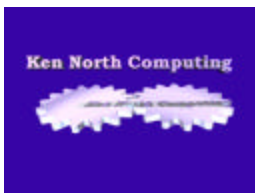


# Web Presence

**A Report Card for Research,  
Technology, and Media  
Organization Web Sites**



March 31, 2005

# Contents

## **1.0 Overview**

## **2.0 Background**

## **3.0 Methodology and Scope**

## **4.0 Findings**

## **5.0 Most Visited Web Sites**

### **5.1 Top 10 Group**

### **5.2 IT Research Organizations**

### **5.3 Traditional and Tech Media Organizations**

### **5.4 Software and Tech Organizations**

### **5.5 Open Source Initiatives**

### **5.6 Tech Events and Conference Producers**

### **5.7 Selected Tech Site Rankings**

## **6.0 Data Sources**

## 1.0 Overview

One yardstick for measuring an organization's success is its ability to gain mindshare and communicate with customers, clients, donors, readers, strategic partners or other target audiences. It's useful to evaluate and quantify the effectiveness of efforts to reach a target audience. Web site rankings are an important measure of how well an organization reaches its Internet audience.

Web sites are more than a public relations tool. Today we use them to buy, pay, locate, enroll, subscribe, and otherwise interact with organizations. This report presents March 2005 rankings for high-tech and media organizations. It provides information that permits comparisons of the web presence of

- Traditional and IT media organizations
- IT research companies
- Software companies
- Event and conference producers
- Media sites for the XML and web services community
- Sites for the database community
- Sites for the grid computing community
- Open source software initiatives.

## 2.0 Background

The Internet is revolutionizing communication in the 21<sup>st</sup> century, much as the telephone did in the last millennium. In 1996, there were 252,000 web servers. In January 2004, the World Wide Web had expanded to 46 million distinct web sites. By March 2005, the number had climbed to 60,442,655 web sites and the rate of expansion was more than a million sites per month.

A decade ago many technology organizations recognized the potential of the Internet and started riding the wave. The Internet wave provided an incubator for new businesses and a wakeup call for existing companies. Sun unveiled Java technology and Microsoft made a course correction to focus on the Internet. Most organizations adapted to the Internet as an integral part of modern living.

The Internet gold rush launched new businesses that eventually failed, but it also motivated established organizations to develop a web presence. For companies that want to stay competitive, a web site became as essential as a logo and a listing in the telephone directory.

Governments and charities also learned the importance of portals and web presence, but they are not included in this analysis. The focus of this report is web sites belonging to technology companies, media organizations and open source initiatives.

The media sites listed here belong to digital publishers and traditional publishers whose web sites complement print publications. The ability of a web site to pull traffic is important to the traditional publisher, but it's a bet-your-business proposition for a web publisher. To better understand the pull of tech publishing sites, this report also includes ranking for sites belonging to traditional media organizations.

### **3.0 Methodology and Scope**

It is increasingly difficult to get the attention of someone using the World Wide Web. The amount of content on the web is staggering and rapidly increasing. The Google™ search engine indexes over 8 billion web pages and Feedster™ indexes more than 6 million Really Simple Syndication (RSS) feeds.

Several organizations measure web trends but the primary data source for this report is Netcraft. It is a respected authority that has current and historical data on web traffic. The web site rankings in section 4.0 include data from Netcraft's most visited site list for March 22 and March 23, 2005. Site rankings based on visits are inherently dynamic and Netcraft updates its rankings on a regular basis.

There are currently more than 60 million web sites but we did not include information for those not ranked in the top 1.2 million. In some instances, the rankings we sought were unavailable from Netcraft (apparently because there was insufficient traffic). This data is a snapshot for a given period in time and not a measure of historical trends.

We also conducted Google searches and obtained February 2005 audience size data for top performing organizations. The data source was Nielsen Net Ratings.

## 4.0 Findings

Organizations such as eBay and Amazon.com survived the dot com meltdown and attract a huge Internet audience, as do some of their brick-and-mortar counterparts. After examining the data, we see many technology and media organizations have been successful at establishing a sizeable web presence. The Internet's continued growth has enabled them to use web sites to attract global audiences measured in millions.

1. Although some Internet companies folded, the top 10 most visited sites are primarily Internet-based businesses.
2. Measures of financial success do not map directly to Internet audience size, but most sites in the top 2000 belong to well-funded organizations.
3. There's a corollary finding about the media sector. Sites belonging to traditional media organizations pull the most traffic, although some web-only publications have done quite well.
4. Site rankings do not map directly to the number of search engine hits related to an organization, but there is a noticeable influence.
5. Organizations whose web sites are ranked in the top 10 have huge web audiences (between 17.8 and 49.2 million in February 2005).
6. The web has been a great leveler for open source software initiatives, enabling them to reach an audience of millions.

### **Financial Success versus Web Presence**

Web audience size is not a function of a company's financial position. IBM, for example, is by far the largest company in the computing sector (in terms of annual revenue). The IBM domain does not, however, have a greater pull than the web sites of all other computer companies.

It is true that, as a group, technology and media organizations with more annual revenue have greater web pull than smaller technology and media organizations. It's also true that companies represented in the top 10 most visited sites have a pattern of financial growth in recent years.

### **Open Source**

Open source initiatives have been quite effective at establishing web sites that pull large audiences. The number of downloads for the most popular open source software is between 6 and 25 million. At least fifteen open source sites are among the top 30,000 most visited web sites. The most popular open source software is an eclectic mix that includes a browser, application servers, developer tools, database management system (DBMS), and a web server.

One of the most successful open source software projects is the Apache Software Foundation's web server. In March 2005, 41.8 million of the web's 60.4 million sites were running the Apache web server.

## 5.0 Most Visited Web Sites

This is a ranked list of web sites belonging to selected technology companies, media organizations, and research organizations. The most visited web sites are ranked in descending order. Data is from web site rankings reported by Netcraft for March 22, 2005.

At time of these rankings, there were more than 60 million web sites but this report covers only a few hundred selected sites (with rankings between 1 and 1.15 million)

### 5.1 Top 10 Group

The top 10 most visited site list is dominated by high-tech organizations. The list includes search engines, e-businesses and a software company. They are household names and they've had sustained growth since the Internet boom:

	<u>Rank</u>
Google	1
Microsoft	4
eBay.com	7
Yahoo.com	8
Amazon.com	10

Google, eBay, Amazon, Microsoft and Yahoo have multiple domains in the top 100 most visited sites. Google has four domains in the top 10 and eBay has two.

The top ranked media organization is the BBC with two sites in the top 50. One of those is BBC news, which is in the top 20. CNN is also represented in the top 20.

## 5.2 IT Research Organizations

These rankings are for research organizations that have a significant presence in the information technology (IT) community. The data in the center column is from Netcraft (most visited web site rankings for March 23, 2005). Rank is on a scale from 1 to 1.2 million, with Google being 1<sup>st</sup> and Info-Tech Research being 4,343<sup>rd</sup>

The right column reports the number of hits from March 23 Google searches.

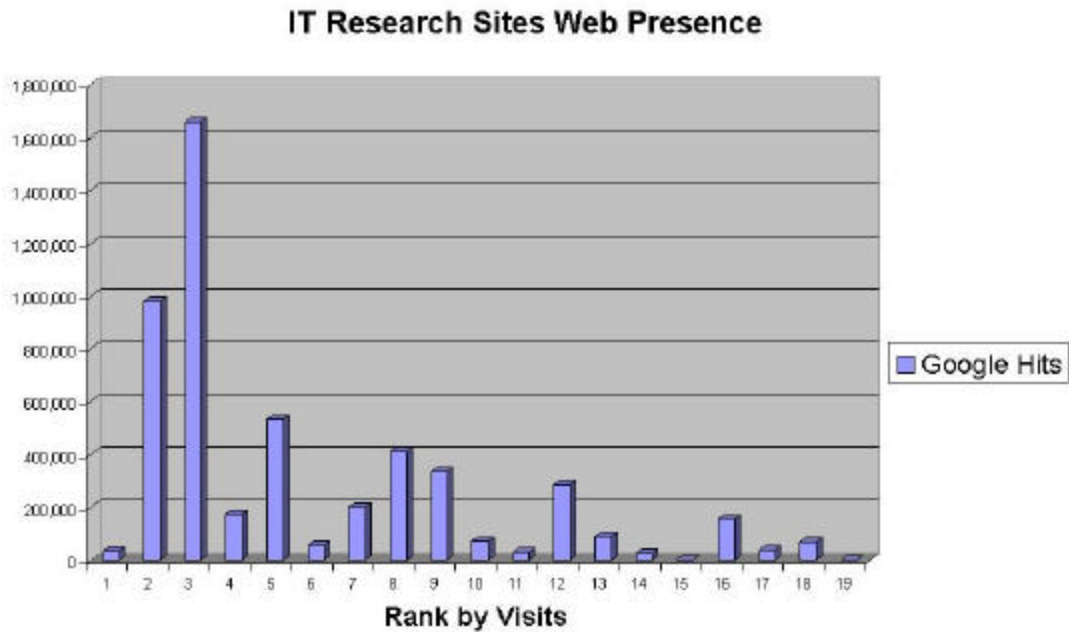
Organization	Most Visited Rank	Google Hits
Info-Tech Research	4,343	33,800
Forrester Research	6,861	981,000
IDC	11,747	1,660,000
Gartner Research *	12,059	173,000
META Group *	15,614	533,000
Burton Group	40,030	56,000
Aberdeen	49,961	201,100
Yankee Group	59,342	412,000
Jupiter Research	85,298	335,000
ZapThink	88,195	70,800
Millard Brown IntelliQuest	150,689	31,800
AMR Research	180,254	285,000
Bloor Research	277,684	91,400
BZ Research	372,076	25,100
Hurwitz & Associates	563,890	209
Analysys	622,381	156,000
Growththink	758,711	38,000
Tolly Group	1,103,277	69,100
THINKstrategies	1,123,480	534

\* META Group and Gartner are in the process of a merger, but the data for Gartner is not an aggregate. META Group and Gartner rankings are for their separate domains.

### 5.2.1 Comparing Google Hits and Netcraft Most Visited Rank

For many web sites, search engines are the primary source of traffic.

At the time this data was collected, Google was the leading search engine. We can see from the data in section 5.2, there is no guarantee the highest number of search engine hits will produce the top ranking on the Netcraft most visited list.



This chart illustrates the relationship between Rank by Visits and Google Hits. The ranking data for web sites of IT research organizations is presented in section 5.2.

The table below shows how the 19 selected research organizations rank when compared with each other on the basis of Netcraft ranking and Google hits. Except for Info-Tech Research (#1) and IDC (#3), most organization's Google rank is within a few points of its most visited site rank.

<b>Organization</b>	<b>Netcraft Traffic</b>	<b>Google Rank</b>
Info-Tech Research	1	15
Forrester Research	2	2
IDC	3	1
Gartner Research *	4	8
META Group *	5	3
Burton Group	6	13
Aberdeen	7	7
Yankee Group	8	4
Jupiter Research	9	5
ZapThink	10	10
Millard Brown IntelliQuest	11	16
AMR Research	12	6
Bloor Research	13	11
BZ Research	14	17
Hurwitz & Associates	15	19
Analysys	16	9
Growththink	17	14
Tolly Group	18	12
THINKstrategies	19	18

\* META Group and Gartner are in the process of merger but the data for those organizations is presented separately here.

### 5.3 Traditional and Tech Media Sites

Technology-oriented readers are a significant audience. Section 5.7 lists site rankings in most visited order (without segmenting the data by target audience or industry sector). If we examine the list in section 5.7, we find media sites in the top 100 and in the group ranked between 1,000,000 and 1,200,000. We can also see that IT media sites are among the most popular media sites.

Note also that newspapers in Britain and Canada are among the top 2000 most visited sites. Both countries have a strong Internet infrastructure but those newspapers also attract foreign readers.

Site	Rank
New York Times	61
PC Magazine (Ziff-Davis Media)	89
The Register (UK)	151
eWeek (Ziff-Davis Media)	166
Washington Post	180
TechRepublic (CNET Networks)	262
Wall Street Journal	386
PC World (IDG Network)	375
CNET (CNET Networks)	901
Chicago Tribune	952
Salon	998
ComputerWorld (IDG Network)	1,131
AntiOnline (Jupitermedia)	1,195
Windows IT Pro (Penton Media)	1,244
Toronto Star (Canada)	1,446
New York Post	1,480
CBS News	1,485
Los Angeles Times	1,494
InformationWeek (CMP Media)	1,630
NBC	1,652
CBS Marketwatch	1,661
MTV	1,754
CBS	1,806

Rankings in **bold type** are sites of traditional media organizations. Those in **blue type** are IT media sites.

Although Internet-based companies are among the top 10 most visited sites, a variety of publications that rode the Internet wave have closed or downsized.

- Penton Media's *InternetWorld* moved from a print model to a web-publishing model in 2003. Its web site ranking was 134,497 in March 2005.
- Ziff-Davis shut down *Internet Computing*
- CMP Media stopped publication of *WebTechniques*
- RHC Media closed *Red Herring*.

*Red Herring's* ad revenue grew to \$80 million in 2000, but fell to \$15 million in 2002<sup>1</sup>. It was a victim of the decline of print advertising as the Internet expanded. In recent months, web sites have been serving up billions of ad impressions.

One reason is the size of audiences reachable on the web. Nielsen Net Ratings reported in February 2005 the top 10 companies were reaching a web audience between 13.7 million and 49.2 million. Microsoft's unique web audience was 49.2 million. Yahoo reached 38.4 million, Time Warner reached 37.6 million, Google: 36.7 million, eBay: 22.1 million, Amazon: 17.8 million and Disney reached 13.7 million.

(<sup>1</sup> Source: *San Francisco Chronicle*, February 28, 2003)

### 5.3.1 IT Media Sites (XML and Web Services)

These web sites have an XML and web services focus, or provide extensive coverage.

Site	Rank
eWeek (Ziff-Davis Media)	166
InfoWorld (IDG Network)	2,535
DevX.com (Jupitermedia)	5,456
xml.com (O'Reilly)	12,560
developer.com (Jupitermedia)	13,478
WebServicesSummit (North Summit Media)	16,943
Dr. Dobb's Journal (CMP Media)	18,247
Intelligent Enterprise (CMP Media)	24,965
searchWebServices (TechTarget Network)	29,050
TheServerSide.net	29,831
ebizQ.net (ITQuadrant)	35,392
EarthWeb.com (Jupitermedia)	35,496
searchEnterpriseLinux (TechTarget Network)	39,942
Software Development (CMP Media)	45,027
Application Development Trends (101)	50,134
XML Web Services Security Forum	55,187
ENT (101 Communications)	63,601
XMLMania.com	71,384
webservices.xml.com (O'Reilly)	78,870
webservices.org	84,407
XMLpitstop.com	87,408
Unix Review (CMP Media)	93,461
dotnet.oreilly.com (O'Reilly)	136,245
java.oreilly.com (O'Reilly)	146,204
PerfectXML	155,619
linux.oreilly.com (O'Reilly)	171,023
Business Integration Journal (Thomas)	179,104
opensource.oreilly.com (O'Reilly)	184,432
Microsoft Visual Basic Advisor (Advisor Pubs)	269,468
ASP.NET Advisor (Advisor Publications)	275,937
.NET Advisor (Advisor Publications)	290,034
VB.NET Advisor (Advisor Publications)	327,141
DevelopXML	369,268
webservices.oreilly.com (O'Reilly)	384,329
XML-Journal.com (SYS-CON)	386,587
SDTimes (BZMedia)	412,316
.NET Pitstop	453,035
WebServicesArchitect.com	527,958
Gilbane Report	1,039,850

### **5.3.2 IT Media Sites (SQL and Databases)**

The tables in sections 5.3.2.1 and 5.3.2.2 include rankings for IT media sites that belong to traditional and e-publishing organizations. These sites focus on databases, and in some cases, a specific SQL DBMS such as Oracle and Microsoft SQL Server.

The rankings are from Netcraft's most visited site list of March 22, 2005:

- 5.3.2.1 SQL and Databases: Media Sites Ranked 150 to 150,000
- 5.3.2.2 SQL and Databases: Media Sites Ranked 150,000 to 1,200,000

### 5.3.2.1 IT Media Sites (SQL and Databases)

This table includes IT media sites about databases or SQL. This slice of the Netcraft's most visited site data includes selected sites ranked between 150 and 150,000.

Site	Rank
eWeek (Ziff-Davis Media)	166
InformationWeek (CMP Media)	1,630
InfoWorld (IDG Network)	2,535
ZDNet	2,904
ComputerWeekly (Reed Publishing)	3,018
InformIT (Pearson Education)	3,354
DevX.com (Jupitermedia)	5,456
developer.com (Jupitermedia)	13,478
Builder.com (CNET Networks)	13,901
Database Journal (Jupitermedia)	13,958
SQLSummit (North Summit Media)	15,655
myITForum (TechTarget Network)	16,296
Dotnetjunkies.com	16,325
Byte (CMP Media)	16,884
Dr. Dobb's Journal (CMP Media)	18,247
searchDatabase (TechTarget Network)	20,852
Java Developer's Journal (SYS-CON)	22,026
Intelligent Enterprise (CMP Media)	24,965
TheServerSide.net	29,831
DMReview (Thomson)	32,239
EarthWeb.com (Jupitermedia)	35,496
Perl Journal (CMP Media)	37,086
searchEnterpriseLinux (TechTarget)	39,942
searchOracle (TechTarget Network)	42,585
Software Development (CMP Media)	45,027
Application Development Trends (101)	50,134
searchSAP (TechTarget)	81,597
C/C++ Users Journal (CMP Media)	85,391
Unix Review (CMP Media)	93,461
Business Integration Journal (Thomas)	179,104
Microsoft Visual Basic Advisor (Advisor)	269,468
ASP.NET Advisor (Advisor Publications)	275,937
.NET Advisor (Advisor Publications)	290,034
VB.NET Advisor (Advisor Publications)	327,141
SDTimes (BZMedia)	412,316
perl.oreilly.com (O'Reilly)	124,360
dotnet.oreilly.com (O'Reilly)	136,245
The Data Administration Newsletter	146,022
java.oreilly.com (O'Reilly)	146,204

### 5.3.2.2 IT Media Sites (SQL and Databases)

This table includes IT media sites with a database or SQL focus that are listed on the Netcraft most visited site list. This group of sites ranked between 150,000 and 1,200,000 on March 22, 2005.

Site	Rank
linux.oreilly.com (O'Reilly)	171,023
Business Integration Journal (Thomas)	179,104
opensource.oreilly.com (O'Reilly)	184,432
SQL Server Professional (Pinnacle)	201,469
Access Advisor (Advisor Publications)	212,297
DataBase Trends & Applications (Unisphere)	232,635
Microsoft Visual Basic Advisor (Advisor Pubs)	269,468
ASP.NET Advisor (Advisor Publications)	275,937
NET Advisor (Advisor Publications)	290,034
Windows Developer Network (CMP Media)	305,618
VB.NET Advisor (Advisor Publications)	327,141
mac.oreilly.com (O'Reilly)	363,794
SDTimes (BZMedia)	412,316
searchSQLServer (TechTarget Network)	431,553
.NET Pitstop	453,035
FoxPro Advisor (Advisor Publications)	629,104
Microsoft SQL Server Advisor (Advisor Publ.)	736,086
python.oreilly.com (O'Reilly)	768,797
databases.oreilly.com (O'Reilly)	1,066,033

### 5.3.3 IT Media Sites (Grid Computing)

The success of grids for scientific computing has sparked interest in enterprise grid computing. The Global Grid Forum, The Globus Alliance, IBM developerWorks, Oracle Technology Network and Sun Developer Network are useful sources of information about grid technology.

The IT media community also provides extensive coverage of grid computing. This table presents site rankings for traditional and e-publishing media sites that have a grid computing focus or extensive coverage.

Site	Rank
eWeek (Ziff-Davis Media)	166
InfoWorld (IDG Network)	2,535
DevX.com (Jupitermedia)	5,456
Intelligent Enterprise (CMP Media)	24,965
searchCIO (TechTarget Network)	30,021
internet.com (Jupitermedia)	31,307
DMReview (Thomson)	32,239
EarthWeb.com (Jupitermedia)	35,496
<b>GridSummit.com (North Summit Media)</b>	<b>36,618</b>
searchEnterpriseLinux (TechTarget Network)	39,942
searchOracle (TechTarget Network)	42,585
EETimes (CMP Media)	50,645
Network (CMP Media)	50,876
Unix Review (CMP Media)	93,461
The Data Administration Newsletter	146,022
DataBase Trends & Applications (Unisphere)	232,635
SDTimes (BZMedia)	412,316
GridComputingPlanet (Jupitermedia)	417,940

## 5.4 Software and Technology Organizations

A primary reason for compiling this report was to examine how well selected software organizations were doing with their web sites.

Many of these organizations offer tools and software for web developers and software engineers. In the tech community, "eating your own dog food" is slang for consuming your own technology to determine its effectiveness and quality. These rankings are an indication many tech companies understand the requirements of high-volume web sites and their software and technologies stand up to those demands.

### 5.4.1 Web Sites in the Top 12,000 Most Visited Sites

Site	Rank
Microsoft	4
Apple Computer	120
HP	306
IBM	314
Novell	499
Sun Microsystems	862
Oracle	1,034
Red Hat	1,420
Zone Labs	1,479
McAfee Security	1,891
Corel	2,455
MySQL	3,027
Autodesk	4,004
Eclipse.org	4,383
Red Hat	4,629
PeopleSoft	5,054
SAP	5,497
Sony	5,646
RSA Security	8,043
Borland	8,074
Business Objects	9,026
BMC Software	10,597
Fujitsu	11,243
FileMaker	11,857
BEA	11,888

#### 5.4.2 Software Organizations: Web Sites Ranked 12,001 – 90,000

These are site rankings for tech organizations that have a presence in the software sector. These sites ranked between 12,001 and 90,000 on Netcraft's most visited site list.

Site	Rank
Palm One	13,399
JBoss.org	13,493
Sybase	23,588
Progress Software	26,630
SCO	28,656
Siebel Systems	30,259
PivX	30,587
Hummingbird, Ltd.	31,745
SAS	32,948
CSC	32,781
SPSS	33,203
Cognos	34,404
Documentum	37,546
Serena Software	39,395
Plumtree Software	39,426
SAIC	40,913
WebMethods	43,284
Qualcomm	44,784
Unisys	48,313
4D	49,225
Vignette Corporation	51,124
NCR	52,085
Groupe Bull	53,220
DataDirect Technologies	58,646
Sonic Software	58,901
Easysoft	71,211
Systinet	80,731
Versant	81,697
CONNEX	89,641

### 5.4.3 Software Organizations: Web Sites Ranked 90,001 – 300,000

These are site rankings for tech organizations that have a presence in the software sector. These sites ranked in the 90,001 to 300,000 slice of the Netcraft most visited site data.

Site	Rank
Raining Data	99,702
Software AG	117,679
Information Builders	118,446
TIBCO Software	118,896
InterSystems	137,269
Teradata	139,232
Cape Clear Software	139,784
Globus.org	155,256
Tarari	160,271
Broadvision	165,180
Cape Clear Software (CapeScience)	170,365
JNetDirect	170,433
iWay Software	180,923
Cincom	201,778
OpenLink Software	205,791
Syware	245,828
PCMS	252,495
DataPower	258,103
Vitria Technology	268,126
Attunity	277,527
IONA	290,358

#### 5.4.4 Software Organizations: Sites Ranked 300,001 – 1,200,000

These are site rankings for tech organizations that have a presence in the software sector. These sites ranked in the 300,001 to 1,200,000 slice of the Netcraft most visited site data.

Site	Rank
FirstSQL	307,546
MarkLogic	316,041
BASIS	328,104
WhiteCross Systems Ltd.	417,470
HiT Software	428,668
NEON Systems	432,462
Transoft	477,697
Trifox	511,926
Synergex	559,257
Poet GmbH	816,325
PolarLake	831,220
FairCom	879,379
Pointbase	884,867
Recital	941,689
HOB GmbH	1,004,663
Empress Software	1,055,783
ZIM Corporation	1,090,492
Objectivity	1,147,533
Aonix	1,153,393

## 5.5 Open Source Initiatives

This list includes web sites for some of the most popular open source software. Column 2 is the most visited rank reported by Netcraft on March 23, 2005. Column 3 is the number of Google hits on the same day. Column 4 is the number of downloads reported for that software.

The number of Apache web server users exceeds 40 million and the number of downloads (right column) are as of March 23, 2005.

	Web Rank	Google Hits	Downloads / Installations
Mozilla Firefox	727	32 million	25 million <sup>2</sup>
FreeBSD	1151	11.2 million	
MySQL	2993	35.4 million	6 million
Jakarta	3038	1.76 million	
OpenOffice	4018	5.74 million	8 million
Eclipse	4424	5.54 million	18 million
Linux	5610	172 million	
Apache SF	6013	50.1 million	
postgreSQL	8087	1.6 million	
BitTorrent	9,048	6.12 million	
JBoss	13,516	1.1 million	6 million
Derby	17,462	.47 million	
Mono	20,724	2.78 million	
Struts	21,303	.62 million	
Metadot	29,693	.082 million	
sendmail	33,387	4.98 million	

<sup>2</sup> As of February 2005

## 5.6 Tech Events and Conference Producers

The site rankings below include selected conference producer and IT event web sites. The rankings are as reported by the Netcraft most visited site list on March 23, 2005.

Site	Rank
Jupiter Events	11,382
IDG Events	73,384
ISPCON	78,763
COMDEX.com	85,652
Novell Brainshare	94,345
SD Expo	96,928
DevConnections	101,232
MediaLive International	104,311
Wilshire Conferences	640,108

The list above does not include organizations that produce events for their users. That group includes IBM, Microsoft, Oracle, Sun and other large computer companies. Site rankings for those organizations are found in section 5.4.1 (software companies) and section 5.7.

## **5.7 Selected Media and Tech Site Rankings**

Rankings in sections 5.7.1 through 5.7.8 are not grouped by industry sector or audience type.

These rankings are useful for comparing web site visits without clustering the data by the type of organization (computing, media or research organization).

- 5.7.1 Media and Technology Sites Ranked in the Top 2,000
- 5.7.2 Media and Technology Sites in the 2,001 to 12,000 Group
- 5.7.3 Media and Technology Sites in the 12,001 – 35,000 Group
- 5.7.4 Media and Technology Sites in the 35,001 – 90,000 Group
- 5.7.5 Media and Technology Sites in the 90,001 – 275,000 Group
- 5.7.6 Media and Technology Sites in the 275,001 – 1,000,000 Group
- 5.7.7 Media and Technology Sites in the 1,000,001 – 1,200,000 Group

### 5.7.1 Media and Technology Group Sites Ranked in the Top 2,000

Site	Rank
New York Times	<b>61</b>
PC Magazine (Ziff-Davis Media)	<b>89</b>
Apple Computer	120
The Register	<b>151</b>
eWeek (Ziff-Davis Media)	<b>166</b>
Washington Post	<b>180</b>
TechRepublic (CNET Networks)	<b>262</b>
HP	306
IBM	314
Wall Street Journal	<b>386</b>
PC World (IDG Network)	<b>375</b>
Dell Computer	477
Novell	499
Sony Ericsson	596
Intel	597
Sun Microsystems	862
CNET (CNET Networks)	<b>901</b>
Chicago Tribune	<b>952</b>
Salon	<b>998</b>
Oracle	1,034
Nokia	1,036
ComputerWorld (IDG Network)	<b>1,131</b>
AntiOnline (Jupitermedia)	<b>1,195</b>
Windows IT Pro (Penton Media)	<b>1,244</b>
Red Hat	1,420
Toronto Star	<b>1,446</b>
Zone Labs	1,479
New York Post	<b>1,480</b>
CBS News	<b>1,485</b>
Los Angeles Times	<b>1,494</b>
InformationWeek (CMP Media)	<b>1,630</b>
Epson	1,633
NBC	<b>1,652</b>
CBS Marketwatch	<b>1,661</b>
MTV	<b>1,754</b>
CBS	<b>1,806</b>
PowerBasic	1,834
McAfee Security	1,891

Rankings in **bold type** are sites of traditional media organizations. Those in **blue type** are IT media sites.

## 5.7.2 Media and Technology Group Sites Ranked 2,001 to 12,000

Site	Rank
Terraserver	2,042
Computerwoche	<b>2,226</b>
3Com	2,249
The Economist	<b>2,359</b>
Network World Fusion (IDG Network)	<b>2,394</b>
WinDrivers	2,407
Corel	2,455
InfoWorld (IDG Network)	<b>2,535</b>
OS News	<b>2,600</b>
searchWin2000 (TechTarget Network)	<b>2,609</b>
Australian IT News	<b>2,703</b>
GotDotNet	2,769
ZDNet	<b>2,904</b>
ComputerWeekly (Reed Publishing)	<b>3,018</b>
MySQL	3,027
Business Week (McGraw-Hill)	<b>3,149</b>
InformIT (Pearson Education)	<b>3,354</b>
oreilly.com (O'Reilly)	<b>3,810</b>
Autodesk	4,004
Eclipse.org	4,383
Red Hat	4,629
PeopleSoft	5,054
DevX.com (Jupitermedia)	<b>5,456</b>
SAP	5,497
MacWorld (IDG)	<b>5,592</b>
Toshiba	5,605
Sony	5,646
oreillynet.com (O'Reilly)	<b>5,999</b>
Forrester Research	7,098
CIO (IDG Network)	<b>7,649</b>
Canon	7,727
RSA Security	8,043
Borland	8,074
Business Objects	9,026
The Server Side	<b>10,217</b>
BMC Software	10,597
Fujitsu	11,243
FileMaker	11,857
BEA	11,888

Rankings in **bold type** are sites of traditional media organizations. Those in **blue type** are IT media sites.

### 5.7.3 Media and Technology Group Sites Ranked 12,001 to 35,000

Site	Rank
EMC	12,024
xml.com (O'Reilly)	<b>12,560</b>
Gartner Research	12,834
Palm One	13,399
developer.com (Jupitermedia)	<b>13,478</b>
JBoss.org	13,493
Builder.com (CNET Networks)	<b>13,901</b>
Database Journal (Jupitermedia)	<b>13,958</b>
Federal Computer Week (101 Comm.)	<b>15,408</b>
SQLSummit (North Summit Media)	<b>15,655</b>
Meta Group	15,787
myITForum (TechTarget Network)	<b>16,296</b>
Dotnetjunkies.com	<b>16,325</b>
Byte (CMP Media)	<b>16,884</b>
WebServicesSummit (North Summit Media)	<b>16,943</b>
Dr. Dobb's Journal (CMP Media)	<b>18,247</b>
Boston Herald	<b>18,952</b>
Pervasive Software	18,991
Baltimore Sun	<b>19,213</b>
searchDatabase (TechTarget Network)	<b>20,852</b>
Java Developer's Journal (SYS-CON)	<b>22,026</b>
Sybase	23,588
Intelligent Enterprise (CMP Media)	<b>24,965</b>
Progress Software	26,630
SCO	28,656
searchWebServices (TechTarget Network)	<b>29,050</b>
TheServerSide.net	<b>29,831</b>
searchCIO (TechTarget Network)	<b>30,021</b>
Siebel Systems	30,259
PivX	30,587
internet.com (Jupitermedia)	<b>31,307</b>
Hummingbird, Ltd.	31,745
DMReview (Thomson)	<b>32,239</b>
SAS	32,948
CSC	32,781
SPSS	33,203
Cognos	34,404

Rankings in **bold type** are sites of traditional media organizations. Those in **blue type** are IT media sites.

### 5.7.4 Media and Technology Group Sites Ranked 35,001 to 90,000

Site	Rank
ebizQ.net (ITQuadrant)	35,392
EarthWeb.com (Jupitermedia)	35,496
GridSummit.com (North Summit Media)	<b>36,618</b>
Perl Journal (CMP Media)	<b>37,086</b>
Documentum	37,546
Serena Software	39,395
Plumtree Software	39,426
searchEnterpriseLinux (TechTarget Network)	<b>39,942</b>
SAIC	40,913
searchOracle (TechTarget Network)	<b>42,585</b>
WebMethods	43,284
Qualcomm	44,784
Software Development (CMP Media)	<b>45,027</b>
Unisys	48,313
4D	49,225
Application Development Trends (101)	<b>50,134</b>
EETimes (CMP Media)	<b>50,645</b>
Network (CMP Media)	<b>50,876</b>
Vignette Corporation	51,124
NCR	52,085
Aberdeen Group	53,034
Groupe Bull	53,220
XML Web Services Security Forum	<b>55,187</b>
Connected Home (Penton Media)	<b>55,286</b>
Ness Technologies	55,845
DataDirect Technologies	58,646
Sonic Software	58,901
Yankee Group	59,602
ENT (101 Communications)	<b>63,601</b>
Easysoft	71,211
XMLMania.com	<b>71,384</b>
security.oreilly.com (O'Reilly)	<b>75,807</b>
webservices.xml.com (O'Reilly)	<b>78,870</b>
Systinet	80,731
searchSAP (TechTarget)	<b>81,597</b>
Versant	81,697
webservices.org	<b>84,407</b>
C/C++ Users Journal (CMP Media)	<b>85,391</b>
XMLpitstop.com	<b>87,408</b>
CONNX	89,641

Rankings in **bold type** are sites of traditional media organizations. Those in **blue type** are IT media sites.

### 5.7.5 Media and Technology Group Sites Ranked 90,001 to 275,000

Site	Rank
Jupiter Research	91,148
ZapThink	92,595
Unix Review (CMP Media)	<b>93,461</b>
Raining Data	99,702
MediaLive	110,980
Software AG	117,679
Information Builders	118,446
TIBCO Software	118,896
perl.oreilly.com (O'Reilly)	<b>124,360</b>
BindPoint.com	131,187
dotnet.oreilly.com (O'Reilly)	<b>136,245</b>
InterSystems	137,269
Teradata	139,232
Cape Clear Software	139,784
The Data Administration Newsletter	<b>146,022</b>
java.oreilly.com (O'Reilly)	<b>146,204</b>
Globus.org	155,256
PerfectXML	<b>155,619</b>
Tarari	160,271
Broadvision	165,180
CapeScience.com	170,365
JNetDirect	170,433
linux.oreilly.com (O'Reilly)	<b>171,023</b>
Business Integration Journal (Thomas)	<b>179,104</b>
iWay Software	180,923
opensource.oreilly.com (O'Reilly)	<b>184,432</b>
SQL Server Professional (Pinnacle)	<b>201,469</b>
Cincom	201,778
OpenLink Software	205,791
Access Advisor (Advisor Publications)	<b>212,297</b>
DataBase Trends & Applications (Unisphere)	<b>232,635</b>
Syware	245,828
PCMS	252,495
DataPower	258,103
Vitria Technology	268,126
Microsoft Visual Basic Advisor (Advisor Pubs)	<b>269,468</b>
CNETChannel (CNET Networks)	<b>273,997</b>

Rankings in **bold type** are sites of traditional media organizations. Those in **blue type** are IT media sites.

### 5.7.6 Media and Technology Group Sites Ranked 275,001 to 1,000,000

Site	Rank
ASP.NET Advisor (Advisor Publications)	<b>275,937</b>
Attunity	277,527
NET Advisor (Advisor Publications)	<b>290,034</b>
IONA	290,358
Windows Developer Network (CMP Media)	<b>305,618</b>
FirstSQL	307,546
MarkLogic	316,041
VB.NET Advisor (Advisor Publications)	<b>327,141</b>
BASIS	328,104
mac.oreilly.com (O'Reilly)	<b>363,794</b>
DevelopXML (Sonic Software)	<b>369,268</b>
webservices.oreilly.com (O'Reilly)	<b>384,329</b>
XML-Journal.com (SYS-CON)	<b>386,587</b>
SDTimes (BZMedia)	<b>412,316</b>
WhiteCross Systems Ltd.	417,470
GridComputingPlanet (Jupitermedia)	<b>417,940</b>
HiT Software	428,668
searchSQLServer (TechTarget Network)	<b>431,553</b>
NEON Systems	432,462
.NET Pitstop	<b>453,035</b>
Transoft	477,697
Trifox	511,926
WebServicesArchitect.com	<b>527,958</b>
Synergex	559,257
FoxPro Advisor (Advisor Publications)	<b>629,104</b>
ITWorks	<b>688,416</b>
Microsoft SQL Server Advisor (Advisor Publ.)	<b>736,086</b>
python.oreilly.com (O'Reilly)	<b>768,797</b>
Poet GmbH	816,325
PolarLake	831,220
FairCom	879,379
Pointbase	884,867
Recital	941,689

Rankings in **blue type** are IT media sites.

### 5.7.7 Media and Technology Group Sites Ranked 1,000,001 to 1,200,000

Site	Rank
HOB GmbH	1,004,663
Gilbane Report	<b>1,039,850</b>
Librados	1,049,323
Empress Software	1,055,783
databases.oreilly.com (O'Reilly)	<b>1,066,033</b>
ZIM Corporation	1,090,492
Objectivity	1,147,533
Aonix	1,153,393

Rankings in [blue type](#) are IT media sites.

### 5.7.8 Insufficient Data

When this data was collected (March 2005), Netcraft did not have sufficient data to report these sites on its most visited web site list.

Technology Company Site	Media Organization Site
Acucorp	<i>WebServicesAdvisor.com</i> *
Appian	<i>WebSphereAdvisor.com</i> *
Computer Corporation of America	
FusionWare	
Legato	
MDBS	
MimerSQL	
Gemstone	
Sarvega	

\* Advisor Publications

## 6.0 Data Sources

These sources provided the primary reference data use for preparing this report:

Google Search Engine	<a href="http://www.google.com">www.google.com</a>
Nielsen Net Ratings	<a href="http://www.nielsen-netratings.com">www.nielsen-netratings.com</a>
Netcraft, Ltd.	<a href="http://www.netcraft.com">www.netcraft.com</a>
<i>San Francisco Chronicle</i>	<a href="http://www.SFGgate.com">www.SFGgate.com</a>