



The 2007 Winners

The Hitwise Australian Online Performance Awards celebrate the #1 websites in over 100 industries for 2007. This unique awards program recognises excellence in online performance through public popularity.

Industry	Website	Industry	Website
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	www.ezibuy.com.au www.dse.com.au www.ebay.com.au www.strathfield.com shop.abc.net.au www.tradingpost.com.au www.ap.de l.com www.dealsdirect.com.au www.redballoondays.com.au www.woolworths.com.au au.strawberrynet.com www.haveynorman.com.au www.wickedweasel.com.au www.sanity.com.au www.officeworks.com.au www.emailcash.com.au www.ausfish.com.au www.ticketek.com.au www.toysrus.com.au www.ezydvd.com.au	Television - Networks and Channels - Programmes Travel - Agencies - Cruises - Destinations and Accommodation - Maps - Transport	au.tv.yahoo.com bigbrother.3mobile.com.au www.flightcentre.com.au www.pocruises.com.au www.wotif.com www.whereis.com www.qantas.com.au
Sports - AFL Football - Athletics - Basketball - Brands - Cricket - Cycling - Fantasy and Tipping - Fishing - Golf - Horse Racing - Motorsport - Rugby League - Rugby Union - Snow Sports - Soccer - Tennis - Watersports - Yachting and Boating	www.afl.com.au www.coolrunning.com.au www.nbl.com.au www.rtpcurl.com www.cricknet.com.au www.cyclingnews.com www.fishnet.com.au www.golflink.com.au www.tabracing.com.au www.v8supercar.com.au www.nrl.com.au www.rugbyheaven.com www.ski.com.au www.theworldgame.com.au www.ausopen.org www.coastalwatch.com boatpoint.ninemsn.com.au	Awards Sponsors AD2ONE YOUR DIGITAL PARTNER B&T	



Methodology

Measuring the largest number of websites and local Internet users of its kind throughout the course of the year, Hitwise supplies results through its unique collection methodology which has been audited by PricewaterhouseCoopers. Because Hitwise obtains Internet usage data directly from ISPs, the online businesses presented in this awards ceremony have no need to apply in order to win.

Hitwise would like to congratulate the following businesses on their success and on being the most popular website in their category for 2007.

Industry

Website

Automotive

- Classifieds www.carsales.com.au
- Dealerships www.pickles.com.au
- Manufacturers www.holden.com.au
- Motorcycling www.bikesales.com.au
- Motorsport www.v8supercar.com.au

Aviation

- Commercial Airlines www.qantas.com.au

Business and Finance

- Accountancy tap.ato.gov.au
- Agricultural www.elders.com.au
- Banks and Financial www.netbank.commbank.com.au

Institutions

- Book Publishers www.lonelyplanet.com

Building and Construction

- Business Directories www.whitepages.com.au

Business Information

- Employment and Training www.ato.gov.au

Freight and Storage

- Insurance www.auspost.com.au

IT and Internet

- Legal bc.whirlpool.net.au

Legal Firms

- Manufacturing and www.aar.com.au

Industrial

- Primary Industry and www.ferret.com.au

Resources

- www.bhpbilliton.com

Professional Associations

- Property www.reiwa.com.au

Stocks and Shares

- Superannuation www.realestate.com.au

Telecommunications

- Utilities www.comsec.com.au

- www.colonialfirststate.com.au
- telstra.com
- www.originenergy.com.au

Industry

Website

Community

- Humanitarian www.oxfam.org.au
- Organisations www.rspca.org.au

Computers and Internet

- Electronics www.sony.com.au
- Email Services mail.yahoo.com.au
- Hardware www.ap.dell.com
- Hosting and Domain au.geocities.yahoo.com
- Registration ninemsn.com.au
- Portal Frontpages www.google.com.au
- Search Engines www.myspace.com
- Social Networking and Forums www.symantec.com
- Software

Education

- Institutions my.monash.edu.au
- Reference www.boim.gov.au

Entertainment

- Books and Writing www.penguin.com.au
- Mobile Phones www.myvodafone.com.au
- Movies www.greaterunited.com.au
- Multimedia ninemsn.video.msn.com
- Performing Arts www.sydneperahouse.com
- Photography www.canon.com.au
- Radio triplej.abc.net.au

Food and Beverage

- Brands and Manufacturers www.woolworths.com.au
- Lifestyle and Reference www.taste.com.au
- Restaurants and Catering www.eatability.com.au

Gambling

- Lotteries www.goldencasket.com
- Sport Betting www.tabracing.com.au

Government

- ACT www.action.act.gov.au
- Local www.ourbrisbane.com
- National www.bom.gov.au
- NSW www.rfa.nsw.gov.au
- NT www.nt.gov.au
- Queensland www.ourbrisbane.com
- SA www.salotteries.sa.gov.au
- State www.rfa.nsw.gov.au
- Tasmania www.discovertasmania.com.au
- Victoria www.betterhealth.vic.gov.au
- WA www.lottery.wa.gov.au

Industry

Website

Health and Medical

- Alternative www.naturaltherapypages.com.au
- Health Insurance www.imedbank.com.au
- Hospitals www.rch.org.au
- Information health.ninemsn.com.au
- Organisations www.beyondblue.org.au
- Pharmaceutical and www.blackmores.com.au
- Medical Products www.epharmacy.com.au
- Pharmacies www.racgp.org.au
- Primary and Specialist health.ninemsn.com.au
- Wellbeing

Lifestyle

- Beauty www.avon.com.au
- Blogs and Personal blogs.smh.com.au
- Websites
- Childrens sites abc.net.au/children
- Dating www.rsvp.com.au
- Environment www.deh.gov.au
- Family www.essentialbaby.com.au
- Fashion forums.vogue.com.au
- House and Garden www.homesite.com.au
- Mens Sites www.zooweekly.com.au
- Politics www.abc.net.au/elections
- Religion www.catholicecom.com
- Weddings www.weddingcentral.com.au
- Womens Sites womansday.ninemsn.com.au

Music

- Bands and Artists www.thewiggles.com.au
- Companies www.sonymusic.com.au

News and Media

- Community Directories www.ourbrisbane.com
- and Guides
- IT Media www.whirlpool.net.au
- Print www.smh.com.au
- Weather www.bom.gov.au

