

How To Read The Tables

Marketing Magazine and Hitwise are proud to bring you the 2004 Top 10 New Zealand Website Awards.

By monitoring how the largest sample of New Zealand internet users visit more than 500,000 local and global websites every day, Hitwise is able to acknowledge the most popular New Zealand-based websites visited throughout the year across key industry categories.

Hitwise measures user activity, tapping into data from ISPs to see who visits which sites. All websites connected to these ISPs are measured automatically. Website owners can neither request their website be included nor can they deny access to measurement. For more information on how Hitwise calculates its scores go to www.hitwise.co.nz.

The awards are based on 11 months cumulative data from July 1, 2003 to May 31, 2004. Popularity is based on the number of unique visits to a website, as defined by the IAB.

Due to publishing limitations, the top New Zealand sites

from just 19 of Hitwise's 160 industry categories are listed. In some categories New Zealanders visit fewer than 10 local websites. In these cases we have shown all websites visited.

Increases and decreases in the number of visits are based on measurements taken in May 2004 compared with those taken in July 2003.

In addition to this annual listing, Hitwise recognises on a quarterly basis the top 10 websites across 160 industries with a quarterly "Top 10" award. To register your details so Hitwise may contact you should your business win this award, visit www.hitwise.co.nz/info/contact/top_10_award.html

Average session duration to New Zealand and global sites.

Change from last year
 ■ = Same ranking as last year.
 ▲ = Has moved up in the rankings since last year.
 ▼ = Has moved down in the rankings since last year.
 ★ = New to the top 10 in this category.

2 Business Information

Sites and services dedicated to providing financial, corporate or general information for the business person, plus national business and financial newspapers and magazines.

- Traffic increased by 82%.
- Captured 1.64% of all New Zealand internet traffic.
- 6 minutes 12 seconds.

Top 10 local business information websites

- ▲ www.fencepost.com
- ▼ www.yellowpages.co.nz
- ▲ www.ubd.co.nz
- ★ www.companies.govt.nz
- ▼ www.directbroking.co.nz
- ★ www.168.co.nz
- ★ www.nzherald.co.nz/business
- ▼ www.nbr.co.nz
- ★ www.acourt.co.nz
- ★ www.goodreturns.co.nz

This year's ranking.

1 Banks & Financial Institutions

Banks and NBFIs including all companies which offer banking, finance, leasing and loans.

- Traffic increased by 23%.
- Captured 8.35% of all New Zealand internet traffic.
- Average session duration 4 minutes 25 seconds.

No change in the top five sites here. But is that a reflection of sound customer satisfaction or the customer inertia seen in the real world? Note the arrival of two Asian financial groups: financial services company KVB Kunlun at number 6 and express remittance specialists Yujia Financial International in the number 8 slot. And where's BankDirect – last year's number 7? Hitwise figures show it steadily falling in the rankings in the early part of this year.

Top 10 local banking & financial institution websites

- www.asbbank.co.nz
- www.westpac.co.nz
- www.nationalbank.co.nz
- www.anz.com
- www.bnz.co.nz
- ★ www.kvbkunlun.com
- ▼ www.kiwibank.co.nz
- ★ www.yujia.co.nz
- ▼ www.psis.co.nz
- ★ www.americanexpress.com

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3 Commercial Airlines

Commercial airlines, including aircraft charter companies, helicopter services operating a commercial venture.

- Traffic increased by 29%.
- Captured 0.74% of all New Zealand internet traffic.
- 6 minutes 3 seconds.

Pacific Blue makes inroads into the online space, ranking as the fourth most popular site in this category.

Top 9 local aviation – commercial airlines websites

- www.airnz.co.nz
- www.freedomair.com
- www.originpacific.co.nz
- ★ www.pacificblue.co.nz
- ▲ www.malaysiaairlines.co.nz
- ★ www.nz.jal.com
- www.polynesianairlines.co.nz
- ★ www.hamiltonhelicopters.co.nz
- ★ www.eu.airnz.co.nz

4 Email Services

All free email services, including those that provide web-based accounts and mail forwarding services.

- Traffic decreased by 0.33%.
- Captured 0.87% of all New Zealand internet traffic.
- 8 minutes 14 seconds.

Top 10 local email services websites

- 1 ● xtramail.xtra.co.nz
- 2 ★ www.smartmail.co.nz
- 3 ▲ www.webmail.waikato.ac.nz
- 4 ▼ www.studentmail.otago.ac.nz
- 5 ★ mail.student.vuw.ac.nz
- 6 ● email.tekotago.ac.nz
- 7 ▼ studentmail.unitec.ac.nz
- 8 ● www.stonebow.otago.ac.nz
- 9 ● webmail.sit.ac.nz
- 10 ★ www.phat.co.nz

7 IT Media

Websites related to news and information about the computing and IT industry.

- Traffic decreased by 0.28%.
- Captured 0.17% of all New Zealand internet traffic.
- 5 minutes 1 second.

Wellington-based Mauricio Freitas' Geek-zone website joins an otherwise stable crew at the top of the IT media list.

Top 10 local IT media websites

- 1 ● www.pcworld.co.nz
- 2 ● www.aardvark.co.nz
- 3 ▲ www.netguide.co.nz
- 4 ▲ www.computerworld.co.nz
- 5 ▼ www.idg.net.nz
- 6 ▲ www.istart.co.nz
- 7 ▲ www.unlimited.net.nz
- 8 ★ www.geekzone.co.nz
- 9 ● www.netnow.co.nz
- 10 ● www.tone.co.nz

5 Food & Beverage – Brands & Manufacturers

For manufacturers of food, drink or alcoholic drink brands. Wineries and breweries are included. Retailers are categorised in 'Shopping and classifieds – grocery and alcohol'.

- Traffic increased by 26.6%.
- Captured 0.22% of all New Zealand internet traffic.
- 8 minutes 21 seconds.

This is a collection of big name players. Fonterra and 42 Below debut in this otherwise very stable category. But Wattie's website (www.watties.co.nz) is conspicuous by its absence. Hitwise figures show it hovering anywhere from 17th and 32nd place between July 2003 and May this year. Elsewhere in cyberspace, Wattie's popular Food In A Minute website (www.foodinaminute.co.nz) has dominated the top spot in the food reference category every month since October 2003.

Top 10 local food & beverage – brands & manufacturers websites

- 1 ▲ www.anchorville.co.nz
- 2 ▲ www.nestle.co.nz
- 3 ● www.stimulate.co.nz
- 4 ▼ www.coke.co.nz
- 5 ★ www.fonterra.com
- 6 ● www.pizzahut.co.nz
- 7 ▼ www.mcdonalds.co.nz
- 8 ★ www.42below.co.nz
- 9 ▼ www.cadbury.co.nz
- 10 ▼ www.sugar.co.nz

6 IT & Internet

Businesses providing IT solutions and web development services.

- Traffic decreased by 13%.
- Captured 0.46% of all New Zealand internet traffic.
- 7 minutes 19 seconds.

Top 10 local IT & internet websites

- 1 ★ www.rpnz.co.nz
- 2 ▲ www.safetrader.co.nz
- 3 ★ www.netlist.co.nz
- 4 ▲ www.netstep.co.nz
- 5 ▲ www.digitalstream.co.nz
- 6 ● www.discovernz.co.nz
- 7 ★ www.dataview.co.nz
- 8 ★ www.upgrades.co.nz
- 9 ● www.istart.co.nz
- 10 ★ www.converge.org.nz

8 Marketing

A broad range of sites devoted to marketing, commerce and communications. Includes sites on web marketing, e-commerce and public relations, plus sites belonging to advertising agencies and internet marketing companies.

- Traffic decreased by 58.7%.
- Captured 0.25% of all New Zealand internet traffic.
- 4 minutes 36 seconds.

A real mixed bag of websites in a highly volatile category: only two remain from last year's list of leading sites. The jury is out whether this means marketers are endlessly innovative or hopelessly bad at sustaining success.

Top 10 local marketing websites

- 1 ▲ www.smartmail.co.nz
- 2 ★ www.launchpadmail.com
- 3 ★ www.asa.co.nz
- 4 ★ www.counteraction.co.nz
- 5 ★ www.fieldforce.co.nz
- 6 ▲ www.mrsnz.org.nz
- 7 ★ www.madmarketing.co.nz
- 8 ★ www.markettruths.co.nz
- 9 ★ affinity3.co.nz
- 10 ★ www.cabinfever.co.nz

9 Music – Bands & Artists

Sites focused on specific bands or artists from any musical genre, either official websites or those run by fans.

- Traffic decreased by 31%.
- Captured 0.08% of all New Zealand internet traffic.
- 11 minutes 15 seconds.

Top 10 local music – bands & artists websites

- 1 ● www.berm.co.nz
- 2 ▲ www.nzmetal.com
- 3 ▲ www.slappingmackerel.com
- 4 ★ www.brookefraser.com
- 5 ★ www.elemenop.co.nz
- 6 ▲ www.theladsband.com
- 7 ★ www.goodnighnurse.com
- 8 ▼ www.thedatsuns.com
- 9 ★ www.katchafire.co.nz
- 10 ▼ www.nesianmystik.com

12 Radio

Focuses on radio stations' websites, including those that do not broadcast in the traditional format. It also includes sites on particular radio programmes or presenters.

- Traffic down by 7.9%.
- Captured 0.4% of all New Zealand internet traffic.
- 8 minutes 3 seconds.

All the usual stations plus a first time appearance by Christian radio station Rhema in the number 10 slot.

Top 10 local radio websites

- 1 ● www.theedge.co.nz
- 2 ● www.zmonline.com
- 3 ● www.newstalkzb.co.nz
- 4 ▲ www.therock.net.nz
- 5 ▲ www.radionz.co.nz
- 6 ● www.morefm.co.nz
- 7 ▲ www.radiochick.co.nz
- 8 ▼ www.channelz.co.nz
- 9 ▲ www.georgefm.co.nz
- 10 ★ www.rhema.co.nz

10 Pharmaceutical & Medical Products

Includes drug companies and health and medical products manufacturers.

- Traffic increased by 61.2%.
- Captured 0.02% of all New Zealand internet traffic.
- 5 minutes 28 seconds.

Much shuffling for position in this category among existing proven players but just one newcomer this year: the website behind personal lubricant K-Y (www.k-y.co.nz). The 2003 drop-out? www.viagra.co.nz which has been drooping in the ratings since July last year. Viagra put in its best performance (8th place) over the summer holidays. Draw your own conclusions.

Top 10 local pharmaceutical & medical products websites

- 1 ▲ www.gsk.co.nz
- 2 ▲ www.weleda.co.nz
- 3 ● www.fphcare.com
- 4 ▼ www.healtheries.co.nz
- 5 ★ www.k-y.co.nz
- 6 ▲ www.extracare.co.nz
- 7 ▼ www.visiondirect.co.nz
- 8 ▼ www.goforhealth.co.nz
- 9 ▼ www.shalfoon.co.nz
- 10 ▼ www.propecia.co.nz

11 Print Media

All online magazines and newspapers that also run a hard copy print version.

- Traffic up by 0.9%.
- Captured 4.3% of all New Zealand internet traffic.
- 7 minutes 7 seconds.

Big players such as The Herald, Stuff, Consumer and the Otago Daily Times reign supreme. Performance Car holds on to 8th position. Computer World joins the top performers in 9th place.

Top 10 local print media websites

- 1 ● www.nzherald.co.nz
- 2 ● www.stuff.co.nz
- 3 ▲ www.consumer.org.nz
- 4 ▼ www.odt.co.nz
- 5 ▲ www.netguide.co.nz
- 6 ▼ www.buy-sell-exchange.co.nz
- 7 ▲ www.nbr.co.nz
- 8 ● www.performancecar.co.nz
- 9 ★ www.computerworld.co.nz
- 10 ● www.cuisine.co.nz

13 Search Engines & Directories

Search engines and directories of internet content. Sites in this category usually act as gateways with links to the broader world-wide web, not just the content of the site.

- Traffic increased by 4.94%.
- Captured 19.1% of all New Zealand internet traffic.
- 8 minutes 27 seconds.

Given the amount of publicity Google's been receiving lately on its prowess, there would have to be something seriously awry for it not to be dominating the table here. When your company name has been made into a verb you must be doing something right.

Top 10 local search engines & directory websites

- 1 ● www.google.co.nz
- 2 ● search.xtramsn.co.nz
- 3 ▲ images.google.co.nz
- 4 ● www.whitepages.co.nz
- 5 ▲ www.yellowpages.co.nz
- 6 ● www.searchnz.co.nz
- 7 ▼ www.altavista.co.nz
- 8 ▲ www.chinese.net.nz
- 9 ● www.nzsearch.co.nz
- 10 ★ www.nzs.com

14 Shopping & Classifieds – Flowers & Gifts

Sites that provide online flower sales and delivery, as well as sites that specialise in the sale of gifts.

- Traffic increased by 12%.
- Captured 0.05% of all New Zealand internet traffic.
- 6 minutes 21 seconds.

Top 10 local shopping & classifieds – flowers & gifts websites

- ▲ www.nznature.co.nz
- ▲ www.giftsofnz.co.nz
- ★ www.kattsgifts.co.nz
- ▲ www.productsfromnz.com
- www.nzflower.co.nz
- ▼ www.wildpoppies.co.nz
- ▼ www.interflora.co.nz
- ▼ www.atonz.com
- ★ www.remember.co.nz
- www.maoritreasures.com

17 Television

Any sites related to tv, including the official websites of tv shows, television stations, ratings guides, programme tv production companies and cable information.

- Traffic increased by 86.1%.
- Captured 2.42% of all New Zealand internet traffic.
- 5 minutes 57 seconds.

Heaps of newbies here reflecting the arrival of recent tv phenomena such as New Zealand Idol (two sites) and Test the Nation which recently made a come-back to our screens. Expect to see a very different bunch of specialist one-off websites this time next year.

Top 10 local television websites

- ▲ www.tvnz.co.nz
- ▲ www.tv3.co.nz
- ▲ www.skytelevision.co.nz
- ★ nzidol.nzoom.com
- ★ www.nz-idol.com
- ★ www.primetv.co.nz
- ★ testthenation.nzoom.com
- ★ shortlandstreet.nzoom.com
- ★ www.flipside.tvnz.co.nz
- ★ www.squirt.co.nz

15 Shopping & Classifieds – Grocery & Alcohol

Sites that sell groceries and alcohol online.

- Traffic decreased by 0.13%.
- Captured 0.08% of all New Zealand internet traffic.
- 11 minutes 50 seconds.

Top 10 local shopping & classifieds – grocery & alcohol websites

- www.woolworths.co.nz
- ▲ www.foodtown.co.nz
- ▲ www.progressive.co.nz
- www.nz-wine-society.co.nz
- ▲ www.blackmarket.co.nz
- ★ www.babyonline.co.nz
- ▼ www.organicpathways.co.nz
- ★ www.finewineonline.co.nz
- www.diapersdirect.co.nz
- ▼ www.shopnaked.co.nz

18 Travel Agencies

Travel agencies and businesses providing planning and organisational services for holiday and travel.

- Traffic increased by 22%.
- Captured 0.27% of all New Zealand internet traffic.
- 7 minutes 54 seconds.

Top 10 local travel agencies websites

- ▲ www.travelonline.co.nz
- ▲ www.flightcentre.co.nz
- ▲ www.houseoftravel.co.nz
- ▼ www.travel.co.nz
- ▼ www.holidayshoppe.co.nz
- ▲ www.itchyfeet.co.nz
- www.statravel.co.nz
- www.travelplan.co.nz
- ★ www.ginz.com
- ★ www.ferrytickets.co.nz

16 Telecommunications

Telecommunications providers and companies that manufacture, distribute or sell telephones and other telecommunications products. This category also includes the corporate websites of b2b telecommunications infrastructure companies.

- Traffic decreased by 5.3%.
- Captured 0.89% of all New Zealand internet traffic.
- 8 minutes 14 seconds.

Top 10 local telecommunications websites

- www.vodafone.co.nz
- www.telecom.co.nz
- ▲ www.pxtworld.co.nz
- ▼ www.telstraclear.co.nz
- ★ www.nokia.co.nz
- ★ www.hotttext.co.nz
- ▼ www.ztalk.co.nz
- ▼ www.uniden.co.nz
- ★ www.callplus.co.nz
- ★ www.wxc.net.nz

19 Travel Destinations & Accommodation

Businesses which supply transport and related services to individuals including business and holiday travel – car hire, for instance. Airports and boarding facilities are listed here.

- Traffic decreased by 14.2%.
- Captured 1.1% of all New Zealand internet traffic.
- 6 minutes.

Top 10 local travel destinations & accommodation websites

- www.mtruapehu.com
- www.snow.co.nz
- ▲ www.jasons.co.nz
- ▲ www.nzski.com
- ▲ www.tourism.net.nz
- ▼ www.aaguides.co.nz
- ▼ www.nzmaps.co.nz
- ▼ www.nz.com
- ★ www.holidayhouses.co.nz
- ★ www.newzealand.com