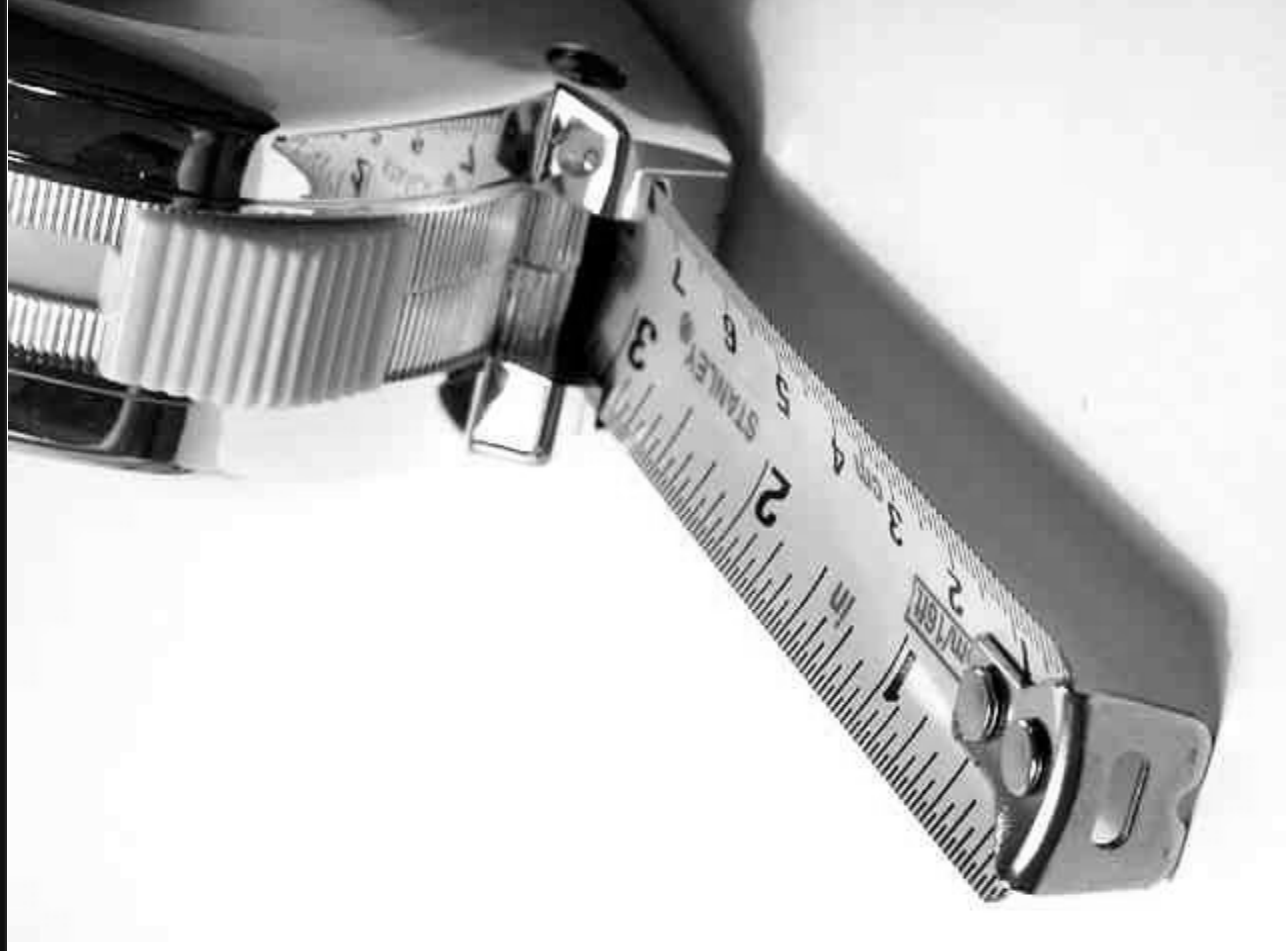


Digital Content

Changing Online Behaviour

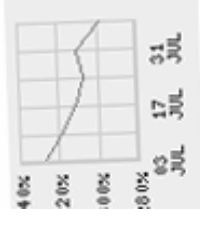
- Content & Sources
- Participatory Web

May 2007



- Online competitive intelligence service
- Collect anonymised internet usage data on over 25 million people globally
- Report on over 900,000 websites
- Provide daily delivery of information
- Founded in 1997. Profitable operations in the UK, US, Australia, New Zealand, Hong Kong and Singapore
- 1,200+ clients worldwide, 400+ in the UK
- Used for online customer acquisition:
 - Search marketing
 - Affiliate marketing
 - Online advertising

View Industry Statistics

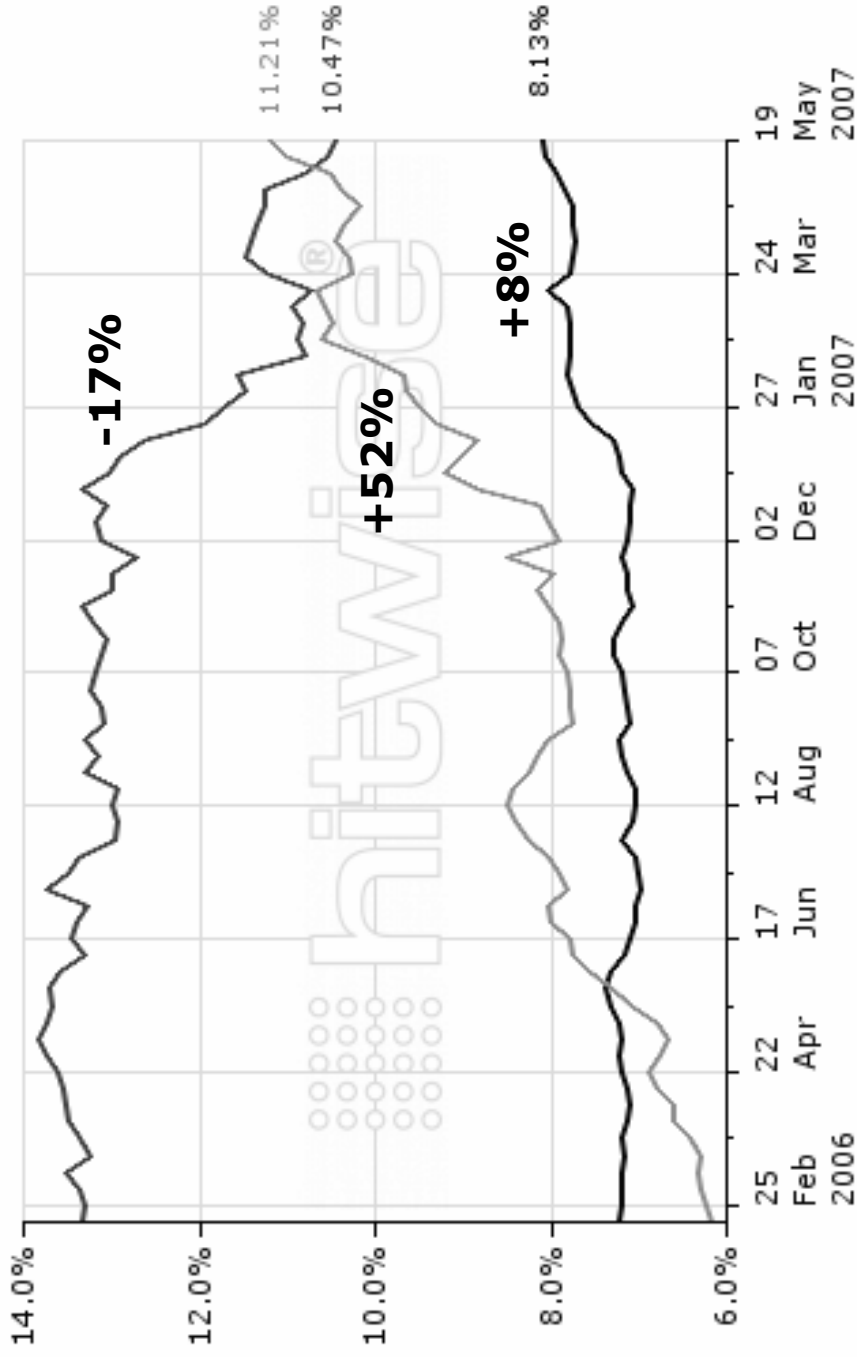


Food and Wine includes lifestyle and recipes, or food or wine appreciation, as well as food brands, or wine and alcoholic catering services and guides to restaurants. Retailing of food and wine are categorized as: Grocery and alcohol.

Total domains that ranked with current Category Contribution Percentage: 0.30

RankName - [Show Domain]	Related	Market Share
1. Food Network	▶	10.28%
2. Lifesavers Candystand	▶	6.26%
3. Kraft Foods USA	▶	Site Details
4. All Recipes	▶	Rank Statistics
5. NabiscoWorld.com	▶	ClickStream
6. Dew U Competition	▶	Demographics
7. Epicurious.com	▶	Media Mentions
8. About Southern Food	▶	Search Terms
9. Omaha Steaks	▶	Chart
10. Pizza Hut USA	▶	1.34%
11. Cooks.com	▶	1.27%
12. Food and Drug Administration	▶	1.09%
13. RecipeSource	▶	1.05%
14. Papa Johns	▶	0.96%
15. Gevalia	▶	0.94%
16. Pepsiworl	▶	0.94%
17. BettyCrocker.com	▶	0.89%
18. Aquafina	▶	0.88%
19. Recipezaar	▶	0.88%
20. Chuck E. Cheese	▶	0.83%

Market Share of US Internet Visits

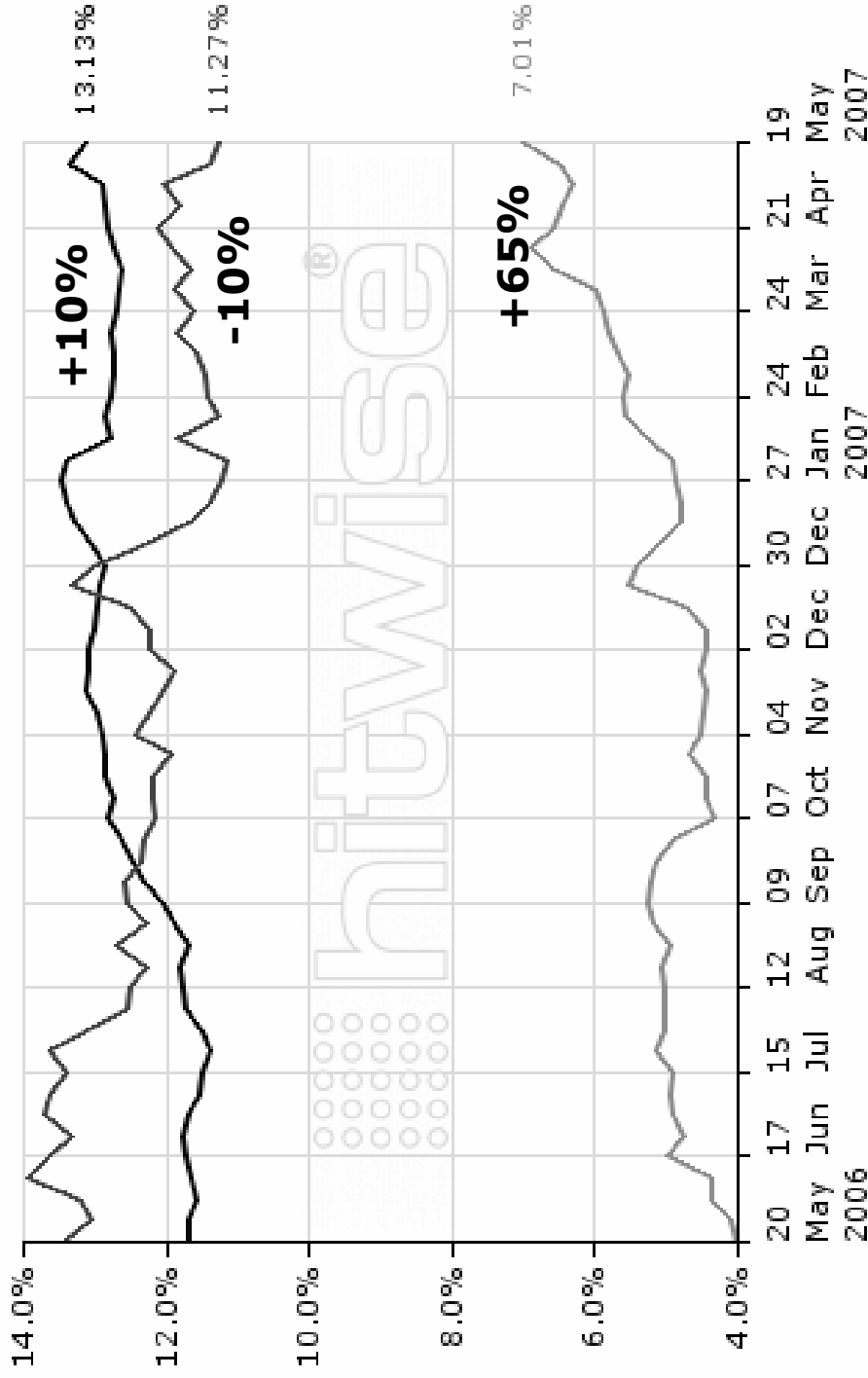


- Computers and Internet - Search Engines ■ Adult
- Computers and Internet - Net Communities and Chat

Weekly market share in 'All Categories', measured by visits, based on US usage.

Created: 05/21/2007. © Copyright 1998-2007 Hitwise Pty. Ltd.

Market Share of UK Internet Visits



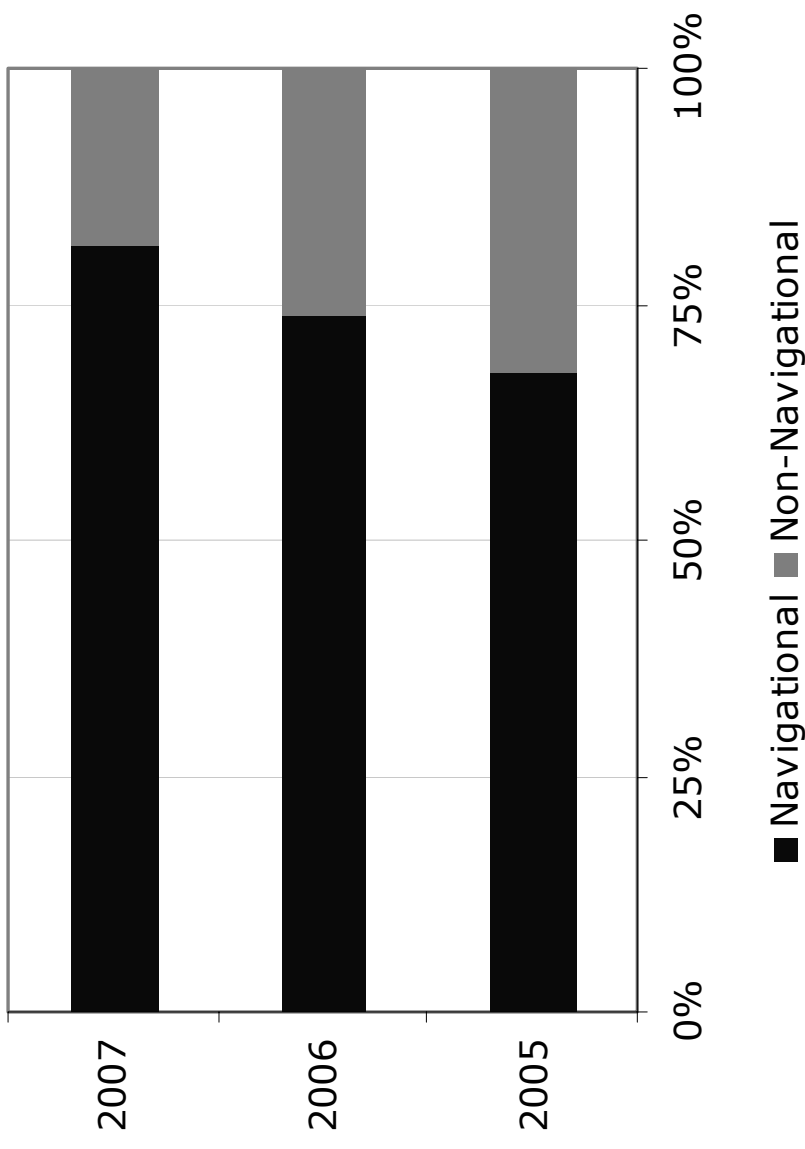
- Computers and Internet - Net Communities and Chat
- Computers and Internet - Search Engines ■ Adult

Weekly market share in 'All Categories', measured by visits, based on UK usage.

Created: 21/05/2007. © Copyright 1998-2007 Hitwise Pty. Ltd.

Categorisation of Top 2000 UK Search Terms

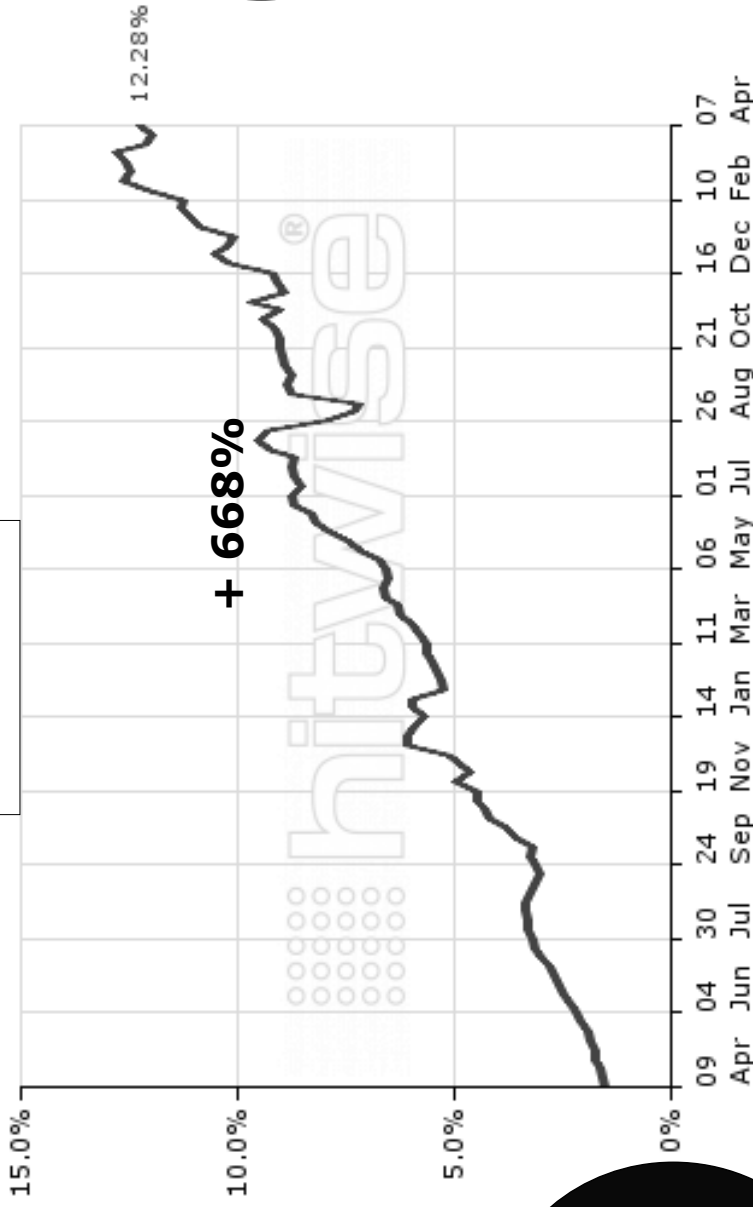
- 81% of top 2000 queries are navigational.
- 20% increase in past two years.
- 10% in past year.
- (Top 2000 search terms represent 19% of UK search volume.)



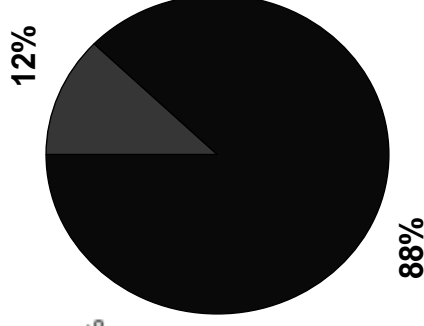
Rise of Participatory Web



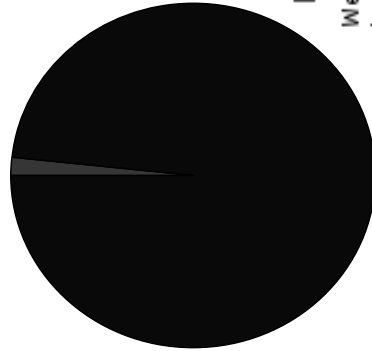
Share of US Internet Visits



+ 668%



2%



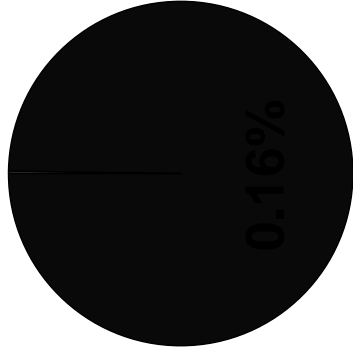
■ Top Web 2.0 Properties (Cust. Cat.)

Weekly market share in 'All Categories', measured by visits, based on US usage.

Created: 04/14/2007. © Copyright 1998-2007 Hitwise Pty. Ltd.



0%

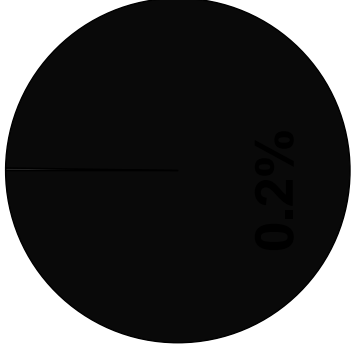


100%

Visits to Video Uploads

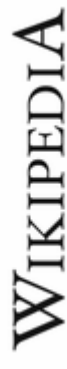


0%

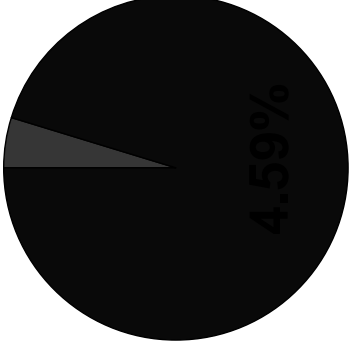


100%

Visits to Photo Upload



5%



95%

Visits to Entry Edits

Heather Hopkins

E-mail: heather.hopkins@hitwise.com

Internet: www.hitwise.co.uk

Analyst Weblog: Weblogs.Hitwise.com

