



Online Holiday Shopping Intent Actions

December 2009

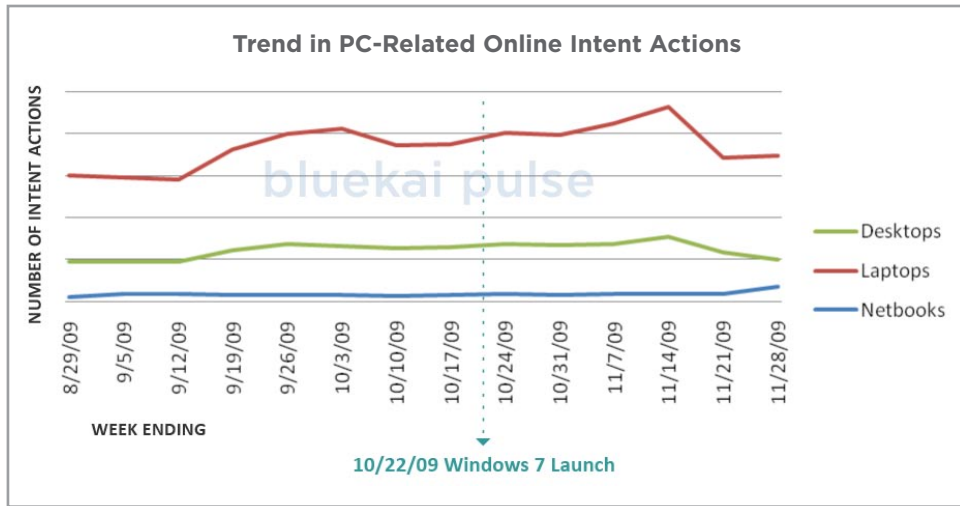
This report marks the second installment of the BlueKai Pulse, an analysis of data from the BlueKai Data Exchange, which aggregates intent data from over 160 million unique users on top-tier e-commerce, online travel agency and auto comparison sites. Shopping intent is defined as search and shopping related activities by consumers on retail and price comparison sites. This installment specifically examines more than 10 million online shopping intent actions for PCs and video game consoles through the week ending November 28, 2009.





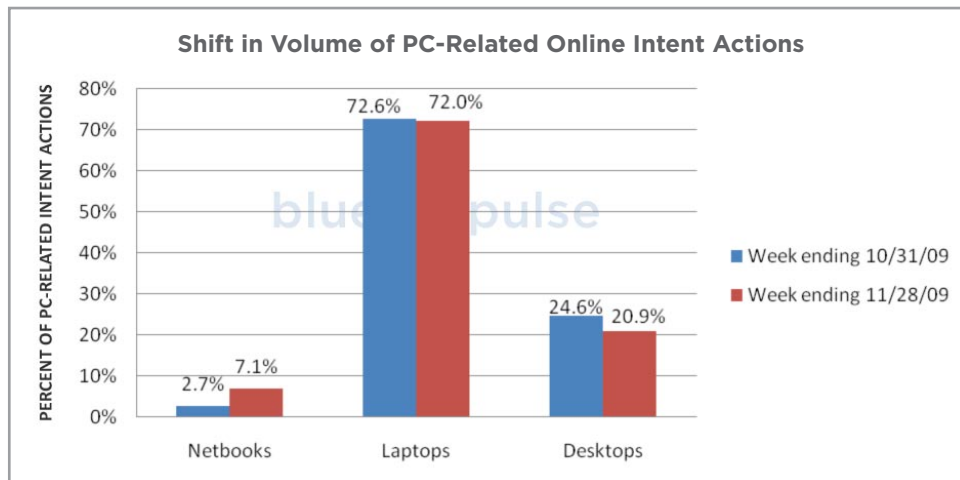
Netbooks (Not Windows 7) Drive Online Holiday Shopping Intent Actions in the PC Category

The Windows 7 release on October 22 did not generate an immediate increase in volume of online intent actions from PC shoppers, according to BlueKai - online intent actions for PCs was down 1.2% when comparing the week ending October 24 to the week ending October 31. Online intent actions for PCs did increase in the weeks following, aided by the popularity of Netbooks. The number of PC-related online intent actions showed week-over-week increases of 5.5% for the week ending November 7, 2009, and 10.2% for the week ending November 14.



BlueKai Pulse: Online Holiday Shopping Intent Actions, December 2009

Online intent actions by those shopping for Netbooks surged 81% during the week of Black Friday versus the prior week, with Netbooks reaching 7.1% share of total PC online intent actions for the week ending November 28. Just a month prior, Netbooks comprised only 2.7% of PC-related online intent actions on the BlueKai Exchange.

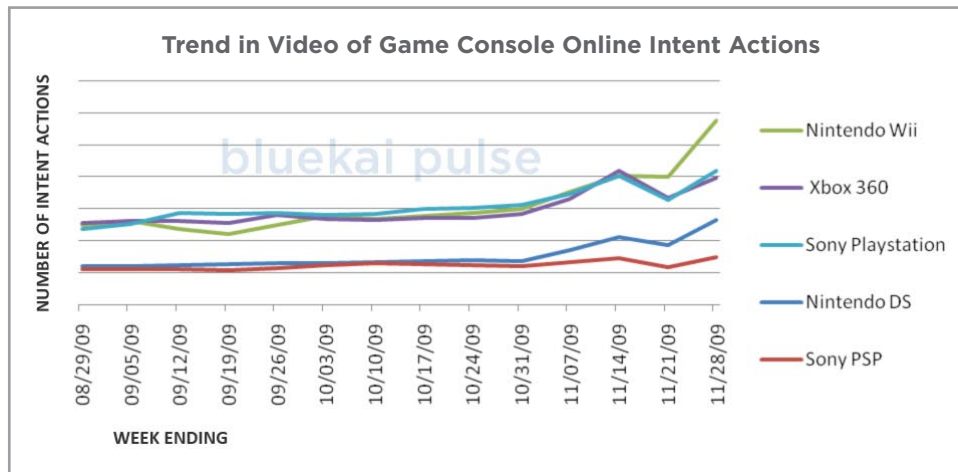


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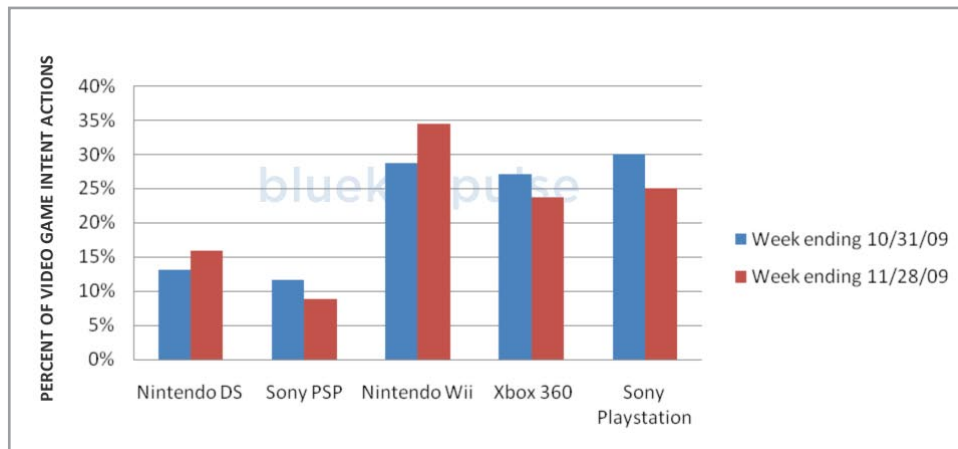
Nintendo Takes Early Lead In Online Holiday Shopping Intent Actions for Gaming Systems

Gaming systems are an ever-popular holiday gift, and this year data from the BlueKai Exchange show that Nintendo is winning in online holiday shopping intent actions with both the Wii and the portable DS system. Online intent actions in video game systems overall was up 40% for the week ending November 28, 2009 versus the previous week, while online intent actions in Nintendo Wii was up 44% and Nintendo DS up 43%.



BlueKai Pulse: Online Holiday Shopping Intent Actions, December 2009

Nintendo Wii accounted for 34% of online intent actions for video game systems during the week ending November 28, 2009, a gain of 5 percentage points over just four weeks prior, during the week ending October 31. Nintendo DS also experienced a gain, increasing its share of online intent actions from 13% to 16% in the same period.



BlueKai Pulse: Online Holiday Shopping Intent Actions, December 2009

About BlueKai

BlueKai (<http://www.bluekai.com>) created the first online data exchange designed with consumer transparency and control in mind. By aggregating valuable shopping and research activities across the Internet, BlueKai is building the world's largest database of true intenders. Unlike ad networks, BlueKai does not sell ads or impressions; it simply provides data on-demand for marketers, ad networks or publishers to boost the quality and scale of ad targeting initiatives. Data providers earn revenue in a privacy friendly way. The BlueKai Registry enables consumers to see what marketers know about them, edit their online preferences and gain rewards in charitable donations. The privately-held company is based in Bellevue, WA and is a recipient of the AlwaysOn 2009 OnMedia 100 award as a Technology Innovator in Advertising.

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