

Hitwise US Consumer Generated Media Report

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LeeAnn Prescott
Research Director, Hitwise USA





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The past several years have seen significant changes in Internet user behavior resulting from the growth of consumer generated media. Social networking, blogging, and user created videos have captured the public's attention and have left mainstream media companies scrambling to capitalize on the increasing amount of traffic going to websites where users are posting and sharing the content they have created. Some of these websites have come to rank among the most trafficked Internet domains in the past year and have become firmly integrated into the daily online activities of millions of Internet users.

This report examines the impact of social networking, photo sharing, and video viewing on the Internet, and will help shed light on the commercial potential of these websites. The following areas will be covered:

- Social networking – what are the leading websites, and how has MySpace impacted commercial activity on the web?
- Photo hosting and sharing – how photo hosting websites have grown in conjunction with social networking.
- Online video – how much have the leading websites grown, and what is the potential for partnerships with mainstream media?

1.1 About Hitwise

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,200 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 is a privately held company headquartered in New York City 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.

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

Social Networking

Social networking websites have emerged to become an integral part of web activity for many Internet users – in September 2006, one in every 20 Internet visits went to one of the top 20 social networks, nearly double the share of visits compared to a year ago.

- In September 2006, the market share of visits to the top 20 social networking websites accounted for 4.9% of all Internet visits. This was an increase of 94% compared to September 2005.
- The growth of MySpace has outpaced the category, with its market share of visits increasing by 129% in the past year, and 51% the six months between March 2006 and September 2006.
- Users of social networking sites tend to belong to more than one network: in September 2006, 24% of visits to the remaining 19 websites in the social networking custom category came directly from MySpace. Other fast growing social networks between March and September 2006 were Bolt, up 271%; Bebo, up 95%; Orkut, up 63%; and Gaia Online, up 41%.
- The share of upstream traffic from MySpace to the Telecommunications, Shopping and Classifieds, Banks and Financial Institutions, and Travel categories increased by over 70% from March to September 2006.
- The Shopping and Classifieds sub-categories receiving the largest share of visits from MySpace in September 2006 were Music, Ticketing, Apparel and Accessories, Auctions, and Video and Games, reflecting the interests of MySpace users.

Photo Sharing

Photo hosting websites have become a necessary counterpart to the creation of consumer content on social networks, blogs and personal websites, and present an additional opportunity for advertisers trying to reach this audience.

- Photobucket is the leading image hosting website, and its market share of visits has grown by 43% from March 2006 to September 2006.
- Slide has emerged in the past six months to become one of the most visited photography websites, with its market share of visits increasing by over 1300%.
- Photobucket, Slide, and Imageshack receive the majority of their traffic from MySpace, as users post images and links on their profile pages.
- The market share of visits to Flickr, a photography website that also serves as a social network and photography viewing destination, increased by 49% in the six months from March 2006 to September 2006.



User Generated Video

2006 has seen a drastic increase in the consumption of video online, and in particular consumer generated video. This increase in video content creation and sharing denotes a significant shift in online behavior, and is changing potential revenue streams for copyrighted content owners.

- The market share of visits to YouTube increased by 249% in the six months from March to September 2006, and in September was the 26th most visited website by US Internet users.
- The market share of visits to MySpace Video increased by 253% between March and September 2006, while visits to Google Video increased by 170%, visits to Yahoo Video were up 13% and visits to Metacafe increased by 133%.
- For the week ending October 7, 2006, 3.3% of downstream traffic from YouTube went to websites in the Hitwise Entertainment - Television category, and 1.1% of YouTube's downstream traffic went to websites in the Entertainment – Movies category.



Visits to the top 20 social networking websites accounted for 4.9% of Internet visits in September 2006.

When social networking website Friendster appeared in 2003, the potential of social networks to attract users and advertisers was unproven. As MySpace gained popularity and quickly overtook Friendster, News Corp saw the potential of a website that had millions of loyal fans who were spending increasing amounts of time on the website and purchased InterMix, the parent company of MySpace, for \$580 million in July 2005.

Since the News Corp purchase, MySpace has further asserted its dominance as the leading social networking website. In September 2006, it accounted for nearly 82% of visits to the leading social networking websites, and its market share of Internet visits increased by 51% in the six months between March 2006 and September 2006.

The growth of MySpace can partly be attributed to what is called the “network effect.” The network effect in relation to social networking websites means that the more people use a website by adding profiles and content, the more valuable it becomes to each of its users. These users will be more likely to find content that interests them and connect with people they know. Thus more new people want to join it because they know they can be further assured of finding friends and interesting content.

Similarly, Facebook became the preferred network among college students. Because Facebook was closed to non-students, students felt safer than on MySpace and Facebook became nearly a social necessity for students seeking to connect with peers.

Each social networking website is faced with the challenge of growing their network in the same way. Figure 1 shows the top 20 social networking websites ranked by market share of visits.

Figure 1: Top Social Networking Websites Ranked by Market Share of US Visits to a Custom Category - September 2006

Rank	Name	Domain	Market Share	Average Session Time
1	MySpace	www.myspace.com	81.92%	30:22
2	Facebook	www.facebook.com	7.24%	8:17
3	Xanga	www.xanga.com	1.86%	12:00
4	Yahoo! 360	360.yahoo.com	1.21%	11:42
5	BlackPlanet.com	www.blackplanet.com	1.12%	20:19
6	Bebo	www.bebo.com	1.02%	25:39
7	Classmates.com	www.classmates.com	0.85%	7:14
8	LiveJournal	www.livejournal.com	0.76%	12:27
9	hi5	www.hi5.com	0.62%	14:31
10	Tagged	www.tagged.com	0.58%	20:33
11	Gaia Online	www.gaiaonline.com	0.51%	47:01
12	Sconex	www.sconex.com	0.42%	18:20
13	Friendster	www.friendster.com	0.42%	19:52
14	Bolt.com	www.bolt.com	0.36%	1:43
15	Windows Live Spaces	spaces.live.com	0.31%	4:37
16	Orkut	www.orkut.com	0.30%	21:33
17	myYearbook	www.myyearbook.com	0.17%	8:56
18	CrushSpot.com	www.crushspot.com	0.14%	30:31
19	MiGente.com	www.migente.com	0.13%	14:01
20	Piczo	www.piczo.com	0.07%	6:04



The market share of visits to MySpace grew by 51% from March – September 2006.

Social networking has firmly established itself as one of the most popular online activities. In September 2006, visits to these 20 social networking websites as a group accounted for 4.9% of Internet visits, up 94% from September 2005 and up 34% from March 2006. In comparison, the Hitwise Email Services category, which contains web-based email websites, accounted for 9.7% of Internet visits, and the Hitwise Shopping and Classifieds category accounted for 7.2% of Internet visits.

The MySpace network effect encouraged growth that has consistently outpaced the growth rate of the social networking category. The market share of visits to MySpace has increased by 51% in the six months between March 2006 and September 2006 and by 129% in the past year (September 2005 – September 2006).

Average session times per visit for social networking websites are typically much longer than the average website visit, which was 10 minutes 54 seconds for the week ending September 30, 2006. The average visit length for the top 20 social networking websites in September 2006 was 27 minutes 16 seconds. Long session times, such as 47 minutes for Gaia Online, indicate high levels of involvement with the website, thus showing the necessity for advertisers to create more creative advertising and content partnerships that are integrated into the user experience and do not require users to click off the website.

The growth of other social networking websites has not yet chipped away at MySpace's dominance in the category. However, the following websites have experienced market share growth that has outpaced the category between March and September 2006: Bolt, up 271%; Bebo, up 95%; Orkut, up 63%; and Gaia Online, up 41%.

Whether or not any of these websites or other emerging websites erode MySpace's dominance is dependent on the ability to harness the network effect. Users typically belong to more than one social network, and Hitwise Clickstream data show that in September 2006, 24% of visits to the remaining 19 websites in Figure 1 came directly from MySpace.



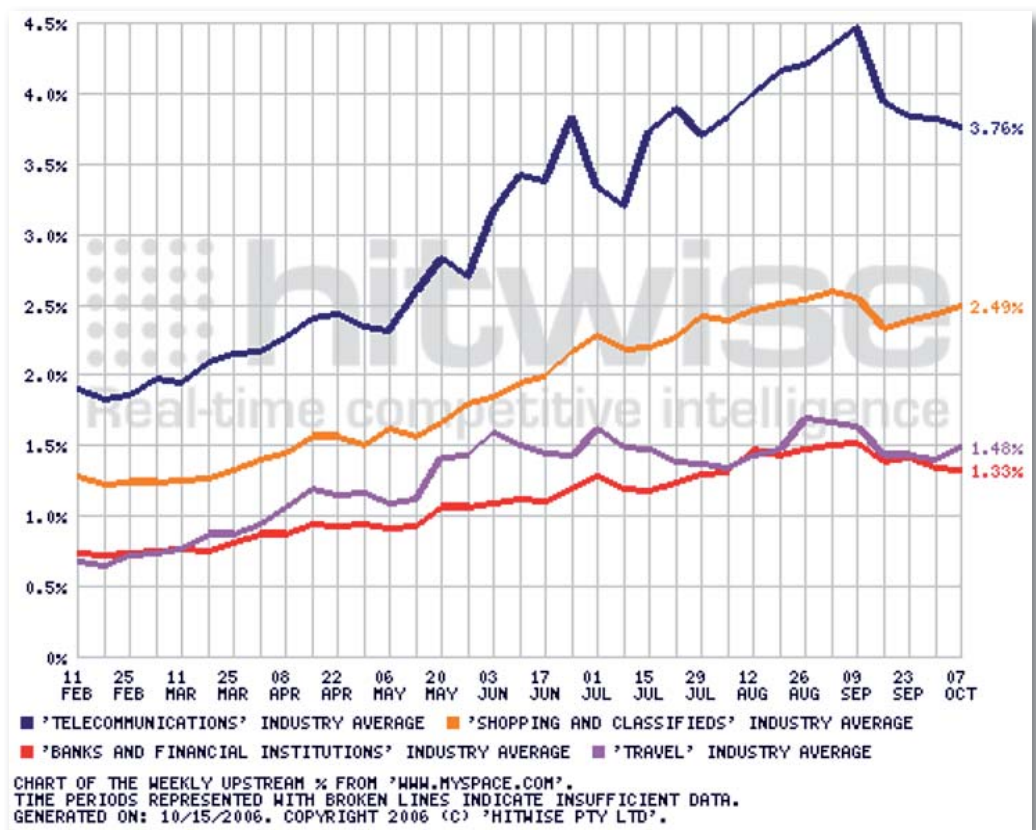
The Shopping and Classifieds category received 83% more upstream visits from MySpace in September 2006 than in March 2006.

3.1 Social Networking and Commercial Activity

The phenomenal growth of MySpace since its inception in 2003 has also increased the amount of traffic it distributes to commercial websites. Internet users are increasingly integrating social networking into their other daily web activities, such as checking web email, using search engines, shopping, and online banking. This activity indicates multiple opportunities for promotional partnerships and advertising on MySpace and other social networking websites.

Figure 2 below shows that the upstream traffic from MySpace to websites in the Hitwise Business and Finance -Telecommunications category (which includes cellular phone and telecom company websites), the Shopping and Classifieds category, the Business and Finance - Banks and Financial Institutions category, and the Travel category has increased substantially between February and September 2006.

Figure 2: Percentage of Upstream Traffic from MySpace, February – September 2006



- The share of upstream traffic from MySpace for the Telecommunications category was 89% greater in September 2006 than it was in March 2006.
- In the same 6-month period, the share of upstream traffic from MySpace grew by 83% for the Shopping and Classifieds category, 77% for the Banks and Financial Institutions category, and 71% for the Travel category.

This increase in both referred (advertisements or links) and non-referred (organic) traffic from MySpace to these categories demonstrates not only how pervasive MySpace has become, but how valuable it may be as an advertising platform for these types of websites.

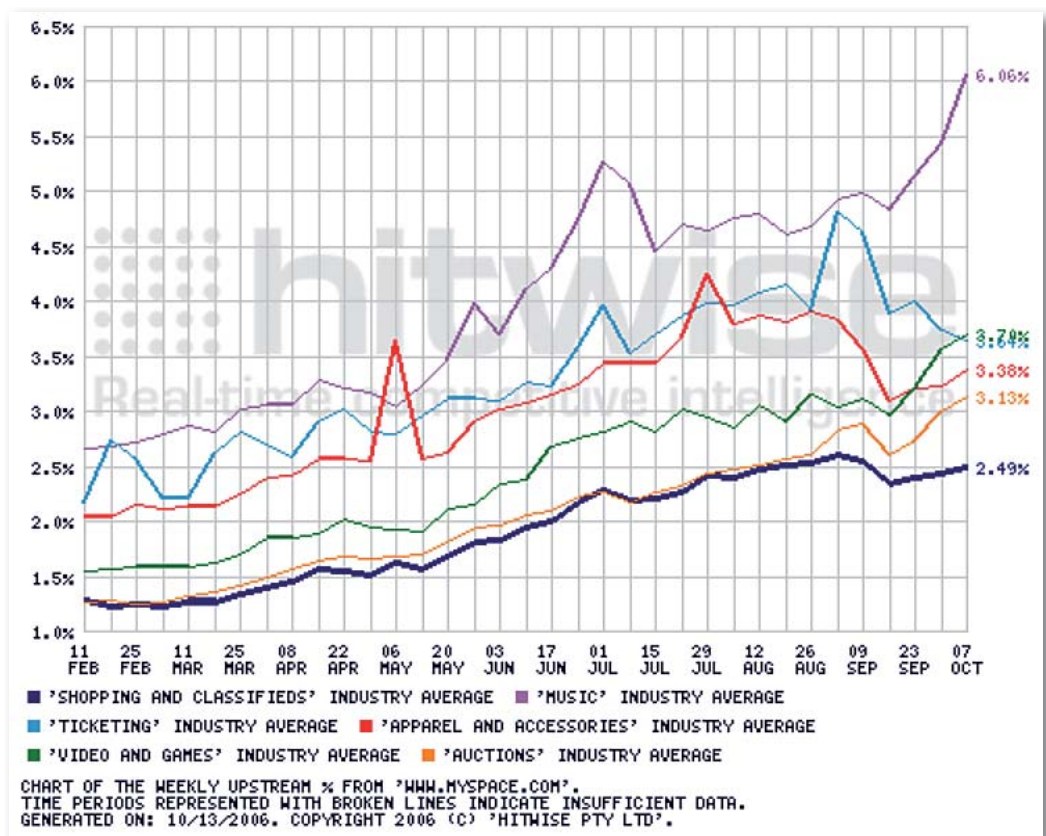


The Hitwise Telecommunications category received 89% more upstream visits from MySpace in September 2006 than in March 2006.

3.2 Growing Influence of MySpace on the Shopping and Classifieds Category

The increase in upstream traffic from MySpace to the Shopping and Classifieds category deserves further analysis in order to understand the online shopping behaviors of MySpace users. Hitwise demographic data show that for the four weeks ending September 30, 2006, 59% of MySpace users were between the ages of 18 and 34. The Shopping and Classifieds sub-categories that receive a larger than average percentage of traffic from MySpace are more likely to have success partnering with MySpace and are reflective of the interests of consumers in the younger age groups.

Figure 3: Percentage of Upstream Traffic from MySpace to Shopping & Classifieds Subcategories, February – September 2006



- The Shopping and Classifieds – Music sub-category received more than 6% of its visits from MySpace for the week ending October 7, 2006, up from less than 3% in February 2006. Music is integral to the MySpace experience: since user profiles often play the users' favorite songs, contain lists of favorite songs, and link to artist and band pages.
- Because of the social nature of MySpace, as well as its music focus, it is not surprising that Ticketing websites such as Ticketmaster and Fandango receive traffic directly from MySpace as users plan to attend future events.
- Apparel can be an important focus for status-conscious teens and young adults. Some of the most popular Apparel and Accessories websites visited by MySpace users are American Eagle Outfitters, Hot Topic and Hollister.



- Video games, electronics, and DVDs are other entertainment venues for MySpace users, with websites like GameStop, Half.com and Netflix receiving a significant portion of traffic from MySpace.
- The Auction category is dominated by eBay, which received 3.6% of its upstream traffic from MySpace in September 2006. eBay's inherent social networking attribute, as well as its use of PayPal (allowing users the ability to make purchases without owning a credit card) may make it particularly appealing to young MySpace users.

Shopping and Classifieds websites seeking to advertise on MySpace should ensure that products and messaging will appeal to the needs of wired, status-conscious and socially active consumers.

.01% of downstream traffic from MySpace accounted for 17.4% of upstream traffic for Hot Topic in September 2006.

3.3 MySpace and Shopping and Classifieds Clickstream by Website

Hitwise Clickstream allows users to drill down on a website's upstream or downstream traffic by category. The following examples show the top downstream websites for MySpace, filtered by the Shopping and Classifieds sub-categories.

Figure 4: MySpace Downstream visits to Shopping and Classifieds – Music category, September 2006

	Rank	Website	Related	Downstream Share
▲	1.	Apple iTunes	▶	0.04%
▲	2.	Half.com	▶	0.02%
▼	3.	Napster	▶	0.01%
▼	4.	Musician's Friend	▶	0.01%
▼	5.	Mixunit.com	▶	0.01%

MixUnit.com is a website that sells CDs and tapes of mixes from top hip-hop artists, as well as other hip-hop related merchandise. The Mix Unit has a profile on MySpace with links to the retail website. In September 2006, MySpace was the leading source of traffic to MixUnit.com, accounting for 15.75% of its upstream visits, indicating that MySpace has been successful for The Mix Unit in promoting its music and merchandise.



Figure 5: MySpace Downstream visits to Shopping and Classifieds – Apparel and Accessories category, September 2006

Rank	Website	Related	Downstream Share
1.	Hot Topic		0.01%
2.	American Eagle Outfitt		0.01%
3.	Victoria's Secret		0.01%
4.	Hollister Co		0.01%
5.	Old Navy		0.01%

Hot Topic was the leading downstream Apparel and Accessories website receiving traffic from MySpace in September 2006. While .01% of MySpace downstream traffic may seem small, MySpace is so large that a small share of its downstream can be a significant driver of traffic to a website like Hot Topic: in September 2006, MySpace accounted for 17.4% of upstream visits to Hot Topic and was its leading source of traffic.

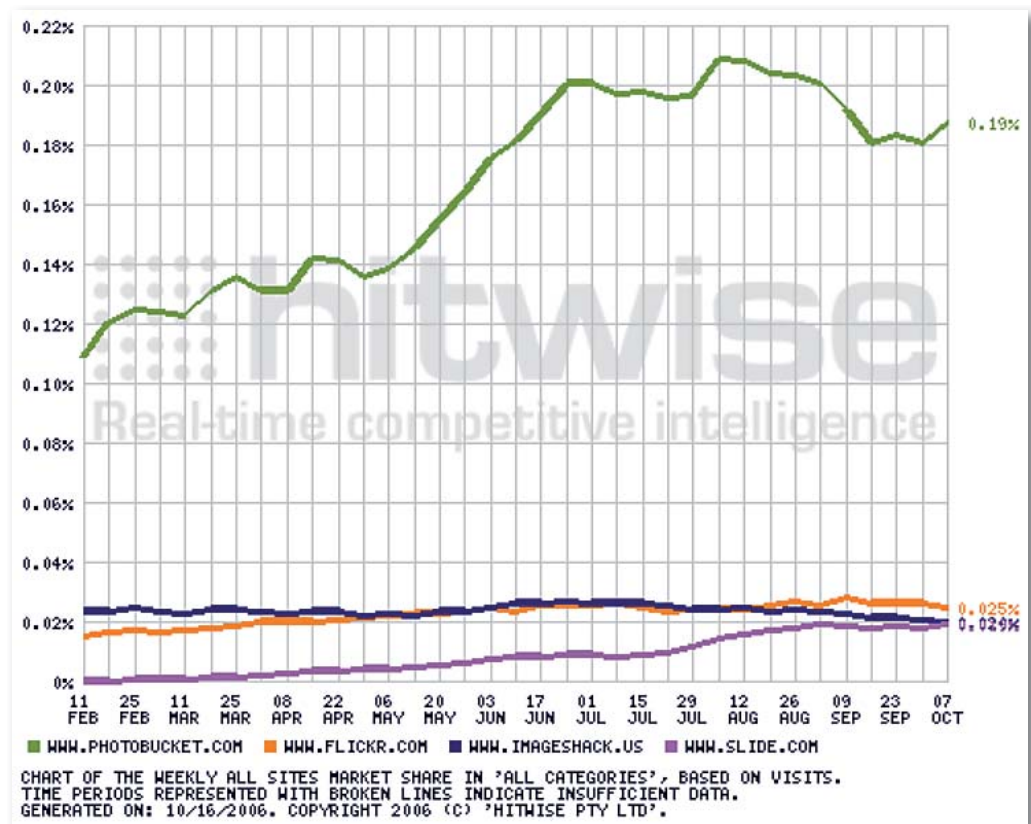
Hitwise Clickstream data can be further used to explore the traffic distribution effects of MySpace and other social networks in order to find opportunities for profitable partnerships.



The market share of visits to Photobucket was 8 times greater than its nearest competitor in September 2006.

In the process of creating content on blogs, social networking profiles, and personal websites, a need emerged for hosting services for the increasing number of digital images and photographs that content creators wanted to post on the web. Several websites emerged to answer this need and have grown in conjunction with consumer generated media. Leading image hosting websites Photobucket, Imageshack and Slide differ from traditional photo sharing websites in that they allow users to paste a line of HTML code onto their social network profiles, personal websites or blogs that will display the image on the website. These websites present an opportunity for advertisers seeking to reach creators and users of consumer generated media. Figure 6 below shows the market share of visits for some of the leading image hosting and sharing websites.

Figure 6: Market Share of Visits to Photography Websites, February – September 2006



- Photobucket is the clear leader in image hosting, with its market share of Internet visits in September 2006 more than eight times greater than its nearest photo hosting competitor, Imageshack. The market share of visits to Photobucket has increased by 43% from March to September 2006, sending it to a rank of number 34 among all Internet domains in September 2006.
- Slide has emerged in the past six months to become one of the most visited photography websites, with its market share of visits increasing by over 1300% from March to September 2006. The website enables users to create slideshows of their photographs and easily post them to pages on websites like MySpace, Xanga, Live Journal, and Piczo.



- Photobucket, Slide, and Imageshack receive the majority of their traffic from MySpace, as users post images and links on their profile pages. In September 2006, 57% of upstream traffic to Photobucket came directly from MySpace. MySpace accounted for 51% of upstream traffic to Imageshack and 77% of upstream traffic to Slide in September 2006. Because of the synergies with MySpace and consumer generated content, these websites show strong potential as advertising platforms.

The market share of visits to Flickr increased by 49% from March to September 2006.

4.1 The Flickr Phenomenon

Flickr is a photo sharing website that differs from the aforementioned photo hosting websites as well as traditional photo sharing websites like Kodak Easy Share Gallery and Shutterfly, in that it is a photo sharing community, allowing users to upload photos, name them with 'tags,' (user assigned keywords that enhance future search activity) and create profiles associated with their photo collections. Users of Flickr can search other users' uploaded images by keyword or tag, making the website popular for browsing activity as well as an alternative to the image search service offered by the major search engines. Flickr was purchased by Yahoo! in March 2005, and has since emerged as a prominent photography community.

- The market share of visits to Flickr has increased by 49% in the six months from March to September 2006.
- Its primary source of traffic is the Search Engines category, which accounted for 35% of its upstream traffic in September 2006. User generated photo titles and tags are easily indexed by the search engines, and thus Flickr pages often appear in organic search results for these terms.



YouTube was the 26th most popular website on the Internet in September 2006.

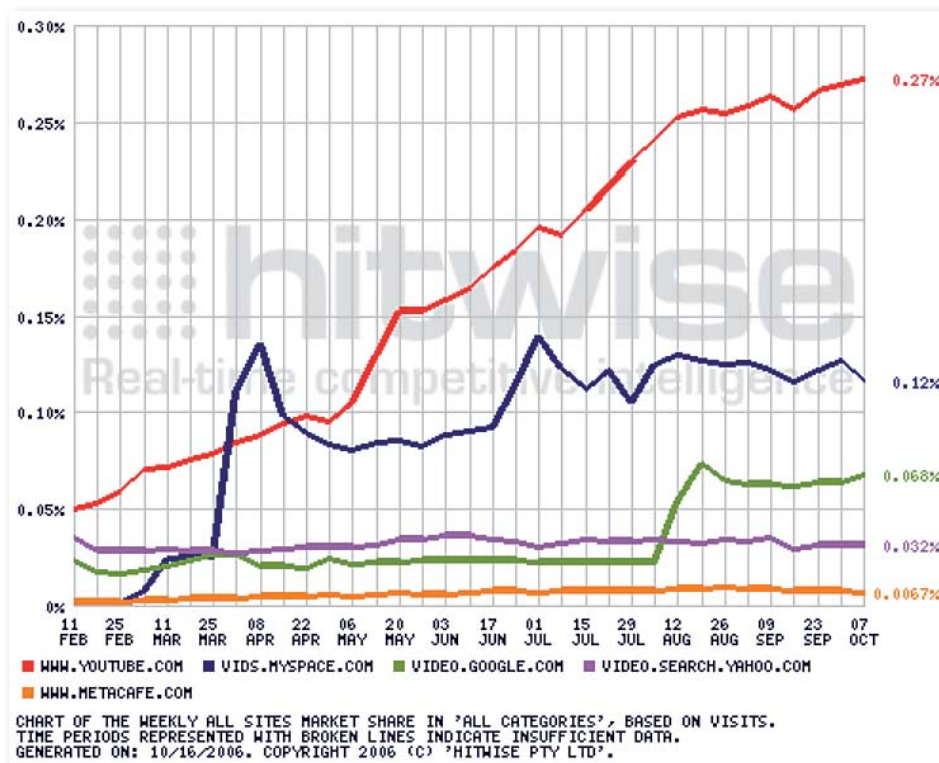
In the past year, online video usage has taken the Internet by storm, culminating in Google's acquisition of video sharing website YouTube in October 2006 for \$1.65 billion in stock. Increased broadband penetration, combined with the rise of consumer generated content and the proliferation of webcams and cell phone and home video cameras have firmly entrenched online video viewing into the habits of entertainment seekers in the United States.

Video sharing community website YouTube rose to prominence in December 2005 when the Saturday Night Live skit "Lazy Sunday" was posted on the website, resulting in an 83% increase in visits to YouTube in a one-week period. As users were introduced to the website, they began uploading content and embedding videos on their websites and social networking profiles. YouTube's draw was not just its controversial hosting of copyrighted content, but its user-uploaded videos that were organized by tags. Tagging and social networking features made it easy for users to find content, and a strong community was developed.

Shortly thereafter, MySpace launched a video section, and in May Yahoo! Video reorganized to allow user uploading of videos. Television networks, movie studios, and music labels are currently forming partnerships and determining how to partner with these online video websites. However, the continued draw of websites like YouTube is the user generated content, which Google recognized in its purchase of YouTube, as its own video offering did not attract the same following. YouTube has created minor celebrities, with many users posting videos daily or weekly, and responding to current events as well as each other through video. This shift in media behavior could be attributed to a variety of factors: children growing up with video cameras in the home, the popularity of reality television shows, and the general public nature of social networking, meaning that because of social networking, consumers are willing to share their personal experiences with a large community of strangers.

Metacafe's market share increased by 133% from March – September 2006.

Figure 7: Market Share of Visits to Online Video Websites, February – September 2006





- The market share of visits to YouTube increased by 249% in the six months from March to September 2006, and in September 2006 it was the 26th most visited website by US Internet users.
- The market share of visits to MySpace Video has increased similarly, at 253% from March to September 2006. Recent changes by MySpace as of this writing will most likely serve to increase usage for MySpace Video as it seeks to bring YouTube users to its website.
- The market share of visits to Google Video increased by 170% between March and September 2006, while visits to Yahoo! Video were up 13% and visits to Metacafe increased by 133%.
- The average session time for YouTube, at 18 minutes 33 seconds in September 2006, was the longest among the above online video sites. Average session times for the other video sites were as follows: Metacafe, 11 minutes 58 seconds; Yahoo! Video, 11 minutes 37 seconds; Google Video, 9 minutes 9 seconds; and MySpace Videos, 6 minutes 35 seconds.

There are currently many competitors to YouTube, but none has emerged to capture user attention in the way that YouTube has. Like MySpace, it has benefited from the network effect: YouTube is the place where users can find the most videos, and thus be the most entertained. For users who upload videos, there is greater potential that a larger number of people will view the video, thus fueling the content creation cycle.

Still, YouTube's dominance is less than a year old, and it remains to be seen how users' behaviors and perceptions will change based upon new product offerings and strategic shifts by YouTube and its competitors.



5.1 YouTube and Search

Search engines are often a leading source for consumer generated media websites, and YouTube is no exception, receiving 18.1% of its upstream traffic from the Hitwise Computers and Internet – Search Engines category in September 2006. Frequent examination of the video related search terms that send traffic to YouTube or other consumer generated media websites can reveal cultural trends and popular videos for the specified time period. Figure 8 shows the top ten video related search terms sending traffic to YouTube.

Figure 8: Top Ten Video Search Terms Sending Visits to YouTube, 4 weeks ending October 21, 2006

Rank	Search Term
1	white and nerdy
2	tmx elmo
3	evolution of dance
4	steve irwin death video
5	star wars gay
6	chicken noodle soup
7	line rider
8	pokemon
9	rebelde way
10	giantess/car crushing

- “White and Nerdy” by Weird Al Yankovic, and user-created videos “Line Rider,” “Evolution of Dance,” and “Pokemon Theme Music Video” have all been highly popular videos on YouTube, and have become cultural reference points for YouTube users, just as the “Lazy Sunday” video did in December 2005.
- “Chicken Noodle Soup” and “Giantess/car crushing” represent trends in which many people create their own version of a dance or event. Hundreds of YouTube users have filmed themselves or their friends performing the chicken noodle soup dance, and dozens of others have filmed a woman’s feet crushing a toy car.
- When TMX Elmo was first released in September 2006, an early purchaser filmed the toy’s actions, and the YouTube page showing the video appeared on the first page of Google results for searches on ‘tmx elmo.’ YouTube received 4.8% of all searches for ‘tmx elmo’ during the four weeks ending October 21, 2005 and was the 6th most visited site receiving traffic from the term.

Monitoring search terms that drive traffic to YouTube and other consumer generated media websites can help marketers to uncover trends that might be relevant to their target audience. Brand association can also be monitored by viewing videos of products and reviewing user comments on those videos.



5.2 YouTube and Mainstream Media

As television and movie studios build out their own web offerings as well as partner with YouTube, it can be helpful to understand YouTube's influence in sending traffic to their websites. Hitwise Clickstream data can offer insight into the online media usage of YouTube users.

For the week ending October 7, 2006, 3.3% of downstream visits from YouTube went to websites in the Hitwise Entertainment - Television category. Examination of the websites that YouTube is sending traffic to allows content partners the ability to measure the impact of their offerings, as well as provide insights into the online interests of YouTube users.

Figure 9: YouTube Downstream visits to Entertainment - Television category, week ending October 7, 2006

	Rank	Website	Related	Downstream Share
△	1.	CartoonNetwork.com	▶	0.28%
▽	2.	ESPN	▶	0.20%
△	3.	Disney Channel	▶	0.17%
	4.	TV.com	▶	0.16%
	5.	Nickelodeon Online	▶	0.16%
▽	6.	MTV Online	▶	0.14%
△	7.	CNN.com	▶	0.13%
△	8.	NBC	▶	0.12%
△	9.	MSNBC	▶	0.12%
△	10.	The Weather Channel	▶	0.11%

YouTube also has the potential to drive traffic to movie websites as users watch previews and movie clips, and may seek out rentals or movie listings for content that they like. During the week ending October 7, 2006, 1.1% of YouTube's downstream traffic went to websites in the Entertainment – Movies category, again reflecting user interests as well as advertising partnerships.



Figure 10: YouTube Downstream visits to Entertainment - Movies category, week ending October 7, 2006

	Rank	Website	Related	Downstream Share
▼	1.	The Internet Movie Da	▶	0.34%
▼	2.	NetFlix.com	▶	0.07%
▲	3.	Yahoo! Movies	▶	0.05%
▲	4.	Blockbuster	▶	0.04%
▼	5.	Movies.com	▶	0.04%
▼	6.	Muggle Net	▶	0.03%
▲	7.	Moviefone.com	▶	0.03%
	8.	Veritaserum	▶	0.02%
▲	9.	Fandango.com	▶	0.02%
▲	10.	Apple - Quicktime Mov	▶	0.02%

The potential for YouTube, MySpace and other consumer generated media websites to continue their growth and increase their value to content partners and advertisers may rely on the following factors: 1) their ability to continue innovating in a way that increases their value to users, and 2) to encourage targeted advertising that drives results but does not alienate users.

Hitwise ranking, charting, clickstream, and search data can help advertisers and CGM websites alike in monitoring performance, increasing traffic, and finding new partners.



- **Hitwise Benchmarking** – Monitor the market share of CGM websites as new ones enter the market. Measure the shifting pattern of Internet visits as users form loyalties with new CGM websites.
- **Hitwise Clickstream** – Use Industry Clickstream charting to measure distribution of CGM websites to online commerce categories, and benchmark your website against the industry average. Use the User-defined filter in Clickstream to drill down to websites in your industry that are receiving substantial traffic from CGM websites.
- **Hitwise Search Intelligence** – Use Search Term analysis to discover which CGM websites receive traffic from your brand name, and monitor what consumers are saying about your business.
- **Hitwise Demographics and Lifestyle** – Use demographics and lifestyle data to understand the audience of CGM websites and find appropriate partnerships.
- **Hitwise Alerts** – Set up alerts to monitor increases in visits to up-and-coming CGM websites, as well as media mentions from important sites and topics.



Hitwise provides clients with various metrics for analyzing competitive activity. Hitwise defines these metrics in conjunction with the industry standard definitions published by the US Internet Advertising Bureau's Media Measurement Task Force on 'Metrics and Methodology.' The IAB's Media Measurement Task Force has published guidelines for the comparative measurement of website usage;

User Visit: A series of page requests by a visitor without 30 consecutive minutes of inactivity, identified by a collection of page requests from a unique identifier.

Market Share: The percentage of all visits or page requests to a particular online market sector that is received by the individual website.

All Sites: Includes all websites visited by US Internet users across all 160+ Hitwise categories except Adult, ISPs and Ad Servers.

Contact Details: For further updates on the strength of your brand online or on how your website compares against competitors, please contact: Lizzie Babarczy: 212-380-2910 or lizzie.babarczy@hitwise.com



LeeAnn Prescott is the Research Director for Hitwise US, covering trends in online retail, travel, media, and search engines. She is a regular speaker at Search Engine Strategies, serves on the advisory board of Mediapost's Search Insider Summit, and covers online trends on the Hitwise blog. Prior to joining Hitwise, she was an analyst at Levi Strauss & Co and an account planner in advertising. She has a Bachelor of Arts degree in American Civilization from Middlebury College in Vermont.



Sandra Hanchard is a Research Analyst for Hitwise Asia Pacific covering online industry trends in Australia, New Zealand, Singapore and Hong Kong. Sandra's Insight Reports and consumer segmentation case studies are used by Hitwise clients for strategic marketing planning. Her articles on key sectors such as automotive, finance, retail and travel have been featured in several publications including, The Australian, B&T, Fairfax, The New Zealand Herald and National Business Review.



Note - Some of the data presented in this report is based on custom data sets built for the purpose of this report and are not available in the syndicated Hitwise service.

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