

Service		Country UV (users)	Reach	Country PV
1 ebay.com.au	Auctions	6,700,000	38.50%	1,300,000,000
2 netbank.commbank.com.au	Banking	4,200,000	24.10%	140,000,000
3 anz.com	Banking	2,900,000	16.40%	110,000,000
4 online.westpac.com.au	Banking	2,600,000	15.00%	190,000,000
5 bom.gov.au	eGov	2,600,000	15.00%	170,000,000
6 gumtree.com.au	Auctions	2,200,000	12.40%	140,000,000
7 qantas.com.au	Flights & Cars	2,100,000	12.30%	74,000,000
8 ib.nab.com.au	Banking	1,800,000	10.30%	120,000,000
9 centrelink.gov.au	eGov	1,600,000	9.30%	67,000,000
10 virginaustralia.com	Flights & Cars	1,500,000	8.50%	26,000,000
11 wotif.com	Hotels	1,300,000	7.50%	41,000,000
12 jetstar.com	Flights & Cars	1,300,000	7.60%	21,000,000
13 tradingpost.com.au	Auctions	1,200,000	7.00%	41,000,000
14 webjet.com.au	Flights & Cars	1,100,000	6.40%	11,000,000
15 ato.gov.au	eGov	1,000,000	5.80%	34,000,000
16 ticketek.com.au	Media + Entertainment	1,000,000	5.80%	19,000,000
17 flightcentre.com.au	Flights & Cars	1,000,000	5.70%	9,800,000
18 stardeals.com.au	Group Buying	1,000,000	5.80%	3,100,000
19 catchoftheday.com.au	Group Buying	900,000	5.10%	14,000,000
20 eventcinemas.com.au	Media + Entertainment	840,000	4.80%	16,000,000
21 ibanking.stgeorge.com.au	Banking	760,000	4.40%	41,000,000
22 bigw.com.au	General	760,000	4.30%	11,000,000
23 harveynorman.com.au*	General	760,000	4.40%	8,100,000
24 store.apple.com.au	Technology	760,000	4.40%	6,100,000
25 australia.gov.au	eGov	760,000	4.40%	3,100,000
26 expedia.com.au	Hotels	750,000	4.20%	17,000,000
27 kmart.com.au	General	740,000	4.20%	6,200,000
28 hoyts.com.au	Media + Entertainment	690,000	4.00%	8,300,000
29 graysonline.com	Auctions	630,000	3.60%	38,000,000
30 comsec.com.au	Trading	630,000	3.60%	38,000,000
31 dealsdirect.com.au	General	630,000	3.60%	12,000,000
32 dicksmith.com.au	Technology	630,000	3.60%	6,700,000
33 cudo.com.au	Group Buying	630,000	3.60%	4,200,000
34 livingsocial.com	Group Buying	630,000	3.60%	3,400,000
35 brandsexclusive.com.au	Group Buying	620,000	3.50%	26,000,000
36 lastminute.com.au	Flights & Cars	620,000	3.60%	9,700,000
37 ingdirect.com.au	Banking	620,000	3.60%	6,800,000
38 ticketmaster.com.au	Media + Entertainment	570,000	3.30%	11,000,000
39 stayz.com.au	Hotels	560,000	3.20%	14,000,000
40 business.gov.au	eGov	560,000	3.20%	12,000,000
41 westfield.com.au	General	560,000	3.20%	6,200,000
42 target.com.au	General	520,000	3.00%	4,200,000
43 bendigobank.com.au	Banking	510,000	2.90%	34,000,000
44 suncorp.com.au	Insurance	510,000	2.90%	6,700,000
45 spreets.com.au	Group Buying	510,000	2.90%	3,200,000
46 ikea.com	General	470,000	2.70%	14,000,000
47 immi.gov.au	eGov	470,000	2.70%	13,000,000
48 officeworks.com.au	General	470,000	2.70%	7,500,000
49 quicksales.com.au	Auctions	470,000	2.70%	6,700,000
50 oo.com.au	General	460,000	2.60%	6,700,000
51 jobsearch.gov.au	eGov	430,000	2.40%	20,000,000
52 ibs.bankwest.com.au	Banking	430,000	2.40%	19,000,000
53 buyinvite.com.au	Group Buying	430,000	2.50%	16,000,000
54 jbhifionline.com.au	Technology	430,000	2.40%	4,700,000
55 scoopon.com.au	Group Buying	430,000	2.40%	4,600,000
56 dominos.com.au	General	430,000	2.40%	4,200,000
57 thegoodguys.com.au	General	420,000	2.40%	6,600,000
58 hotels.lastminute.com.au	Hotels	420,000	2.40%	6,100,000
59 suncorpbank.com.au	Banking	390,000	2.20%	21,000,000
60 bestflights.com.au	Flights & Cars	390,000	2.20%	4,300,000

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61	villagecinemas.com.au	Media + Entertainment	390,000	2.20%	4,200,000
62	nla.gov.au	eGov	380,000	2.20%	9,900,000
63	asic.gov.au	eGov	350,000	2.00%	6,800,000
64	fishpond.com.au	Media + Entertainment	320,000	1.80%	6,100,000
65	airfaresflights.com.au	Flights & Cars	320,000	1.80%	2,100,000
66	citibank.com.au	Banking	290,000	1.70%	9,100,000
67	nrma.com.au	Insurance	290,000	1.70%	1,700,000
68	macquarie.com.au	Trading	270,000	1.50%	16,000,000
69	takeabreak.com.au	Hotels	270,000	1.50%	3,800,000
70	abs.gov.au	eGov	270,000	1.50%	3,500,000
71	jetabroad.com.au	Flights & Cars	270,000	1.50%	2,300,000
72	jumponit.com	Group Buying	270,000	1.50%	1,800,000
73	readingcinemas.com.au	Media + Entertainment	260,000	1.50%	3,500,000
74	ezibuy.com.au	Fashion	240,000	1.40%	15,000,000
75	aami.com.au	Insurance	240,000	1.40%	4,700,000
76	medicareaustralia.gov.au	eGov	240,000	1.40%	3,800,000
77	zuji.com.au	Hotels	240,000	1.40%	3,500,000
78	check-in.com.au	Hotels	240,000	1.40%	2,900,000
79	health.gov.au	eGov	240,000	1.40%	2,000,000
80	ourdeal.com.au	Group Buying	240,000	1.40%	1,800,000
81	deals.com.au	Group Buying	240,000	1.40%	1,100,000
82	invest.etrade.com.au	Trading	220,000	1.20%	31,000,000
83	ib.boq.com.au	Banking	220,000	1.20%	16,000,000
84	webbanker.cua.com.au	Banking	220,000	1.20%	11,000,000
85	deewr.gov.au	eGov	220,000	1.30%	3,500,000
86	familyassist.gov.au	eGov	220,000	1.20%	1,800,000
87	escapetravel.com.au	Hotels	220,000	1.20%	1,300,000
88	ouffer.com	Group Buying	220,000	1.30%	1,100,000
89	pickles.com.au	Auctions	210,000	1.20%	12,000,000
90	hsbc.com.au	Banking	200,000	1.20%	9,900,000
91	abr.gov.au	eGov	200,000	1.10%	6,200,000
92	gifts.myer.com.au	General	200,000	1.10%	3,200,000
93	travel.com.au	Flights & Cars	200,000	1.10%	3,200,000
94	sony.com.au	Technology	200,000	1.10%	2,600,000
95	booktopia.com.au	Media + Entertainment	200,000	1.10%	2,300,000
96	borders.com.au	Media + Entertainment	200,000	1.10%	2,000,000
97	bigpondmovies.com	Media + Entertainment	180,000	1.00%	2,600,000
98	showbiz.com.au	Media + Entertainment	180,000	1.00%	1,600,000
99	secure.macquarie.com.au	Banking	170,000	1.00%	2,400,000
100	colesonline.com.au	General	160,000	0.90%	6,100,000
101	quickflix.com.au	Media + Entertainment	160,000	0.90%	3,800,000
102	styletread.com.au	Fashion	160,000	0.90%	2,400,000
103	vaustralia.com.au	Flights & Cars	160,000	0.90%	1,600,000
104	shop.abc.net.au	Media + Entertainment	160,000	0.90%	1,300,000
105	manheim.com.au	Auctions	150,000	0.90%	7,600,000
106	rivers.com.au	Fashion	150,000	0.80%	3,100,000
107	needitnow.com.au	Hotels	150,000	0.80%	1,200,000
108	ibanking.banksa.com.au	Banking	140,000	0.80%	7,400,000
109	homeshop.com.au	General	140,000	0.80%	4,600,000
110	mbf.com.au	Insurance	140,000	0.80%	1,800,000
111	avis.com.au	Flights & Cars	140,000	0.80%	1,800,000
112	kogan.com.au	Technology	140,000	0.80%	1,200,000
113	mirvachotels.com	Hotels	140,000	0.80%	1,200,000
114	statravel.com.au	Flights & Cars	140,000	0.80%	1,200,000
115	budget.com.au	Flights & Cars	140,000	0.80%	920,000
116	countryroad.com.au	Fashion	130,000	0.70%	16,000,000
117	supre.com.au	Fashion	130,000	0.80%	6,800,000
118	petersofkensington.com.au	General	130,000	0.80%	3,800,000
119	witchery.com.au	Fashion	130,000	0.70%	3,500,000
120	moshitix.com.au	Media + Entertainment	130,000	0.70%	1,300,000

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121	hotel.com.au	Hotels	130,000	0.80%	1,300,000
122	pumpkinpatch.com.au	Fashion	120,000	0.70%	5,100,000
123	surfstitch.com	Fashion	120,000	0.70%	2,900,000
124	lenovo.com	Technology	120,000	0.70%	2,400,000
125	rydges.com	Hotels	120,000	0.70%	1,500,000
126	ols.nab.com.au	Trading	120,000	0.70%	1,200,000
127	mantra.com.au	Hotels	120,000	0.70%	1,100,000
128	pleasetakemeto.com	Hotels	120,000	0.70%	560,000
129	cracker.com.au	Auctions	110,000	0.60%	5,100,000
130	dymocks.com.au	Media + Entertainment	110,000	0.60%	1,400,000
131	europcar.com.au	Flights & Cars	110,000	0.60%	1,200,000
132	allianz.com.au	Insurance	110,000	0.60%	630,000
133	hotelsaccommodation.com.au	Hotels	110,000	0.60%	430,000
134	onlineinvesting.westpac.com.au	Trading	100,000	0.60%	12,000,000
135	jaycar.com.au	Technology	100,000	0.60%	1,300,000
136	locanto.com.au	Auctions	100,000	0.60%	1,200,000
137	gio.com.au	Insurance	100,000	0.60%	1,000,000
138	digitalcamerawarehouse.com.au	Technology	100,000	0.60%	930,000
139	mwave.com.au	Technology	94,000	0.50%	910,000
140	nib.com.au	Insurance	93,000	0.50%	910,000
141	investsmart.com.au	Trading	92,000	0.50%	630,000
142	panasonic.com.au	Technology	84,000	0.50%	1,100,000
143	ht.com.au	Technology	84,000	0.50%	1,000,000
144	citybeach.com.au	Fashion	76,000	0.40%	2,300,000
145	sportscraft.com.au	Fashion	76,000	0.40%	1,800,000
146	youi.com.au	Insurance	70,000	0.40%	700,000
147	soldsmart.com.au	Auctions	70,000	0.40%	560,000
148	budgetdirect.com.au	Insurance	70,000	0.40%	320,000
149	hcf.com.au	Insurance	69,000	0.40%	760,000
150	inetgiant.com.au	Auctions	69,000	0.40%	150,000
151	qbe.com.au.au	Insurance	64,000	0.40%	1,200,000
152	hbf.com.au	Insurance	64,000	0.40%	570,000
153	birdsnest.com.au	Fashion	58,000	0.30%	2,600,000
154	lornajane.com.au	Fashion	58,000	0.30%	1,500,000
155	quokka.com.au	Auctions	58,000	0.30%	1,200,000
156	valleygirl.com.au	Fashion	57,000	0.30%	1,500,000
157	ozstock.com.au	Group Buying	57,000	0.30%	740,000
158	dealextrême.com	Group Buying	53,000	0.30%	1,300,000
159	hba.com.au	Insurance	53,000	0.30%	760,000
160	shannons.com.au	Insurance	53,000	0.30%	690,000
161	wittner.com.au	Fashion	52,000	0.30%	1,500,000
162	igmarkets.com.au	Trading	52,000	0.30%	830,000
163	travelinsurancedirect.com.au	Insurance	52,000	0.30%	570,000
164	urbanoutfitters.com	Fashion	48,000	0.30%	1,800,000
165	ryda.com.au	Technology	48,000	0.30%	520,000
166	centrecom.com.au	Technology	43,000	0.20%	520,000
167	belldirect.com.au	Trading	36,000	0.20%	2,400,000
168	bigwarehouse.com.au	Technology	36,000	0.20%	520,000
169	simplesavings.com.au	Group Buying	30,000	0.20%	2,400,000
170	governmentauctions.com.au	Auctions	30,000	0.20%	1,000,000
171	i-tech.com.au	Technology	29,000	0.20%	840,000
172	cmcmarkets.com.au	Trading	29,000	0.20%	350,000
173	classifieds.news.com.au	Auctions	27,000	0.20%	300,000
174	classifieds.fairfax.com.au	Auctions	22,000	0.10%	750,000
175	invest.directshares.com.au	Trading	20,000	0.10%	3,500,000
176	gft.com.au	Trading	19,000	0.10%	110,000
177	bellpotter.com.au	Trading	17,000	0.10%	930,000
178	netwealth.com.au	Trading	14,000	0.10%	910,000
179	cityindex.com.au	Trading	14,000	0.10%	140,000
180	ords.com.au	Trading	10,000	0.10%	390,000