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May 06

1	= 1	Amazon UK	www.amazon.co.uk
2	▲ 3	Argos	www.argos.co.uk
3	▲ 7	Expedia.co.uk	www.expedia.co.uk
4	▼ 2	Dell EMEA	www.euro.dell.com
5	▼ 4	Tesco.com	www.tesco.com
6	▼ 5	Play.com	play.com
7	▲ 8	easyJet	www.easyjet.co.uk
8	▼ 6	Amazon.com	www.amazon.com
9	▲ 13	Thomson Holidays	www.thomson.co.uk
10	▲ 12	lastminute.com	www.lastminute.com
11	▼ 9	RyanAir.com	www.ryanair.com
12	▲ 14	Next	www.next.co.uk
13	▼ 10	Apple Computer	www.apple.com
14	▼ 11	British Airways	www.britishairways.com
15	NEW	TalkTalk	www.talktalk.co.uk
16	▲ 18	Thomas Cook	www.thomascook.com
17	▲ 20	John Lewis Stores	www.johnlewis.com
18	▼ 17	MyTravel UK	www.uk.mytravel.com
19	▲ 23	Marks & Spencer	www.marksandspencer.com
20	▲ 26	First Choice	www.firstchoice.co.uk
21	▼ 19	Tesco Superstore	www.tesco.com/superstore
22	▲ 25	bmibaby	www.bmibaby.com
23	▼ 21	Thomsonfly.com	www.thomsonfly.com
24	▼ 22	Comet UK	www.comet.co.uk
25	▲ 27	Currys	www.currys.co.uk
26	▲ 38	Packard Bell United Kingdom	www.packardbell.co.uk
27	▼ 24	B&Q	www.diy.com
28	▲ 32	HMV.co.uk	www.hmv.co.uk
29	= 29	QVCUK.com	www.qvcuk.com
30	▼ 15	Ticketmaster United Kingdom	www.ticketmaster.co.uk
31	▼ 28	O2 Shop	shop.o2.co.uk
32	▲ 43	The Orange Shop	shop.orange.co.uk
33	▲ 35	Flybe.com	www.flybe.com
34	▲ 37	Travelodge UK	www.travelodge.co.uk
35	▲ 36	Debenhams	www.debenhams.com
36	▼ 30	PC World E-Commerce	www.pcworld.co.uk
37	▼ 31	Carphone Warehouse	www.carphonewarehouse.com
38	▲ 40	Littlewoods Online	www.littlewoods-online.com
39	▲ 42	InterContinental Hotels Group	www.ichotelsgroup.com
40	▼ 39	Jet2	www.jet2.com
41	= 41	Woolworths UK	www.woolworths.co.uk
42	▼ 34	Tesco Electrical Warehouse	www.tesco.com/electrical
43	NEW	Maplin Electronics	www.maplin.co.uk
44	▲ 45	Monarch Airlines	www.flymonarch.com
45	NEW	Premier Travel Inn	www.premiertravelinn.com
46	NEW	Apple iTunes	www.apple.com/itunes
47	▲ 50	ASOS	www.asos.com
48	▼ 47	HP	www.hp.com
49	NEW	BMI British Midlands	www.flybmi.com
50	▼ 48	Opodo UK	www.opodo.co.uk

The IMRG-Hitwise Hot Shops List of the top 50 UK e-retailers* is the key indicator of online merchant performance. The List is published quarterly and tracks popularity, as indicated by visits, of those selling goods and services within the IMRG Index Classification**. This List is based on July 2006 data.

* The IMRG-Hitwise Hot Shops List excludes eBay and price comparison / aggregator websites such as Kelkoo and Froogle.

** IMRG Index Classification: Beer / wine / spirits; Books; CDs / tapes / records; Clothing / footwear / accessories; Computer hardware / peripherals / consumables; Consumer electronics; Digital downloads (e.g. music, software); Flowers; Food, beverages and household supplies; Furniture; Garden / DIY; Health and beauty; Home appliances (e.g. washing machines); Household goods (e.g. kitchenware, bedding); Jewellery / watches; Software; Sporting goods; Tickets (e.g. cinema, theatre, events); Toys; Travel (e.g. flights, holidays, hotels, car hire); Video games; Videos / DVDs



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NEW			
5	22	20	3

Amazon.co.uk retained the No.1 spot in the July Hot Shops List, way ahead of all rivals, while Argos led the 22 climbers, nudging Dell out of the number 2 position. Expedia.co.uk jumped four places, to number 3 (from 7), as shoppers' thoughts turned to their summer holidays. Dell fell two places, to 4, while Tesco.com slipped one place, to 5.

Talk Talk, one of five new entrants, was by far the fastest riser on the list, coming straight in with a bullet at number 15. Other new entrants were Maplin Electronics (43), Premier Travel Inn (45) and BMI (49).

Just three brands' positions remained unchanged, and five are new, revealing the extreme volatility at the top end of the online shopping market, as consumers increasingly shop around.

IMRG's CEO, James Roper, comments:

"The most surprising thing about the Hot Shops List is the brands missing from it. Location, location, location was the traditional retail mantra, but with the internet removing location from the retail equation, popularity, as indicated by website visits, is becoming the key performance indicator. It is clear that many retailers who dominate the high street are just not attracting their share of virtual footfall; only time will tell what the ramifications of their deficit will be."

Hitwise's VP of Research, Heather Hopkins, comments:

"Recent data from Hitwise indicates that Argos exceeded expectations by increasing its share of visits by 19% since April. Also of note is the prominence of travel retailers in this latest List, accounting for more than half of July's climbers. As the busy summer holiday season draws to a close and as shoppers turn their attention to the start of the new school year and Christmas, we can expect travel retailers to move back down the rankings."

MEDIA ENQUIRES

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About IMRG:

IMRG (Interactive Media in Retail Group), founded in 1990, is the industry body serving e-retail: www.imrg.org

About Hitwise:

Hitwise, established in 1997, is the world's leading online competitive intelligence service: www.hitwise.co.uk