



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

IMRG	HITWISE
Shabana Aslam	Jannie Cahill
Tel: +44 (0) 7000 46 46 74	Tel: +44 (0) 7378 3619
Email: shabana@imrg.org	Email: jannie.cahill@hitwise.com
Web: www.imrg.org	Web: www.hitwise.co.uk

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