

Competitor Insight Report

Competitor Insight Report on Athletics Australia

Based on Australian Internet usage
for the month of January, 2009

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About Hitwise

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,500 global clients with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers.

Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology captures the anonymous online usage, search, and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into our easy to use, web-based service, designed to help marketers better plan, implement, and report on a range of online marketing programs.

Hitwise, a subsidiary of Experian (FTS: EXPN) www.experiangroup.com and operates in the United States, United Kingdom, Australia, New Zealand, Hong Kong, and Singapore. More information about Hitwise is available at www.hitwise.com.

For up to date analysis of online trends and statistics, please visit the Hitwise Intelligence Analyst Weblogs at weblogs.hitwise.com and the Hitwise Data Center at www.hitwise.com/datacenter.

Introduction

Athletics Australia: <http://www.athletics.org.au/>

Description: The official homepage of the Athletics Australia organisation offers details for clubs and schools, athlete profiles, statistics and results, plus news archives and details on track and field events.

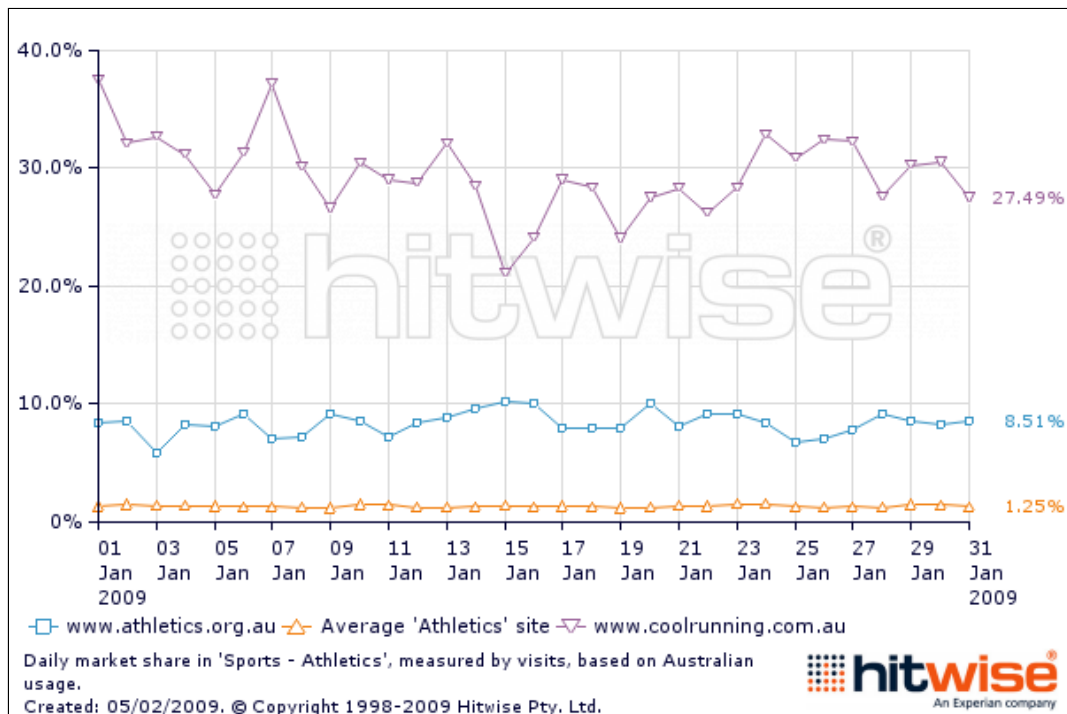
Key Findings: Athletics Australia ranked within the top 5 'Sports - Athletics' websites, reaching a rank of 2 for the month of January, 2009. The 'Athletics Australia' website also experienced a fall of 2,836 places in 'All Sites' during January, 2009 to become the 5,021st most visited website for Australian Internet users.

Country of Origin: Australia

Industry Rankings for www.athletics.org.au:	January, 2009 Rank	December, 2008 Rank	Change
All Categories	5,021 of 648,292	2,185 of 586,177	▼ 2,836
Sports	289 of 9,875	124 of 9,373	▼ 165
Sports - Athletics	2 of 224	2 of 218	0
Rankings for www.coolrunning.com.au:			
All Categories	1,583 of 648,292	1,789 of 586,177	▲ 206
Sports	88 of 9,875	97 of 9,373	▲ 9
Sports - Athletics	1 of 224	1 of 218	0

Traffic Analysis


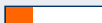
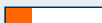
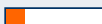
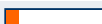
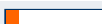

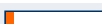
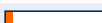
The chart below represents the 'Athletics Australia' website's share of traffic against the average share of traffic for all websites in the 'Sports - Athletics' industry. Of all daily traffic to the 'Sports - Athletics' industry during the month of January, 2009, 'Athletics Australia' captured an average of 8.35% of visits.



Immediate Competitors - By Visits

'Athletics Australia' ranked 2nd by visits in the 'Sports - Athletics' online industry of the 224 websites that were ranked by Hitwise in the 'Sports - Athletics' online industry for January, 2009.

The table below shows the websites ranked near Athletics Australia in the 'Sports - Athletics' online industry for the month of January, 2009 based on visits.

Rank	Website	Domain	Market Share	Dec '08	Nov '08	Oct '08
1.	CoolRunning Australia	www.coolrunning.com.au	29.46% 	1	1	1
2.	Athletics Australia	www.athletics.org.au	8.37% 	2	2	3
△ 3.	Athletics NSW	www.nswathletics.org.au	7.84% 	4	3	4
▽ 4.	Super Sprint Promotions	www.supersprint.com.au	5.74% 	3	4	10
△ 5.	Runner's World	www.runnersworld.com	3.98% 	6	7	8
▽ 6.	Australian Little Athletics	www.littleathletics.com.au	3.88% 	5	5	5
7.	Athletics Victoria on the Web	www.athsvic.org.au	3.23% 	7	6	7
△ 8.	Queensland Athletics	www.qldathletics.org.au	2.27% 	9	8	9
△ 9.	Cool Running United States	www.coolrunning.com	2.17% 	13	12	14
△ 10.	Run for the Kids	www.runforthekids.com.au	2.16% 	19	61	47

Note: DNR = Did Not Rank

Clickstream

The table below shows the Top 20 upstream websites for 'Athletics Australia' (www.athletics.org.au) for the month of January, 2009.

Rank	Website	Domain	Upstream Share
1.	Google Australia	www.google.com.au	32.65% 
2.	Facebook	www.facebook.com	6.48% 
3.	MySpace	www.myspace.com	4.59% 
4.	Google	www.google.com	4.51% 
5.	ninemsn	ninemsn.com.au	4.22% 
6.	Windows Live Mail	mail.live.com	2.27% 
7.	Clubs Online	www.clubsonline.com.au	1.64% 
8.	Athletics Victoria on the Web	www.athsvic.org.au	1.50% 
9.	Windows Live Search	www.live.com	1.43% 
10.	CoolRunning Australia	www.coolrunning.com.au	1.22% 
11.	Bureau of Meteorology	www.bom.gov.au	1.15% 
12.	Athletics NSW	www.nswathletics.org.au	1.05% 
13.	SportingPulse Australia	www.sportingpulse.com	0.95% 
14.	www.runnerstribes.com	www.runnerstribes.com	0.95% 
15.	Pacific School Games	www.pacificschoolgames.edu.au	0.91% 
16.	eBay Australia	www.ebay.com.au	0.89% 
17.	Funtrivia.com	www.funtrivia.com	0.79% 
18.	Xe.com	www.xe.com	0.78% 
19.	Sydney Morning Herald	www.smh.com.au	0.69% 
20.	ninemsn News	news.ninemsn.com.au	0.63% 

Clickstream


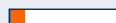
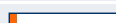
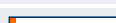

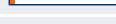
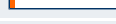



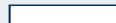
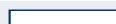
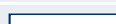
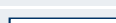

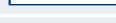
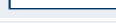



The table below shows the Top 20 downstream websites for 'Athletics Australia' (www.athletics.org.au) for the month of January, 2009.

Rank	Website	Domain	Downstream Share	
1.	Clubs Online	www.clubsonline.com.au	7.86%	
2.	Athletics NSW	www.nswathletics.org.au	6.18%	
3.	Google Australia	www.google.com.au	5.32%	
4.	Facebook	www.facebook.com	4.36%	
5.	MySpace	www.myspace.com	4.26%	
6.	AOC Olympics	corporate.olympics.com.au	3.69%	
7.	Athletics Victoria on the Web	www.athsvic.org.au	2.87%	
8.	Google	www.google.com	2.74%	
9.	Queensland Athletics	www.qldathletics.org.au	2.27%	
10.	CoolRunning Australia	www.coolrunning.com.au	2.24%	
11.	Official Site of the 2008 Australian Olympic Team	www.olympics.com.au	1.90%	
12.	ninemsn	ninemsn.com.au	1.77%	
13.	Windows Live Mail	mail.live.com	1.72%	
14.	The Age	www.theage.com.au	1.66%	
15.	Athletics Tasmania	www.tasathletics.org.au	1.09%	
16.	Athletics SA	www.athleticssa.org	1.01%	
17.	Australian Little Athletics	www.littleathletics.com.au	1.01%	
18.	eBay Australia	www.ebay.com.au	0.82%	
19.	International Association of Athletics Federations	www.iaaf.org	0.81%	
20.	Eastbay	www.eastbay.com	0.74%	

Website Search Terms

The following report lists the most popular search terms for the **4 weeks** ending **31/01/2009**, that resulted in traffic to the '**Athletics Australia**' website. For example, the most popular search term was '**athletics australia**' representing **20.35%** of all search terms that delivered users to the '**Athletics Australia**' website.

Displaying 1 to 20 of 316 search terms.

Rank	Search Term	Clicks
1.	athletics australia	20.35% 
2.	athletics	2.55% 
3.	www.athletics.org.au	1.29% 
4.	ahthletics australia	0.95% 
5.	athletics aus	0.89% 
6.	ryan gregson	0.76% 
7.	australian athletics	0.75% 
8.	pole vaulting in perth wa	<0.75% 
9.	little athletics adelaide	<0.75% 
10.	athletics nsw	<0.75% 
11.	aths aus	<0.75% 
12.	act athletics	<0.75% 
13.	cool running australia	<0.75% 
14.	running events	<0.75% 
15.	joshua ross	<0.75% 
16.	bridey delaney	<0.75% 
17.	zatopek	<0.75% 
18.	val	<0.75% 
19.	ninemsn	<0.75% 
20.	queensland athletics	<0.75% 

Report Glossary

All Categories: All Categories is an industry that contains all of the websites categorized in the Hitwise database, excluding websites in the Adult, Internet Service Providers (ISPs), and Ad Server industries. All Categories also temporarily contains websites that Hitwise has not yet categorized into a sub-category and/or parent category

All Sites: The collection of all Local and International Sites, as visited by local Internet users in all Hitwise industries except Adult, ISPs and Ad Servers.

Average Visit Time: The elapsed time from the first to the last page request that constitutes a visit, adding the average time per page for such a visit.

Churn: The movement of top ranking websites within an industry.

Clickstream: Hitwise Clickstream data shows the proportion of traffic that comes from (upstream) and goes to (downstream) the subject website, industry, or custom category.

Demographic Variable: An aggregate term used to refer to age, gender, household income, or region (state).

Domain: The unique name that forms the basis of a URL, such as www.yahoo.com.

Downstream: Downstream websites or industries are those visited immediately after leaving the subject website.

Fast Mover: The set of websites in a specific industry that have increased in rank based on visits, ordered by the increase in rank over the last period.

Index: An index value indicates strength or weakness in comparison to an average.

Industry: Websites that Hitwise has grouped for analysis as a vertical market sector, based on subjective matter, content, market orientation and competitive context.

Industry Clickstream: Clickstream data that shows the proportion of traffic that comes from (upstream) and goes down to (downstream) the subject industry or custom category.

Keyword: One word entered into a search engine. For example: 'car', 'engine', 'motor'.

Local Site: The collection of websites that are categorized as published in the local market, ie Australian sites in Hitwise AU, UK sites in Hitwise UK, etc.

Market Share: The percentage of all traffic to a particular online industry category that is received by an individual website.

MOSAIC™ Group: Behavioral segments, as defined by MOSAIC™ from Experian. They are used by the Hitwise Lifestyle tool in the Hitwise Australia and United Kingdom services. MOSAIC groups are based on multiple characteristics, including religion, ancestry, and language.

MOSAIC Type: Behavioral segments broken out from MOSAIC™ groups. MOSAIC™ types are based on multiple characteristics, including religion, ancestry, and language.

Organic Traffic: Traffic to a website from search engines that are not part of a pay-per-click (PPC) advertising campaign.

Report Glossary (continued)

Page Impression: A measurement of responses from a Web server to a page request from the user's browser.

Page Request: An opportunity for an HTML document to be displayed within a browser window. Hitwise does not count un-requested pop-ups served from the same domain, or panels or frames that make up a page. Hitwise counts a page request once regardless of the number of frames making up the page. Hitwise currently does not count those page requests that emanate from the browser cache.

Paid Traffic: Traffic to a website from search engines that are part of a pay-per-click (PPC) advertising campaign.

PRIZM NE Lifestage: A collection of PRIZM NE behavioral segments grouped by life stage (age and presence of children in the home). They are used in the Hitwise Lifestyle tool (Hitwise US service only).

PRIZM NE Segment: Behavioral segments, as defined by PRIZM NE. They are used in the Hitwise Lifestyle tool (Hitwise US service only). PRIZM NE segments are based on multiple characteristics, including education, occupation, and marital status.

PRIZM NE Social Group: A collection of PRIZM NE behavioral segments, grouped by social group (population density of the areas in which people live). They are used in the Hitwise Lifestyle tool (Hitwise US service only).

Representation: A method of comparing two groups or audience, and expressing the difference between the two as an index.

Search Engine: An online service that assists users to search and find information on the Internet. Popular search engines include Google, Yahoo! Search, MSN Search (Live.com) and Ask.com.

Search Term: Multiple keywords entered into a search engine. For example, 'toyota used car'.

Session: See Visit.

Social Grade: A behavioral segment as defined by MOSAIC™ from Experian. Social Grade is provided by the Hitwise Lifestyle tool in the Hitwise UK service. Social Grade is based on ABC1 demographics, which provide an indication of the occupation of the chief income earner within a household.

Social Group: A sub-group of a behavioral segment known as a 'PRIZM NE Segment'. They are used by the Hitwise Lifestyle tool in the Hitwise US service. Social Groups are based on population density.

Swing Comparison: A method of comparing two groups or audience, and expressing the difference in percentage between the two.

Traffic: Website activity. The type of activity measured depends on the report. For example, visits from a set of search terms (Website Search Terms report), or visits from a custom category (Rankings report).

Traffic Share: Activity on a website or industry by a particular group, expressed as a percentage of the total activity to that website or industry.

Upstream: Websites or industries that users visited immediately prior to the subject website or industry.

Visit: A series of one or more page requests by a visitor without 30 consecutive minutes of inactivity.

Website: A distinct set of URLs that make up a particular content offering.

Industry List

Hitwise monitors over 1 million websites across the following industries:

Automotive

- Classifieds
- Dealerships
- Manufacturers
- Motorcycling
- Motorsport
- Recreation

Aviation

- Commercial Airlines

Business and Finance

- Accountancy
- Agricultural
- Banks and Financial Institutions
- Book Publishers
- Building and Construction
- Business Directories
- Business Information
- Consultancies
- Electronics
- Employment and Training
- Freight and Storage
- Insurance
- IT and Internet
- Legal
- Legal Firms
- Manufacturing and Industrial
- Marketing
- Primary Industry and Resources
- Professional Associations
- Property
- Stocks and Shares
- Superannuation
- Telecommunications
- Utilities

Community

- Humanitarian
- Organisations

Computers and Internet

- E-Greetings
- Electronics
- Email Services
- Graphics and Clip Art
- Hardware
- Hosting and Domain Registration
- Internet Advertising
- Paid to Surf
- Portal Frontpages
- Search Engines
- Social Networking and Forums
- Software
- Webcams
- Web Development

Education

- Institutions
- Reference

Entertainment

- Animation and Comics
- Arts
- Books and Writing
- Competitions
- Games
- Humour
- Mobile Phones
- Movies
- Multimedia
- Nightlife
- Performing Arts
- Personalities
- Photography
- Radio
- Wrestling

Food and Beverage

- Brands and Manufacturers
- Lifestyle and Reference
- Restaurants and Catering

Gambling

- Bingo
- Casinos
- Directories
- Games
- Lotteries
- Poker
- Sport Betting

Government

- ACT
- Local
- National
- NSW
- NT
- Queensland
- SA
- State
- Tasmania
- Victoria
- WA

Health and Medical

- Alternative
- Health Insurance
- Hospitals
- Information
- Organisations
- Paramedical and Ancillary Products
- Pharmacies
- Primary and Specialist
- Research
- Wellbeing

Lifestyle

- Beauty
- Blogs and Personal Websites
- Childrens sites
- Dating
- Environment
- Family
- Fashion
- Gay and Lesbian
- Hobbies and Crafts
- House and Garden
- Mens Sites
- New Age
- Pets and Animals
- Politics
- Religion
- Weddings
- Womens Sites

Music

- Bands and Artists
- Companies

News and Media

- Community Directories and Guides
- IT Media
- Print
- Weather

Shopping and Classifieds

- Apparel and Accessories
- Appliances and Electronics
- Auctions
- Automotive
- Books
- Classifieds
- Computers
- Department Stores
- Flowers and Gifts
- Grocery and Alcohol
- Health and Beauty
- House and Garden
- Intimate Apparel and Accessories
- Music
- Office Supplies
- Rewards and Directories
- Sport and Fitness
- Ticketing
- Toys and Hobbies
- Video and Games
- Wholesale and Relationship Sales

Sports

- AFL Football
- Athletics
- Basketball
- Brands
- Cricket
- Cycling
- Fantasy and Tipping
- Fishing
- Golf
- Horse Racing
- Motorsport
- Olympics
- Rugby League
- Rugby Union
- Skateboarding and In-line Skating
- Snow Sports
- Soccer
- Tennis
- Watersports
- Yachting and Boating

Television

- Fansites
- Guides
- Networks and Channels
- Programmes

Travel

- Agencies
- Cruises
- Destinations and Accommodation
- Maps
- Transport

Adult