

Hitwise Industry Report for News and Media

Based on New Zealand Internet usage
for the week ending January 2, 2010



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About Hitwise

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 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/nz.

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/nz/resources/data-center/.

About Hitwise Industry Reports

This Hitwise Industry Report provides a concise analysis of market trends within the online 'News and Media' industry. Hitwise monitored 6,682 websites in the 'News and Media' industry for the week ending 02/01/2010. 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 'News and Media' 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 New Zealand 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/nz.

Hitwise Methodology

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/nz.



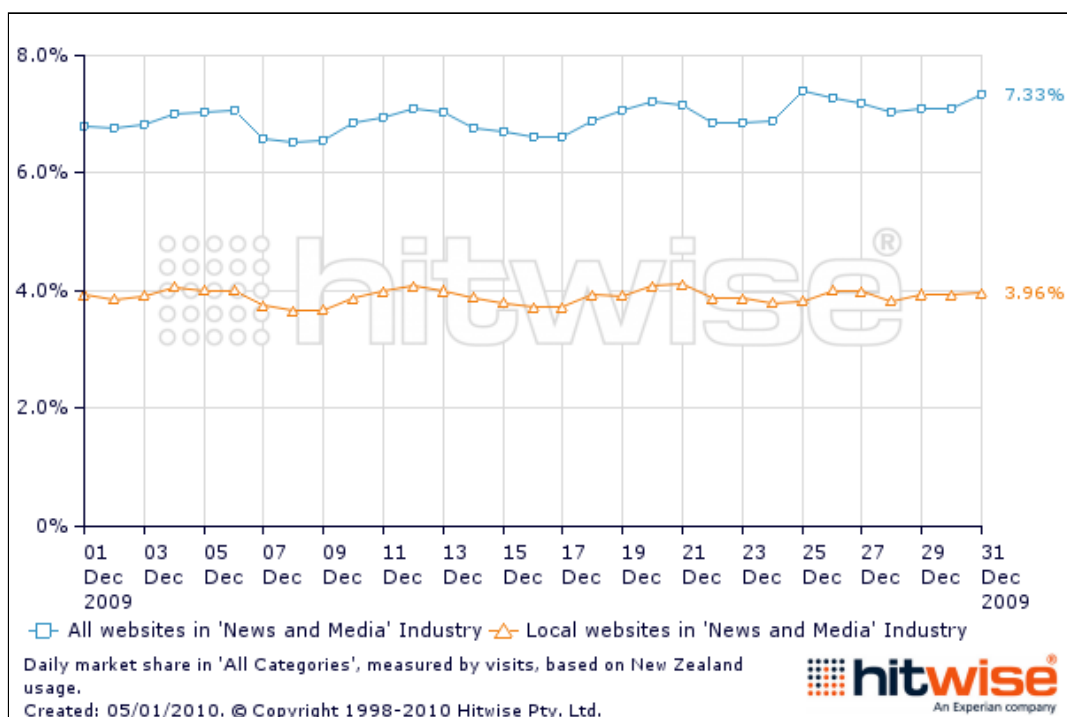
Industry Description

News and Media

The News and Media category includes websites of magazines and newspapers, and news relating to the computer and IT industry. The category includes e-zines of a general nature, covering a variety of subject areas.

Traffic Analysis

The chart below represents the market share of all websites in the 'News and Media' 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, 2009, all websites in the 'News and Media' industry captured an average of 6.94% of visits, while local websites in the 'News and Media' industry received 3.90% of visits. Local websites contributed 56.17% of all traffic to the 'News and Media' industry, which means New Zealand Internet users prefer local to global websites.



Traffic Distribution Analysis

48.83% of all visits to the online 'News and Media' industry went to the top 10 websites for the week ending 02/01/2010. 54.85% went to the top 20 websites and 73.46% went to the top 100 websites.

Visit Duration Analysis

The average visit duration for visits to the online 'News and Media' industry was 8 minutes, 17 seconds for the week ending 02/01/2010. This is a minimal increase from last weeks average visit duration of 8 minutes, 11 seconds.

Websites That Entered and Left the Top 100

The weekly churn in the Top 100 in the 'News and Media' industry for the week ending 02/01/2010 based on visits was 5.0%, which means that 5 websites in this industry's Top 100 rankings have changed since 26/12/2009.

Websites that entered the Top 100 were:

26/12/2009 Rank	02/01/2010 Rank	Website	Domain
121	88	BBC Persian	www.bbc.co.uk/persian
119	89	Bureau of Meteorology	www.bom.gov.au
104	91	ABC Online	www.abc.net.au
110	99	Udn.com	www.udn.com
105	100	Billboard.com	www.billboard.com

Websites that have left the Top 100 were:

26/12/2009 Rank	02/01/2010 Rank	Website	Domain
86	101	ninemsn News	news.ninemsn.com.au
87	103	BBC Blog Network	www.bbc.co.uk/blogs
93	134	BBC Weather	www.bbc.co.uk/weather
99	106	Los Angeles Times	www.latimes.com
100	112	www.voxy.co.nz	www.voxy.co.nz

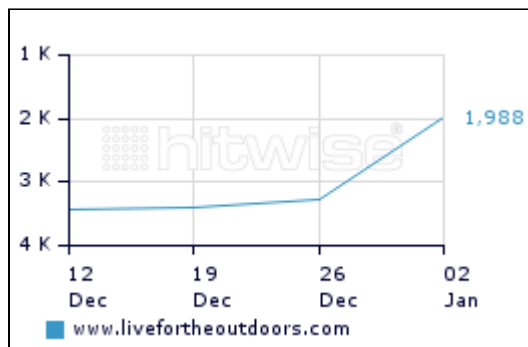
* Note: DNR = Did Not Rank

Fast Movers

Fast Movers indicates websites which have witnessed substantial increases in rank in the 'News and Media' online industry. Charts show rank in the 'News and Media' online industry for the four weeks ending 02/01/2010.

Live for the Outdoors

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

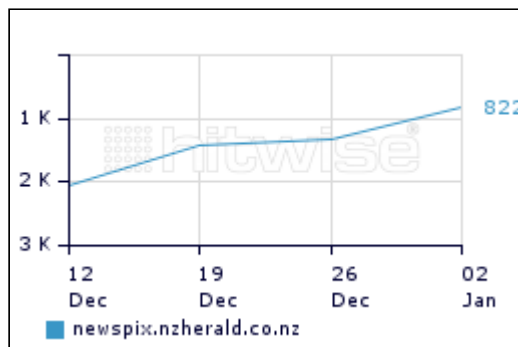


⚡ 1,288 places

Live for the Outdoors is the website for the UK outdoor magazines Trail and Country Walking.

NewsPix - New Zealand Newspapers

<http://newspix.nzherald.co.nz/>

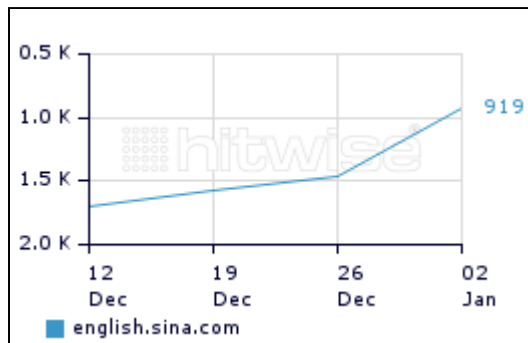


⚡ 504 places

NewsPix offers an extensive collection of photographs which has been largely drawn from the photographic archives of APN's New Zealand newspapers. Visitors can purchase these photos online.

Sina.com

<http://english.sina.com/>

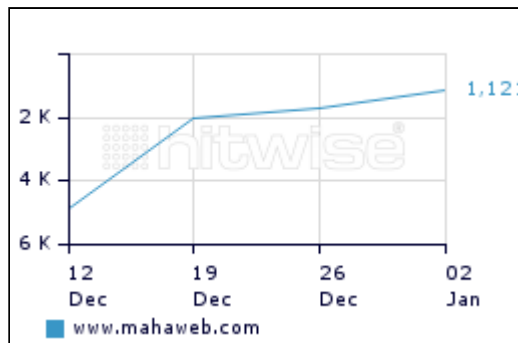


⚡ 543 places

This is an English portal of sina.com. It features English news, business services and forums, directories of websites in various categories.

MahaWeb

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



⚡ 561 places

MahaWeb provides general news from India.

Top 30 Websites - By Visits

The table below shows the Top 30 websites in the 'News and Media' online industry for the week ending 02/01/2010 based on visits.

The News and Media category includes websites of magazines and newspapers, and news relating to the computer and IT industry. The category includes e-zines of a general nature, covering a variety of subject areas.

Total websites that ranked with currently selected options: 6,682

Category Contribution Percentage: 6.84%

Rank	Website	Domain	Market Share	26/12	19/12	12/12
1.	The New Zealand Herald	www.nzherald.co.nz	14.97%	1	1	1
2.	Stuff	www.stuff.co.nz	12.60%	2	2	2
3.	MetService	www.metservice.co.nz	6.06%	3	3	3
4.	TVNZ	www.tvnz.co.nz	3.48%	4	4	4
5.	Yahoolxtra - News	nz.news.yahoo.com	2.76%	5	5	5
6.	SkyKiwi	www.skykiwi.com	2.52%	6	6	6
7.	BBC News	news.bbc.co.uk	2.14%	7	7	7
8.	Google NZ News	news.google.co.nz	1.57%	8	8	8
9.	MSN New Zealand - The New Zealand Herald	msn.nzherald.co.nz	1.55%	9	9	9
10.	BBC Homepage	www.bbc.co.uk	1.17%	10	10	10
11.	The New York Times	www.nytimes.com	0.83%	11	11	11
12.	Digg	www.digg.com	0.75%	12	13	12
△	13. MetVUW.com Weather and Climate Service	www.metvuw.com	0.67%	18	16	15
△	14. NZCity NZ Weather	home.nzcity.co.nz/weather	0.60%	21	18	20
△	15. CNN.com	www.cnn.com	0.58%	17	20	22
▽	16. TV3	www.tv3.co.nz	0.54%	13	14	13
△	17. View Auckland	www.viewauckland.co.nz	0.54%	22	23	19
△	18. Wen Xue City - News	news.wenxuecity.com	0.52%	23	24	24
△	19. Sydney Morning Herald	www.smh.com.au	0.50%	25	26	23
△	20. New Zealand Korea Post	www.nzkoreapost.com	0.50%	27	19	18
▽	21. MSN New Zealand - News	news.msn.co.nz	0.49%	15	12	16
△	22. guardian.co.uk	www.guardian.co.uk	0.49%	26	21	26
▽	23. 3news.co.nz	www.3news.co.nz	0.49%	14	15	14
	24. Daily Mail	www.dailymail.co.uk	0.48%	24	22	21
▽	25. NZCity NZ News	home.nzcity.co.nz/news	0.48%	16	28	25
△	26. SwellMap.com	www.swellmap.com	0.47%	28	30	34
▽	27. Sohu.com News	news.sohu.com	0.45%	20	25	28
△	28. Yahoo!Xtra Weather	nz.weather.yahoo.com	0.44%	38	32	32
	29. Google News	news.google.com	0.43%	29	27	27
▽	30. Scoop	www.scoop.co.nz	0.43%	19	17	17

Note: DNR = Did Not Rank

Industry Search Terms

The following report lists the most popular search terms for the **24 weeks** ending **02/01/2010**, that resulted in traffic to websites classified by Hitwise within the **'News and Media'** industry. For example, the most popular search term was **'nz herald'** representing **1.88%** of all search terms that delivered users to websites classified by Hitwise within the **'News and Media'** industry.

Displaying 1 to 30 of 49,409 search terms.

Rank	Search Term	Clicks
1.	nz herald	1.88%
2.	stuff	1.07%
3.	tvnz	0.97%
4.	metservice	0.72%
5.	tvnz on demand	0.68%
6.	stuff.co.nz	0.52%
7.	tv3	0.47%
8.	nzherald	0.36%
9.	weather	0.36%
10.	facebook	0.34%
11.	youtube	0.32%
12.	auckland weather	0.30%
13.	new zealand herald	0.28%
14.	met service	0.25%
15.	bbc news	0.25%
16.	bbc	0.24%
17.	tvnz.co.nz	0.23%
18.	nz weather	0.22%
19.	weather forecast	0.22%
20.	tv3 on demand	0.21%
21.	herald	0.21%
22.	weather nz	0.20%
23.	news	0.19%
24.	nz herald.co.nz	0.16%
25.	metvuw	0.15%
26.	tv on demand	0.14%
27.	education gazette	0.14%
28.	tv2	0.13%
29.	bbc sport	0.13%
30.	weather auckland	0.13%

Report Glossary

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)

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.