

FEBRUARY 2008

Nov 07

1	= 1	Amazon UK	www.amazon.co.uk
2	▲ 3	Argos	www.argos.co.uk
3	▼ 2	Play.com	play.com
4	▲ 5	Apple Computer	www.apple.com
5	▼ 4	Tesco.com	www.tesco.com
6	▲ 7	Amazon.com	www.amazon.com
7	▲ 13	Thomson Holidays	www.thomson.co.uk
8	▲ 9	Tesco Direct	direct.tesco.com
9	▼ 6	Dell EMEA	www.euro.dell.com
10	▲ 12	Expedia.co.uk	www.expedia.co.uk
11	▲ 19	easyJet	www.easyjet.co.uk
12	▼ 8	Marks & Spencer	www.marksandspencer.com
13	▼ 10	Next	www.next.co.uk
14	▲ 15	Currys	www.currys.co.uk
15	▼ 14	lastminute.com	www.lastminute.com
16	▼ 11	HMV.co.uk	www.hmv.co.uk
17	▲ 18	RyanAir	www.ryanair.com
18	▲ 20	British Airways	www.britishairways.com
19	▼ 17	John Lewis	www.johnlewis.com
20	▲ 21	Comet UK	www.comet.co.uk
21	▲ 24	PC World	www.pcworld.co.uk
22	▼ 16	Ticketmaster UK	www.ticketmaster.co.uk
23	▲ 48	Thomas Cook	www.thomascook.com
24	▲ 30	Ebuyer	www.ebuyer.com
25	▼ 23	GAME	shop.game.net
26	= 26	O2 Shop	shop.o2.co.uk
27	▲ 29	ASOS	www.asos.com
28	= 28	Debenhams	www.debenhams.com
29	▲ 32	B&Q	www.diy.com
30	▲ 34	Littlewoods	www.littlewoods.com
31	▼ 27	Symantec Store	www.symantecstore.com
32	▲ 33	The Orange Shop	www.diy.com
33	▲ 36	ASDA	www.asda.co.uk
34	▼ 22	Woolworths UK	www.woolworths.co.uk
35	▼ 25	Boots	www.boots.com
36	▲ 39	Odeon Cinemas	www.odeon.co.uk
37	NEW	LOVEFiLM	www.lovefilm.com
38	▲ 43	IKEA	www.ikea.com
39	▲ 40	Screwfix Direct	www.screwfix.com
40	▼ 35	QVCUK.com	www.qvcuk.com
41	▼ 38	Topshop	www.topshop.co.uk
42	▼ 37	Carphone Warehouse	www.carphonewarehouse.com
43	▲ 45	Sainsbury's	www.sainsburys.com
44	▲ 50	Thomsonfly	www.thomsonfly.com
45	▼ 41	HP	www.hp.com
46	BACK	Flybe.com	www.flybe.com
47	BACK	Maplin Electronics	www.maplin.co.uk
48	▼ 46	Dixons	www.dixons.co.uk
49	▼ 47	Apple iTunes	www.apple.com/itunes
50	▼ 42	River Island	www.riverisland.com

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 Capgemini Index Classification**. This List is based on January 2008 data.

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

** IMRG Capgemini 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



SINCE NOVEMBER 2007

NEW	BACK			
1	2	24	20	3

This eighth quarterly Hot Shops List is notable for its lack of movement either up or down of the e-retailers it tracks. Thirty of the fifty were within three places of their rankings in November and of these, twenty-three were within two places and fifteen were within one position.

Amazon.co.uk (1), Argos (2) and Play (3) led the field as usual, while Apple, in the number four slot, achieved its highest ranking to date, up from 5 last time.

As expected at this time of year, travel companies performed well, with all nine listed improving their rankings. Thomson Holidays (7) was up six places to jump back into the top ten, while the fastest riser was Thomas Cook (23) up twenty-five spots since November. Easyjet (11) was up eight places.

The only new entrant was LOVEFiLM, in at 37.

IMRG's CEO, James Roper, comments:

"The Hot Shops List gives us a fascinating insight into the big picture of what is going on in e-retail. For example, at the beginning of 2007 we were astonished to see that half of the UK's top 100 retailers still had no transactional website. But within the past year, a swath of household names have appeared on the List for the first time, including Marks & Spencer, Dixons, Sainsbury's, Boots, Topshop, IKEA, O2, River Island, GAME and Odeon Cinemas. Having observed the market for a couple of decades, I find the pace at which some retailers are engaging with the internet still seems glacial, but all serious players will be trading online by the end of 2008."

Hitwise's Director of Research, Robin Goad, comments:

"Following a somewhat disappointing pre-Christmas period for online retail, the UK experienced a record breaking online sales season that extended into January. UK Internet searches for post-Christmas sales more than tripled this year, and the online properties of high street retailers in particular benefited from this surge in traffic. The exception to this rule was Play.com, which received a huge amount of sales traffic and placed higher in the list this year than for the same quarter last year. Other successes included Apple, which reached its highest ever ranking thanks to the publicity surrounding the launch of the Macbook Air, and Thomson Holidays, which received a seasonal boost to become the most visited travel website on the list."

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 leading online competitive intelligence service: www.hitwise.co.uk