Hitwise counts a page request once regardless of the number of frames making up the page. Hitwise currently does not count those page requests that emanate from the browser cache.

**Paid Traffic:** Traffic to a website from search engines that are part of a pay-per-click (PPC) advertising campaign.

**PRIZM NE Lifestage:** A collection of PRIZM NE behavioral segments grouped by life stage (age and presence of children in the home). They are used in the Hitwise Lifestyle tool (Hitwise US service only).

**PRIZM NE Segment:** Behavioral segments, as defined by PRIZM NE. They are used in the Hitwise Lifestyle tool (Hitwise US service only). PRIZM NE segments are based on multiple characteristics, including education, occupation, and marital status.

**PRIZM NE Social Group:** A collection of PRIZM NE behavioral segments, grouped by social group (population density of the areas in which people live). They are used in the Hitwise Lifestyle tool (Hitwise US service only).

**Representation:** A method of comparing two groups or audience, and expressing the difference between the two as an index.

**Search Engine:** An online service that assists users to search and find information on the Internet. Popular search engines include Google, Yahoo! Search, MSN Search (Live.com) and Ask.com.

**Search Term:** Multiple keywords entered into a search engine. For example, 'toyota used car'.

**Session:** See Visit.

**Social Grade:** A behavioral segment as defined by MOSAIC™ from Experian. Social Grade is provided by the Hitwise Lifestyle tool in the Hitwise UK service. Social Grade is based on ABC1 demographics, which provide an indication of the occupation of the chief income earner within a household.

**Social Group:** A sub-group of a behavioral segment known as a 'PRIZM NE Segment'. They are used by the Hitwise Lifestyle tool in the Hitwise US service. Social Groups are based on population density.

**Swing Comparison:** A method of comparing two groups or audience, and expressing the difference in percentage between the two.

**Traffic:** Website activity. The type of activity measured depends on the report. For example, visits from a set of search terms (Website Search Terms report), or visits from a custom category (Rankings report).

**Traffic Share:** Activity on a website or industry by a particular group, expressed as a percentage of the total activity to that website or industry.

**Upstream:** Websites or industries that users visited immediately prior to the subject website or industry.

**Visit:** A series of one or more page requests by a visitor without 30 consecutive minutes of inactivity.

**Website:** A distinct set of URLs that make up a particular content offering.

## Industry List

Hitwise monitors over 1 million websites across the following industries:

### Automotive

- Classifieds
- Dealerships
- Manufacturers
- Motorcycling
- Motorsport
- Recreation

### Aviation

- Commercial Airlines

### Business and Finance

- Accountancy
- Agricultural
- Banks and Financial Institutions
- Book Publishers
- Building and Construction
- Business Directories
- Business Information
- Consultancies
- Electronics
- Employment and Training
- Freight and Storage
- IT and Internet
- Insurance
- Legal
- Manufacturing and Industrial
- Marketing
- Primary Industry and Resources
- Professional Associations
- Real Estate
- Stocks and Shares
- Telecommunications
- Utilities

### Community

- Humanitarian
- Organizations

### Computers and Internet

- E-Greetings
- Electronics
- Email Services
- Graphics and Clip Art
- Hardware
- Hosting and Domain Registration
- Internet Advertising
- Paid to Surf
- Portal Frontpages
- Search Engines
- Social Networking and Forums
- Software
- Web Development
- Webcams

### Education

- Institutions
- Reference

### Entertainment

- Animation and Comics
- Arts
- Books and Writing
- Competitions
- Games
- Humor
- Mobile Phones
- Movies
- Multimedia
- Nightlife
- Performing Arts
- Personalities
- Photography
- Radio
- Television
- Wrestling

### Food and Beverage

- Brands and Manufacturers
- Lifestyle and Reference
- Restaurants and Catering

### Gambling

- Bingo
- Casinos
- Directories
- Games
- Lotteries
- Poker
- Sport Betting

### Government

- County, City and Town
- Federal
- State

### Health and Medical

- Alternative
- Health Insurance
- Hospitals
- Information
- Organizations
- Paramedical and Ancillary
- Pharmaceutical and Medical Products
- Pharmacies
- Primary and Specialist
- Research
- Wellbeing

### Lifestyle

- Beauty
- Blogs and Personal Websites
- Childrens sites
- Dating
- Environment
- Family
- Fashion
- Gay and Lesbian
- Hobbies and Crafts
- House and Garden
- Mens Sites
- New Age
- Pets and Animals
- Politics
- Religion
- Weddings
- Womens Sites

### Music

- Bands and Artists
- Companies

### News and Media

- Broadcast Media
- Community Directories and Guides
- IT Media
- Print
- Weather

### Shopping and Classifieds

- Apparel and Accessories
- Appliances and Electronics
- Auctions
- Automotive
- Books
- Classifieds
- Computers
- Department Stores
- Flowers and Gifts
- Grocery and Alcohol
- Health and Beauty
- House and Garden
- Intimate Apparel and Accessories
- Music
- Office Supplies
- Rewards and Directories
- Sport and Fitness
- Ticketing
- Toys and Hobbies
- Video and Games
- Wholesale and Relationship Sales

### Sports

- Baseball
- Basketball
- Boxing
- Brands
- College
- Cycling
- Fantasy
- Fishing
- Football
- Golf
- Hockey
- Horse Racing
- Motorsport
- Skateboarding and In-line Skating
- Snow Sports
- Soccer
- Tennis
- Track and Field
- Watersports
- Yachting and Boating

### Travel

- Agencies
- Cruises
- Destinations and Accommodation
- Maps
- Transport

### Adult

## Terms and Conditions

The following forms the Terms upon which the Company provides Information. By submitting a completed Access Order to the Company, the User acknowledges to be bound by these Terms.

### 1. Definitions

'Access' means access to the part of the Hitwise Service requested by the User and agreed to by the Company as stipulated in the Access Order;

'Access Order' means the document entitled 'Hitwise Access Order' under which the User requests Access and agrees to the Terms;

'Alerts' means email alerts that may be sent to the User by the Company that provide hyperlinks to the Site or to the website of some third party;

'User' means the person or company on behalf of which the Access Order is completed;

'Fee' means the total fee payable by the User for Access as specified in the Access Order;

'Company' and 'Hitwise' both mean Hitwise Pty Ltd (ABN 41 081 470 117), an Australian corporation;

'Hitwise Service' means the provision of Information to the Users using various delivery methods including but not limited to, via the Site and via Alerts;

'Information' means all information provided by the Company including, but not restricted to rankings, statistics, demographics, research, analysis, charts and Alerts in accordance with the Access Order;

'Password' means the combination of unique user name and password that is provided by the Company to the Users to facilitate Access;

'Site' means the website located at [www.hitwise.com.au](http://www.hitwise.com.au) or such other website from which the Users can obtain Access;

'Terms' means these terms and conditions, as amended from time to time as provided for herein, and any other terms and conditions contained in the Access Order; and

'Users' means those employees, agents, marketing representatives or contractors of the User that are nominated by the User in the Access Order and from time to time in accordance with these Terms and who will, subject to the Terms, be given Access. For the sake of clarity, a User is one individual from one computer unless otherwise agreed between the parties.

### 2. Access

2.1 Subject to clauses 2.3, 3, 7 and 10, upon acceptance by the Company of a completed Access Order, the Company agrees to provide each of the Users with a Password and grant those Users Access for 12 months (or such other period as is agreed between the parties in writing).

2.2 By completing and executing the Access Order, the User agrees that:

- a. subject to acceptance of the Access Order by the Company it is liable for the Fee which will be due and payable in accordance the Terms;
- b. it has read, and agrees to be bound by the Terms;
- c. it has procured, and will continue to procure, that the Users have read and agree to be bound by the Terms; and
- d. Access may be temporarily unavailable from time to time.

2.3 Without limiting the Company's other rights under these Terms, the Company may, at its absolute discretion, suspend Access during any period in which payment of all or any part of the Fee is overdue, or where the User breaches, or fails to comply with, the Terms. The User will not be entitled to any refund for the Fee attributable to the period during which Access was so suspended.

2.4 The User may notify the Company in writing if it wishes to change or add to the persons comprising the Users. The Company will, as soon as practicable give effect to the requested change, provided that any Fees payable in respect of such change or additions are paid within 14 days of the Company's receipt of the User's notice.

### 3. User use of the Hitwise Service

3.1 The User is responsible for the use of a Password to gain Access whether that use is by Users to whom that Password is allocated or any other person. Any act or omission by a User in respect of Access, Information, a Password or the Hitwise Service will be an act or omission of the User (irrespective of whether the User authorized or permitted that act or omission).

3.2 The User must not assign or transfer its rights or delegate any obligations under these Terms, and must not resell or facilitate the Access to any other party.

3.3 The User must take all reasonable precautions to ensure that the Passwords provided to each User are kept confidential and the User must immediately notify the Company in writing if it believes that a Password has been disclosed to any person other than the Users.

3.4 The User must use, and must procure that the Users use, the Hitwise Service in good faith, and comply with the Terms and all applicable laws, statutes, ordinances and regulations in all jurisdictions in which the User operates or resides.

3.5 The Company makes no representations that the content of the Site and the Information complies with the laws (including intellectual property laws) of any country outside the United States. If the User or its Users Access the Hitwise Service from outside the United States, the User does so at its own risk and on its own responsibility and is responsible for ensuring compliance with all laws in the place where it is located.

3.6 The User will ensure that the Users each acknowledge that they have no rights in or title to any of the intellectual property contained in the Information or on the Site including, but not limited to, trade marks and trade names, logos, copyright, design, confidential information, or any other intellectual property rights that may exist in the Information.

3.7 The User, and each User, is granted Access, and may use the Information, only for the business purposes specified in clause 3.8. The Information may not otherwise be used, copied, reproduced, published, stored in retrieval system, altered, transmitted in any form or by any means in whole or in part without the Company's prior written consent, and where the consent of some third party is required, with the consent of that third party.

3.8 Subject to clause 3.9, the User may disclose or publish limited excerpts of the Information solely for the purposes of marketing its products, services and business and/or promoting its corporate image or conduct of its business. For the avoidance of doubt the User may not, without prior written approval from the Company, re-sell or bundle the Information as part of a service or product to a third party. Where any Information is disclosed and/or published by the User in accordance with this clause, the User must ensure that such Information is presented in a manner that complies with all applicable laws in the places in which such Information is disclosed, that any intellectual property notices applicable to that Information are also reproduced and/or published, and that the source of the Information is attributed in accordance with the laws applicable to that Information.

3.9 If the User or a User makes a public reference to the Information whether on its own or as part of other information, it must receive prior written approval from the Company, may only use such of the Information as constitutes fair use and must acknowledge the Site as the source as follows:

'Source: [hitwise.com](http://hitwise.com) - The Power of Competitive Intelligence'

Any dissemination of the Information without the acknowledgement set out in this clause 3.9 is expressly prohibited.

### 4. Payment

The amount of Fees payable to the Company is determined in the Access Order. All Fees payable will be due on or before the date determined in the Access Order, or such other date as may be agreed by the parties.

### 5. User warranty

5.1 User warrants that:

- a. the details it provides to the Company in the Access Order are complete and accurate;
- b. the Information will not be used in a manner that is unlawful, fraudulent or prohibited by the Terms.

## Terms and Conditions (continued)

### 6. Limitation of Liability

6.1 To the extent permitted by law and subject to clause 6.5, none of the Company and its affiliates and the Company's and its affiliates' respective directors, officers, employees, marketing representatives, agents, and contractors will be liable for any damages arising in contract, tort (including negligence) or otherwise from the use of or Access (whether by the User, Users or any third party) to, or inability to use or Access, the Hitwise Service or Information or from any action taken (or refrained from being taken) by the User or the Users. In no event will the Company be liable for any consequential, indirect or special damages of any kind that may result from the User, the Users' or any third party's use of or Access to, or inability to use or Access the Hitwise Service or Information, including without limitation loss of profit.

6.2 IN NO CASE SHALL THE COMPANY'S AGGREGATE LIABILITY FOR ALL MATTERS ARISING OUT OF THE SUBJECT MATTER OF THIS ACCESS ORDER, WHETHER IN CONTRACT, TORT OR OTHERWISE, EXCEED THE AMOUNTS ACTUALLY RECEIVED BY THE COMPANY UNDER THIS ACCESS ORDER. THE USER ACKNOWLEDGES THAT COMPANY'S LIABILITY AND WARRANTY LIMITATIONS OR EXCLUSIONS SET FORTH HEREIN ARE REASONABLE UNDER THE CIRCUMSTANCES AND THAT THE USER'S CONSENT THERETO AND AGREEMENT THEREWITH IS FAIRLY REFLECTED IN THE FEES AND CONSTITUTES A MATERIAL INDUCEMENT FOR THE COMPANY'S ENTRY INTO THIS ACCESS ORDER.

6.3 The Information is provided to the User in good faith. The User is responsible for the consequence of any use of the Information and no decision should be based solely on the Information.

6.4 The User acknowledges that the Information is provided by the Company in good faith on an 'as is' basis. The Information is derived from data supplied by external sources, and none of the Company and its affiliates and the Company's and its affiliates' respective directors, officers, employees, agents, marketing representatives and contractors give any representation or warranty as to the reliability, fitness for a particular purpose, non-infringement, merchantability, accuracy, completeness or timeliness of the Information, and these parties exclude all liability arising in any way (including liability for negligence) for the loss and damage (including damages for loss of profits, business interruption, loss of business information, and the like) arising from the contents of, or omissions from, the Information, or failure or delay in providing the Information.

6.5 Where liability cannot be excluded, the Company's total liability is limited to:

- a. the supplying of the cost of having the services supplied again; or
- b. the payment of the cost of having the services supplied again.

6.6 The Site and/or the Information may contain third party advertisements, information or links to third party websites. The Company makes no representation, and excludes all liability as to the accuracy or completeness of information contained therein and therefore makes no representations that the Information does not infringe third parties' intellectual property rights.

### 7. Indemnity

The User indemnifies, defends and holds harmless the Company and its affiliates and the Company's and its affiliates' respective directors, employees, officers, agents, marketing representatives and contractors, against all loss, actions, proceedings, costs and expenses (including legal fees on a solicitor/client basis), claims and damages arising from:

- a. any breach of the User's obligations, representations and warranties under these Terms;
- b. either directly or indirectly, the User's or any Users' Access;
- c. any claim by a third party directly or indirectly arising out of or in connection with the User or any Users' Access.

### 8. Termination

Access may be terminated by the Company immediately if:

- a. the User fails to pay any sum under the Access Order within the time frame for payment specified in the Access Order;
- b. the User commits a material breach of any term of the Terms (other than one falling in paragraph (a) above) and, in the case of a breach capable of being remedied, fails to remedy such a breach within 30 days of a written request to remedy from the Company;
- c. the User's conduct is unlawful or fraudulent; or
- d. if the User owes the company any amount
  - i. the User is unable to pay its debts when they become payable;
  - ii. the User admits in writing its inability to pay its debts generally;
  - iii. the User makes a general assignment for the benefit of creditors;
  - iv. any proceeding is instituted by or against the User seeking to adjudicate it a bankrupt or insolvent, or seeking liquidation, winding up, reorganisation, adjustment or protection of it or its debts under any law relating to bankruptcy, insolvency or reorganization or relief of debtors, or seeking the entry of an order for relief or the appointment of a receiver, trustee, custodian or other similar official for it or for any substantial part of its property; or
  - v. the User takes any corporate action to authorize any of the actions set forth above.

### 9. Notice

Except as otherwise expressly agreed, any notices from the User to the Company must be sent by email to support@hitwise.com and any notices by the Company to the User must be sent to the User's email address as specified in the Access Order. Except as otherwise agreed, notice will be deemed to have been given the next business day after the email is sent. The User warrants that the email address it has provided to the Company is valid and that the User must notify the Company of a new email address if the previous email address becomes invalid.

### 10. Force Majeure

The Company will not be liable for any delay in performing or failing to perform any of its obligations under the Access Order owing to a cause beyond its reasonable control (including but not limited to transmission delays or failures of, or loss of data transmitted, services provided by third parties). Such delay or failure will not constitute a breach of the Access Order and the time for performance of the affected obligation will be extended by such period as is reasonable.

### 11. Entire Agreement

The Access Order contains the full and entire agreement between the Company and the User to the exclusion of all prior representations, understandings and agreements between the Company (including its affiliates) and the User. Hitwise Inc., the Company's marketing representative, is not a party to this agreement.

### 12. Severability

If any provision of the Access Order is found to be invalid by any court having competent jurisdiction, the invalidity of such a provision will not affect the validity of the remaining provisions of the Access Order, which will remain in full force and effect.

### 13. Assignment

The User may not assign, sublicense or transfer any rights of Access to the Site without the Company's express prior written consent, which consent may be withheld at the Company's sole discretion. The Company may assign its rights or obligations at any time without notice to, or the consent of, the User.

### 14. Confidentiality

Each party shall maintain the confidentiality of any information provided to it by the other party that is identified as confidential or can reasonably be regarded as confidential and shall take precautions to prevent the unauthorized disclosure or use of such confidential information. The obligations of this clause shall not apply:

- a. to any disclosure required by law,
- b. to information that is now or subsequently becomes generally available through no act of omission of the receiving party,
- c. to information that is known to the receiving party at the time of disclosure, or
- d. if information is provided to the receiving party by a third party without restriction.

### 15. Jurisdiction

The Access Order and any disputes between the Company and the User relating to the subject matter therein shall be governed by and construed in accordance with the laws of the State of New York without regard to the principles of conflicts of laws, and the parties irrevocably submit to the non-exclusive jurisdiction of the courts of the State of New York. Notwithstanding anything contained in this Section to the contrary, each party shall have the right to institute judicial proceedings against the other party or anyone acting by, through or under such other party, in any court of competent jurisdiction in order to enforce the instituting party's rights hereunder through reformation of contract, specific performance, injunction or similar equitable relief.

### 16. Variation

The terms cannot be varied except in writing and signed by both parties.

Notes

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