



PC Pitstop Market Research

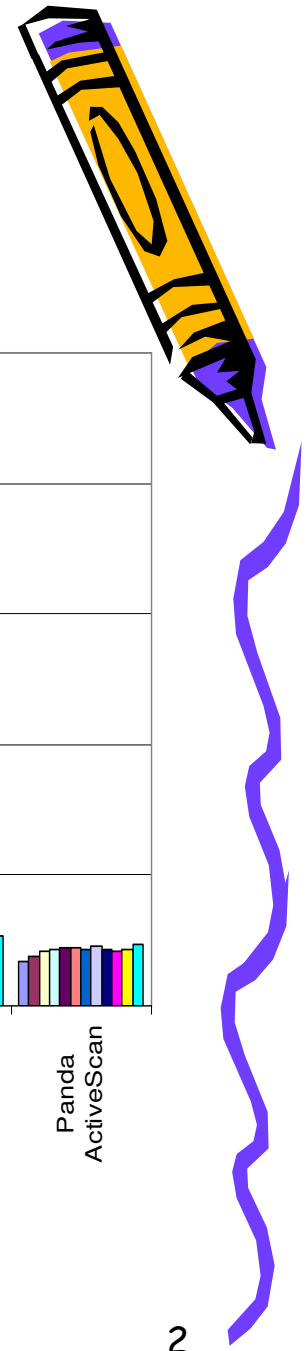
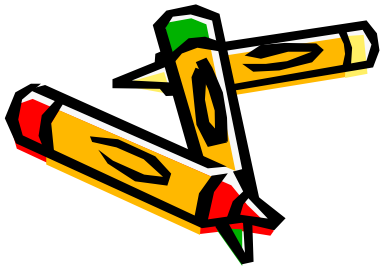
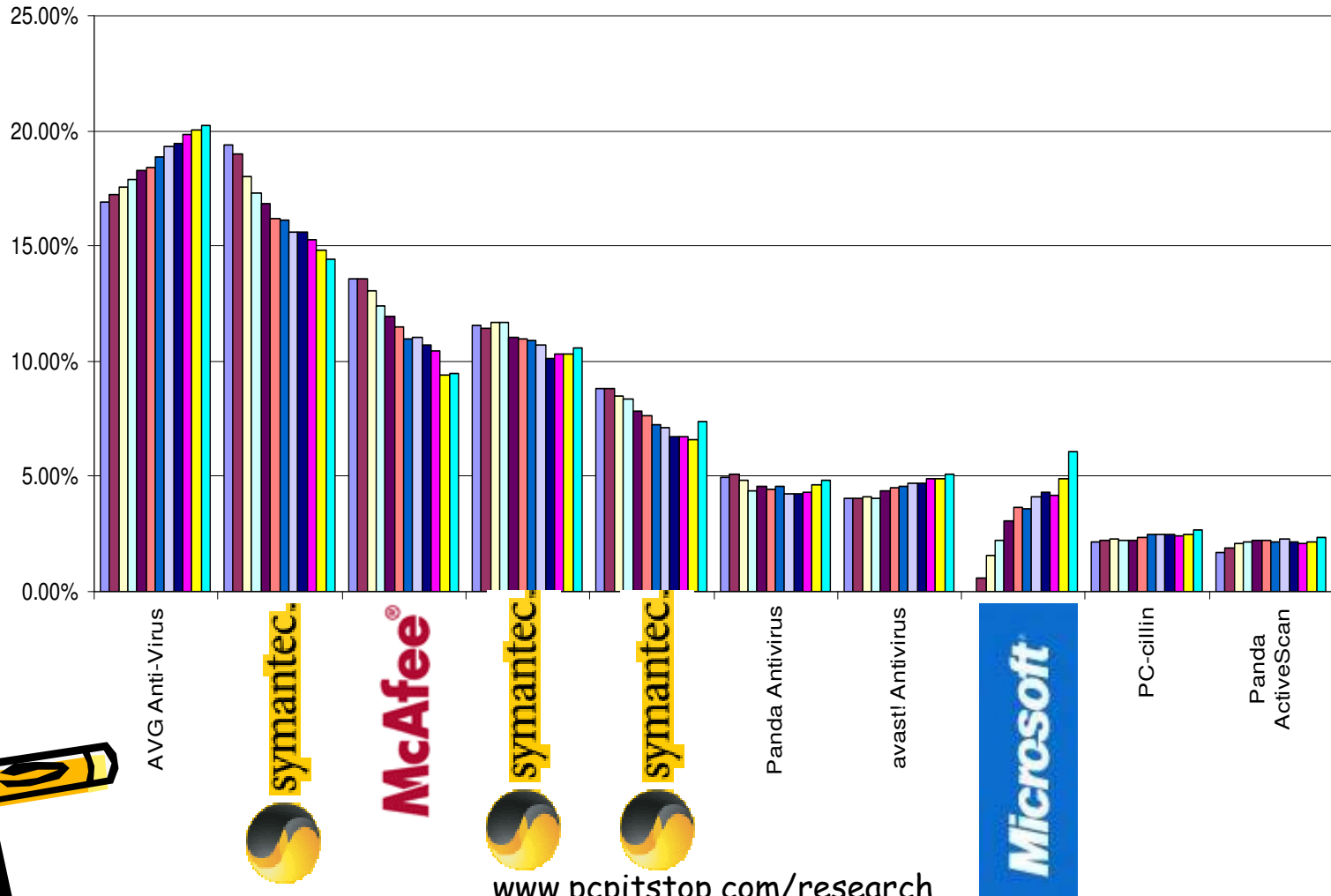
Software Stocks
November 2006





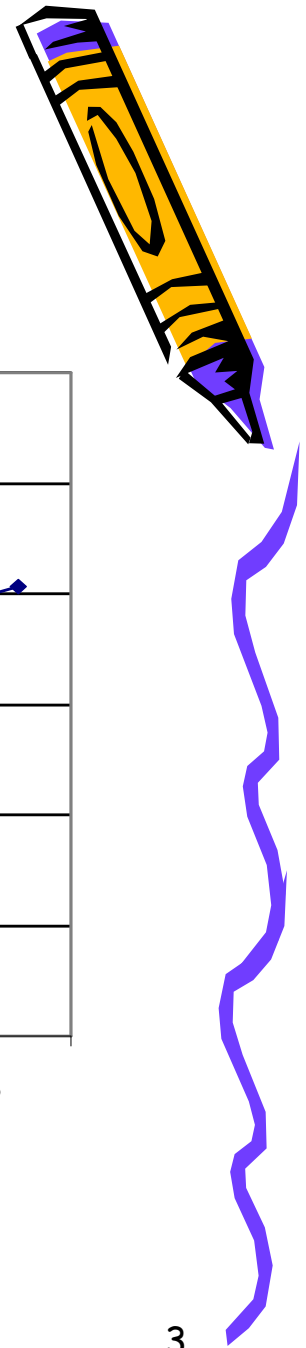
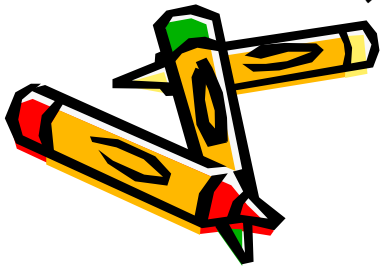
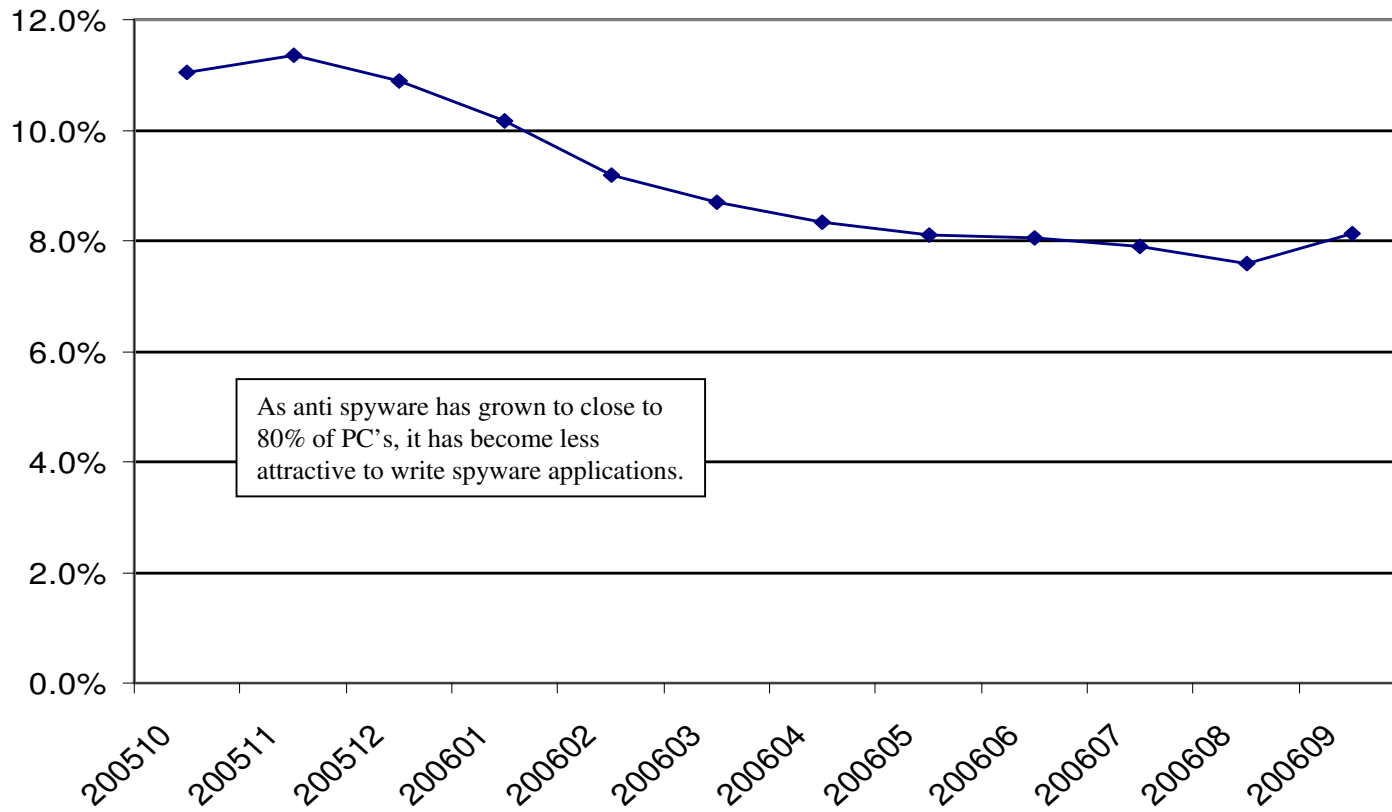
Anti-Virus

200510 200511 200512 200601 200602 200603 200604 200605 200606 200607 200608 200609



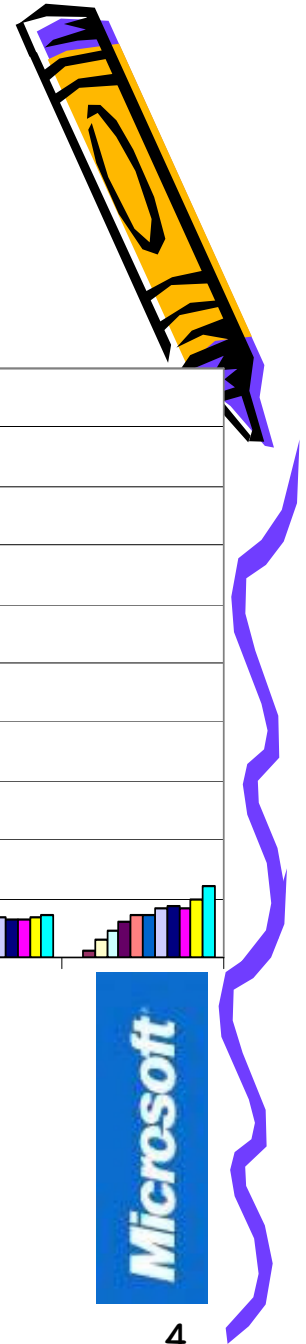


Spyware Applications

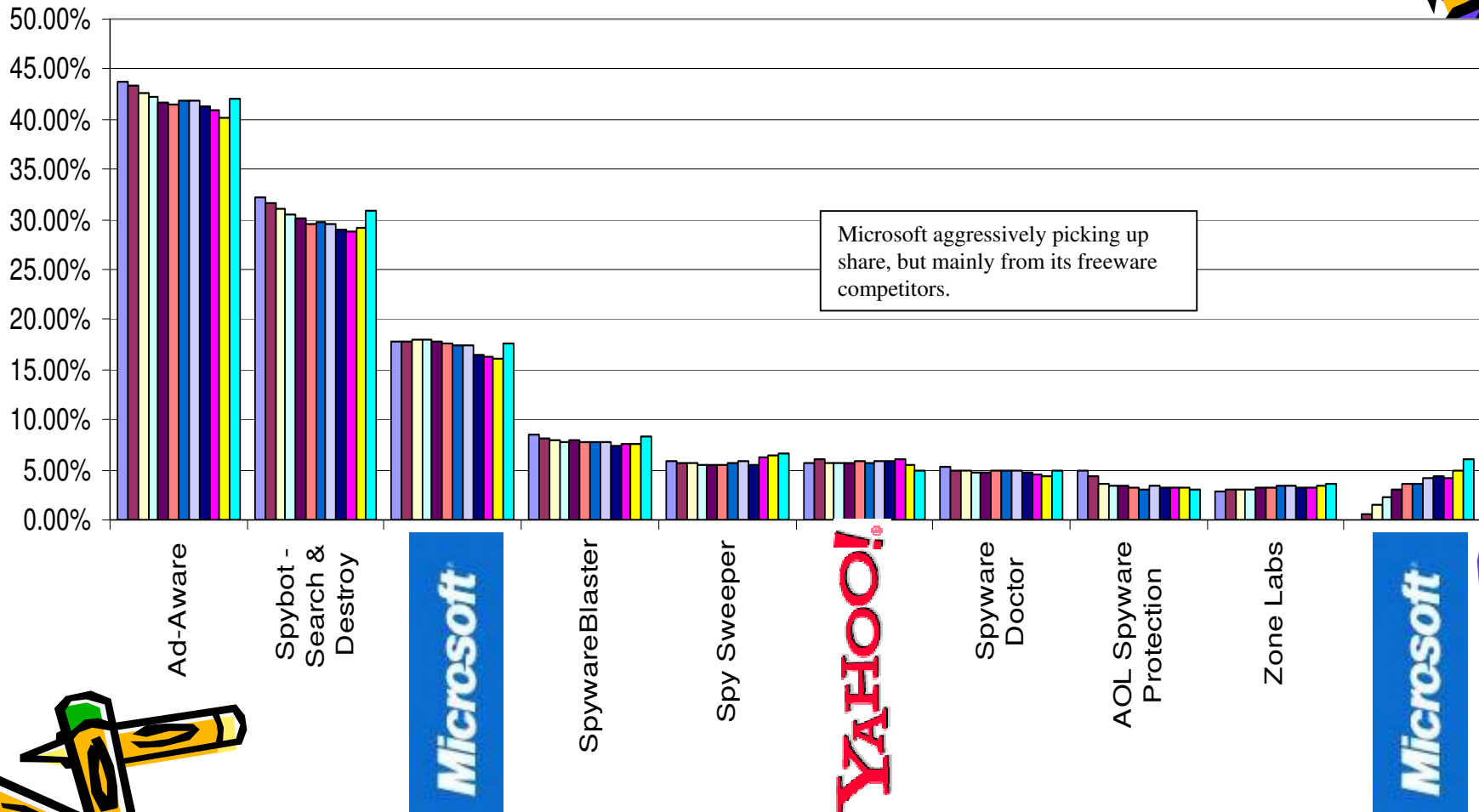




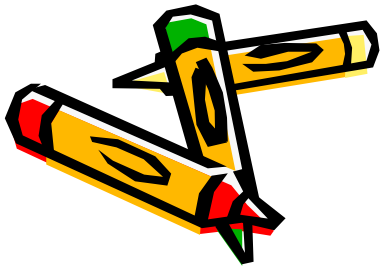
Anti-Spyware



Legend: 200510, 200511, 200512, 200601, 200602, 200603, 200604, 200605, 200606, 200607, 200608, 200609

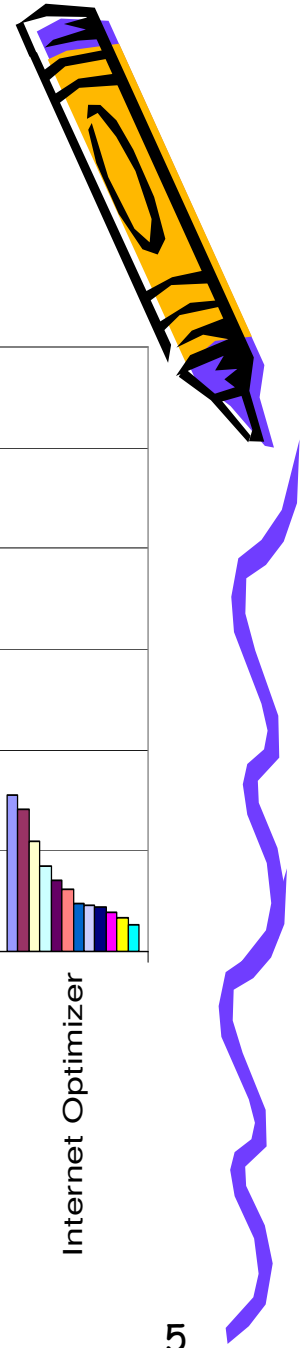


Microsoft aggressively picking up share, but mainly from its freeware competitors.

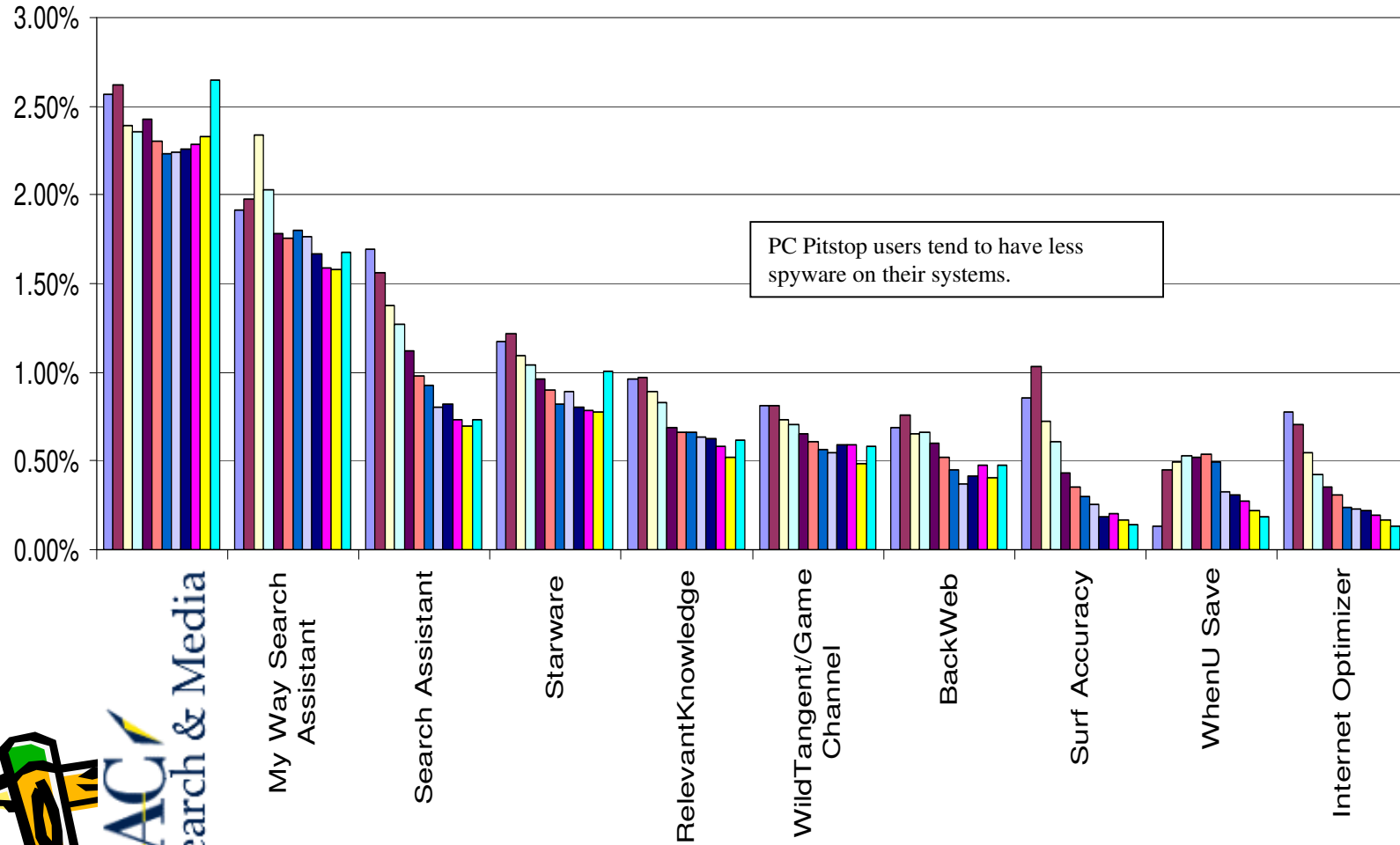




Spyware

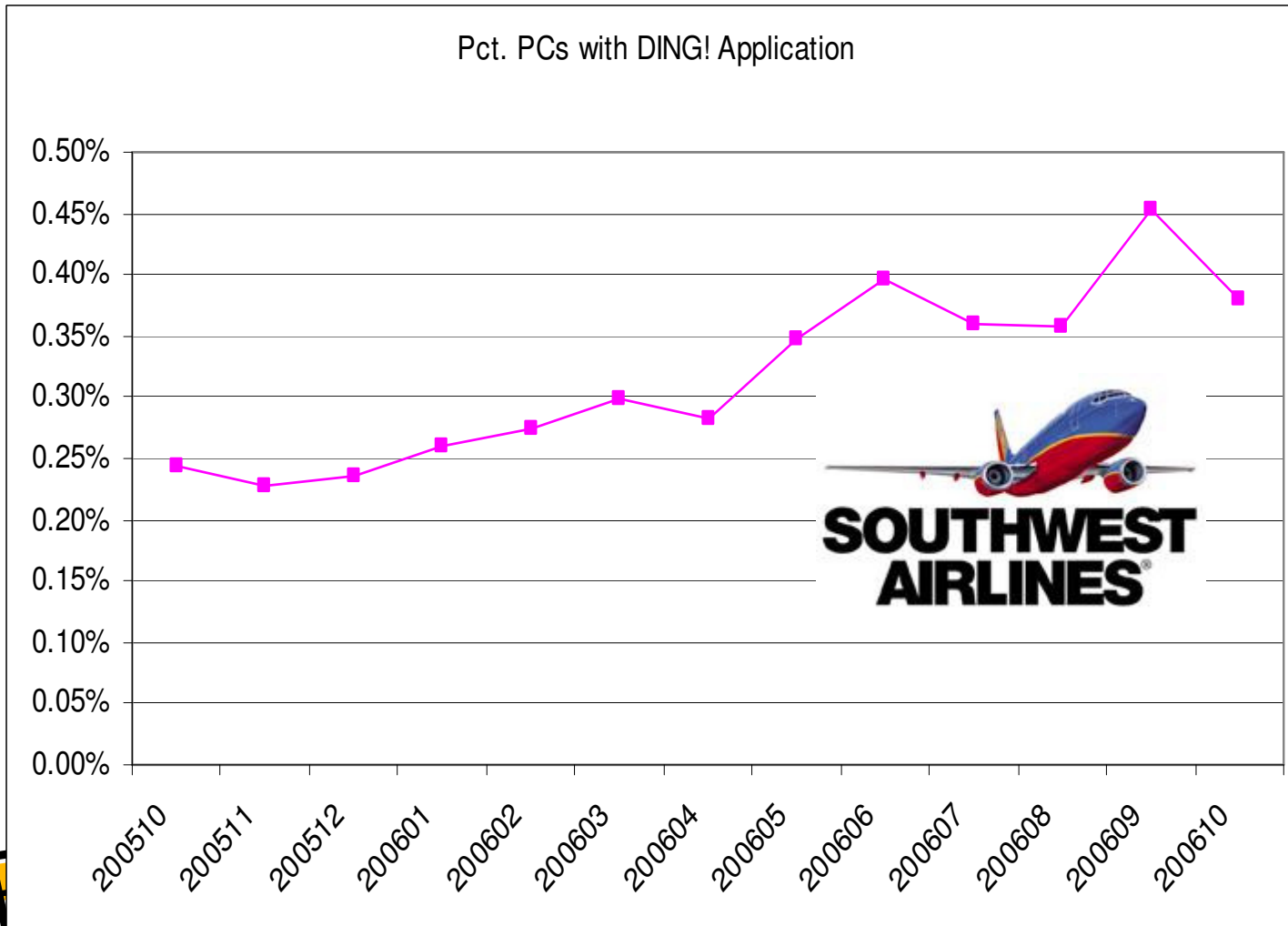
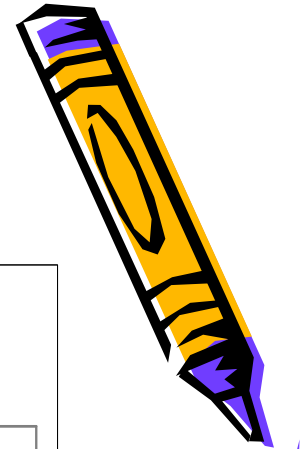


■ 200510 ■ 200511 ■ 200512 ■ 200601 ■ 200602 ■ 200603 ■ 200604 ■ 200605 ■ 200606 ■ 200607 ■ 200608 ■ 200609



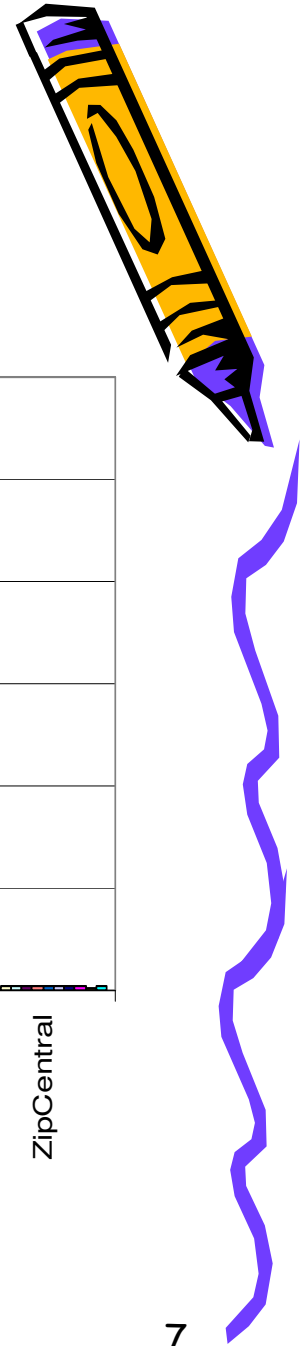


Ding!

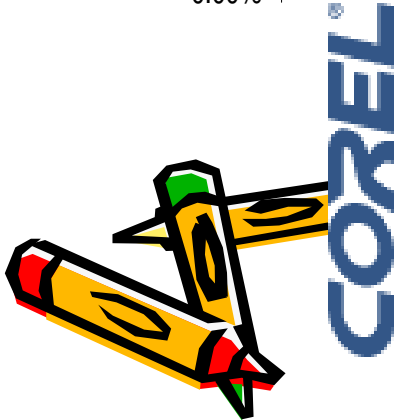
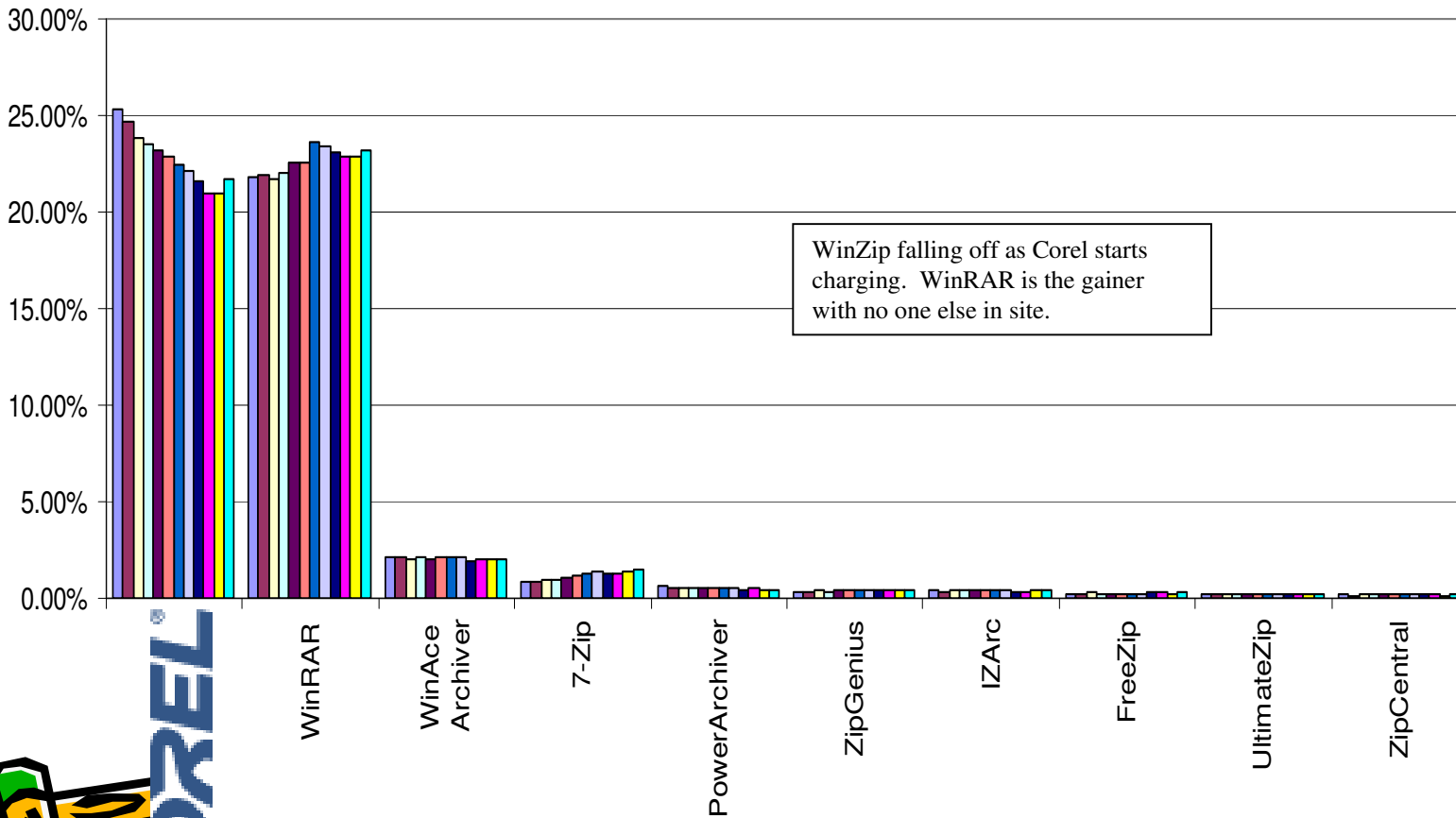




Disk Compression

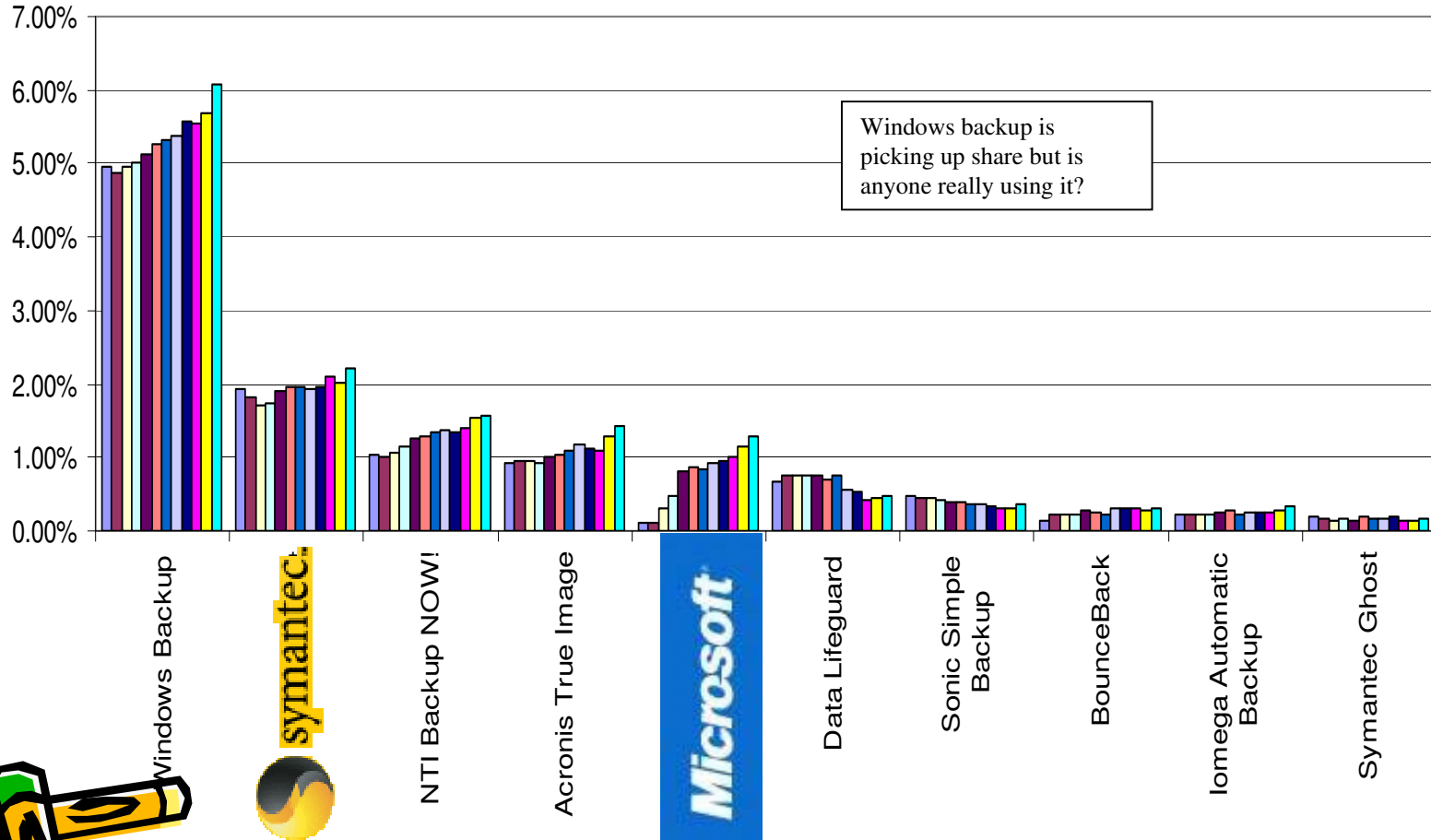


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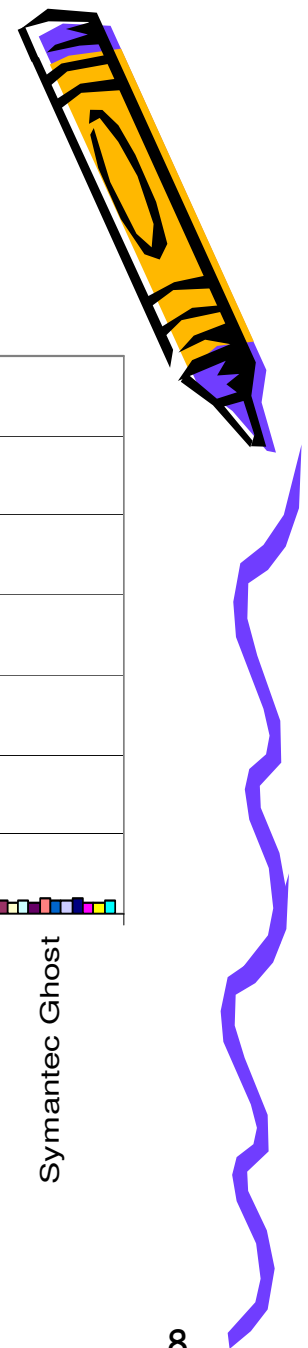
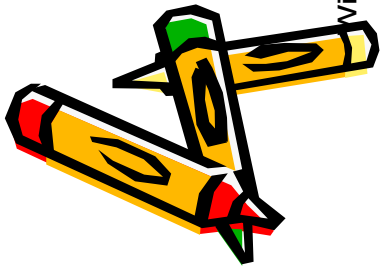


Backup

■ 200510 ■ 200511 ■ 200512 ■ 200601 ■ 200602 ■ 200603 ■ 200604 ■ 200605 ■ 200606 ■ 200607 ■ 200608 ■ 200609

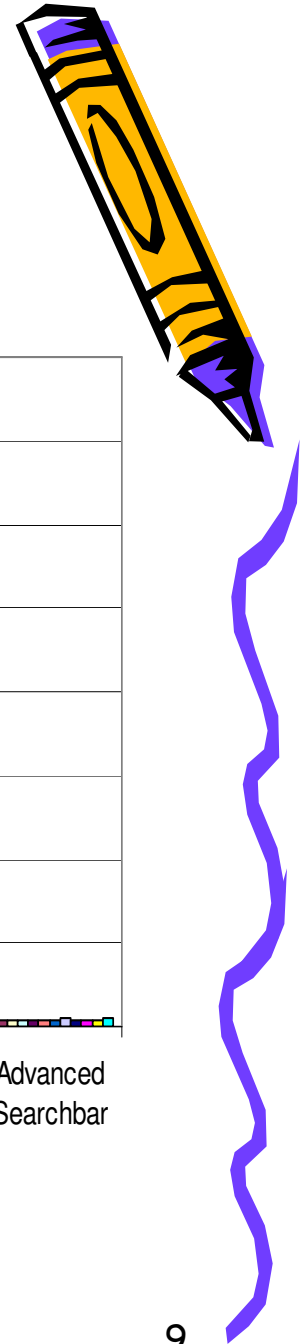


Windows backup is picking up share but is anyone really using it?

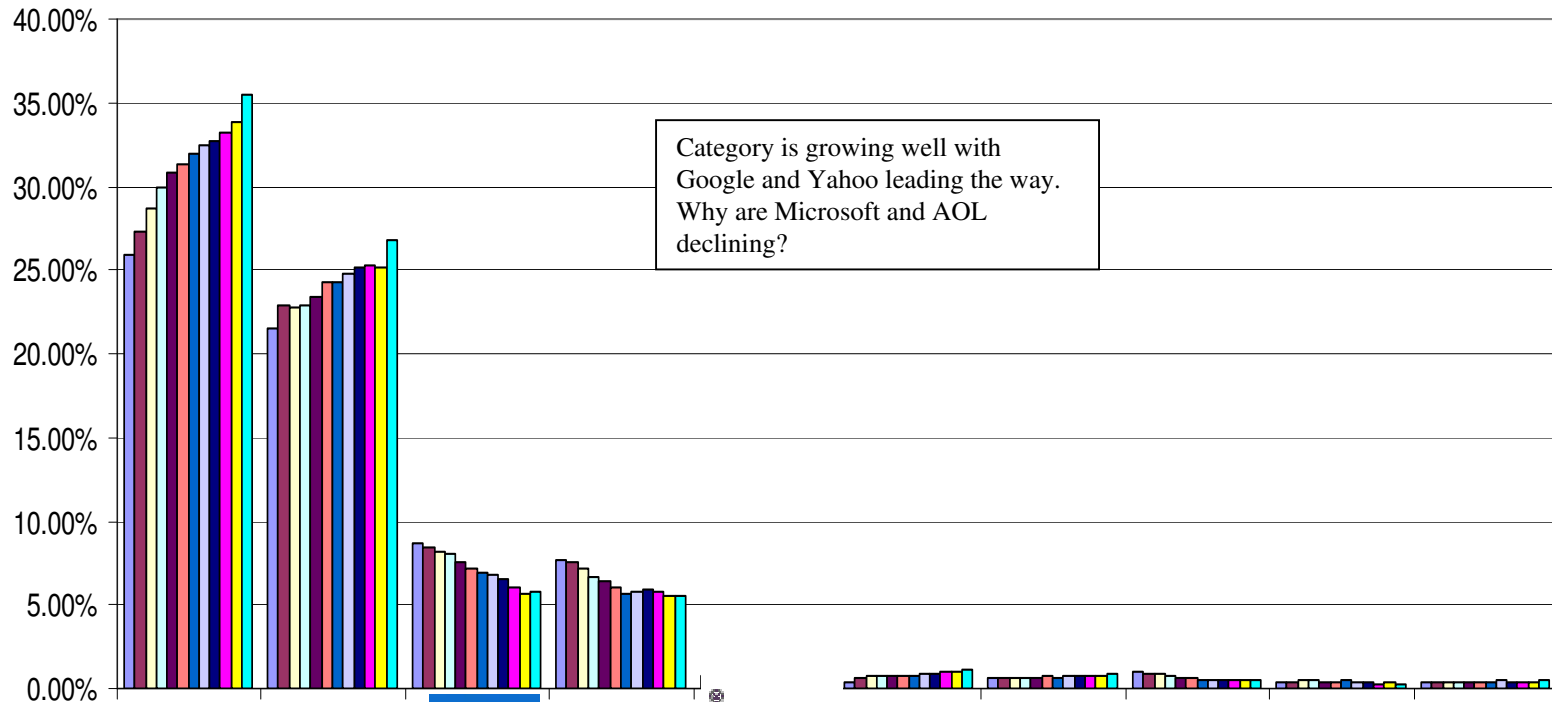




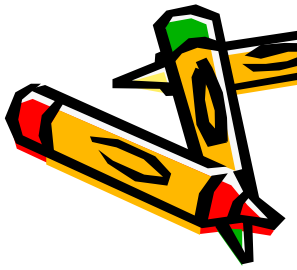
Search Toolbar



■ 200510 ■ 200511 ■ 200512 ■ 200601 ■ 200602 ■ 200603 ■ 200604 ■ 200605 ■ 200606 ■ 200607 ■ 200608 ■ 200609



Category is growing well with Google and Yahoo leading the way. Why are Microsoft and AOL declining?



AOL
Toolbar



Comcast
Toolbar

EarthLink
Toolbar

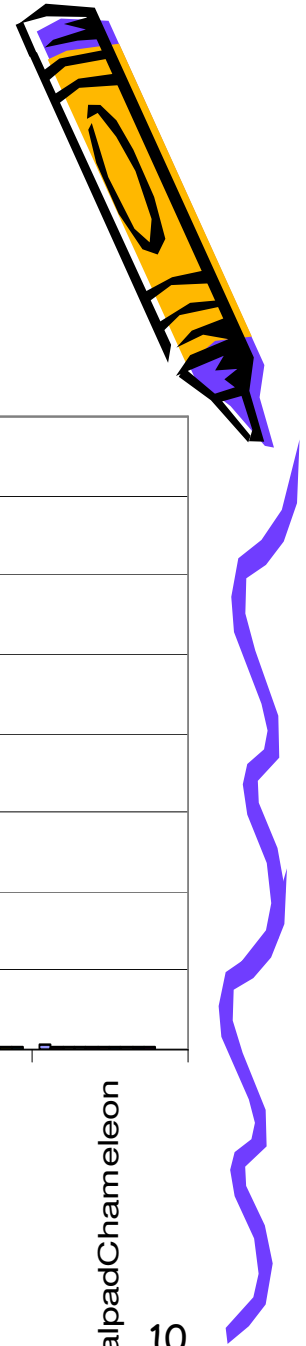
AIM
Toolbar

Wanadoo
Search
Toolbar

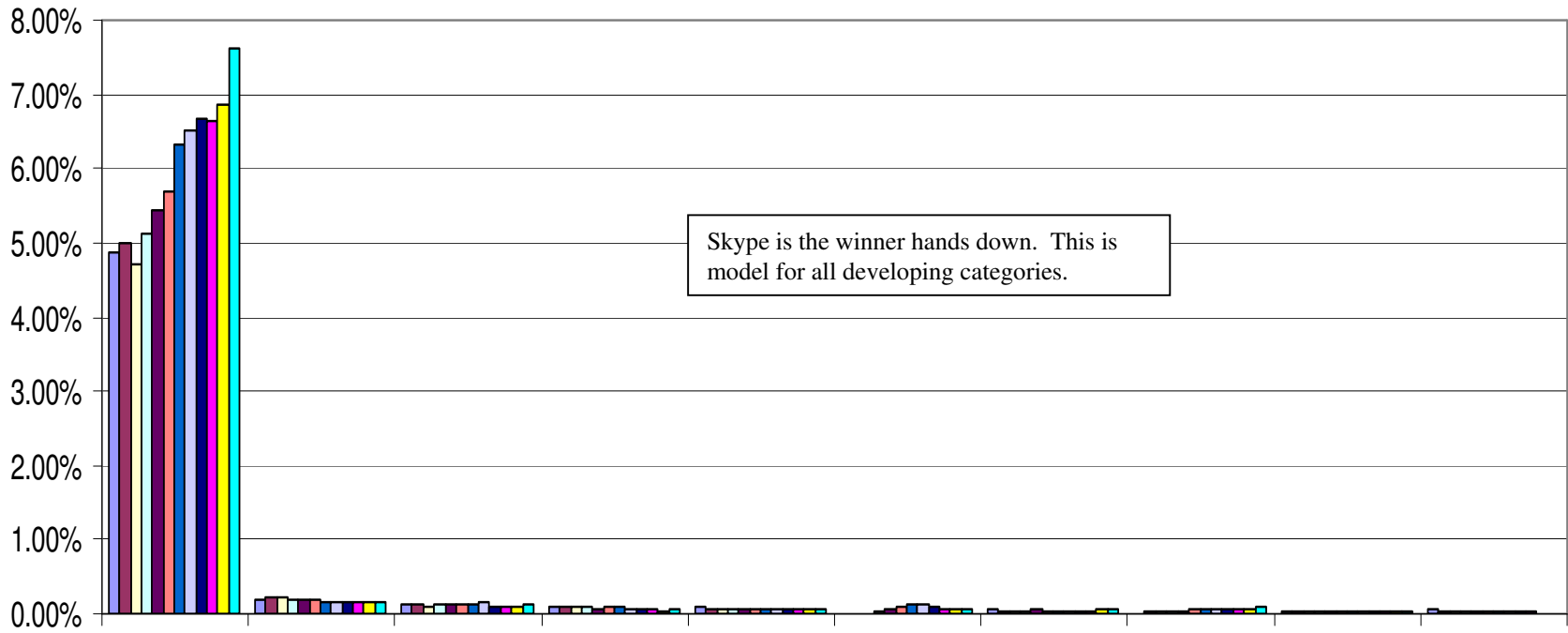
Advanced
Searchbar



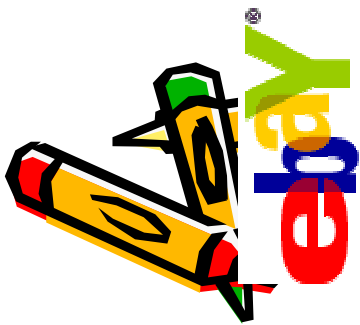
Telephony



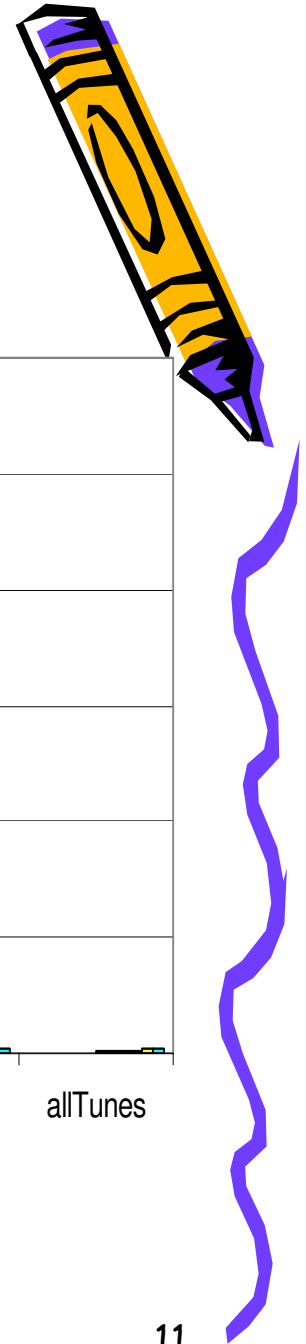
Legend for years: 200510, 200511, 200512, 200601, 200602, 200603, 200604, 200605, 200606, 200607, 200608, 200609



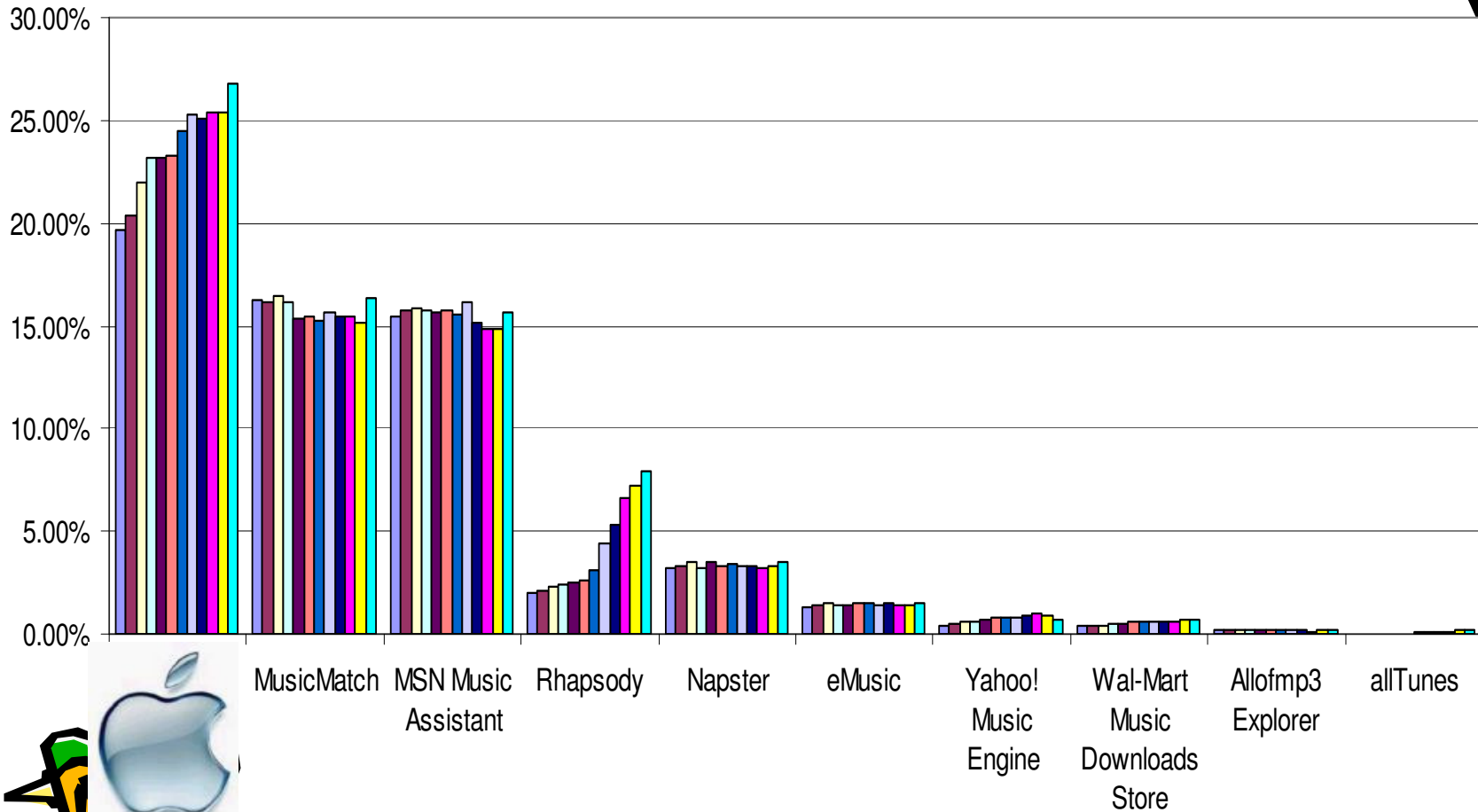
Skype is the winner hands down. This is model for all developing categories.



Music

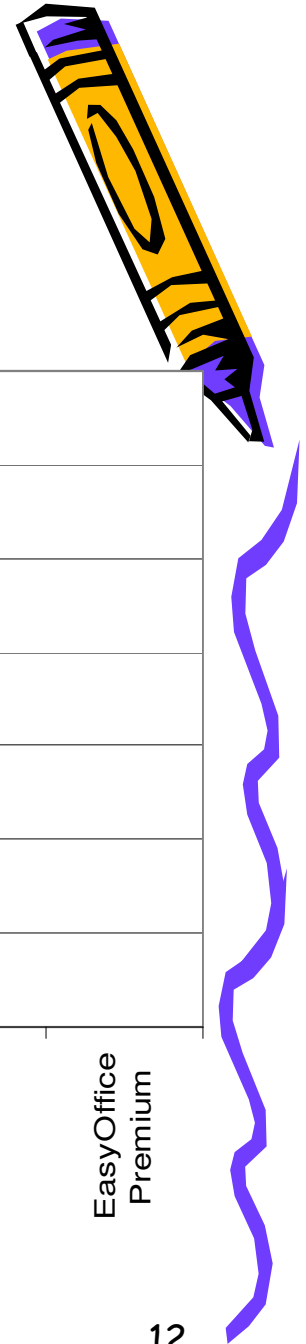


■ 200510 ■ 200511 ■ 200512 ■ 200601 ■ 200602 ■ 200603 ■ 200604 ■ 200605 ■ 200606 ■ 200607 ■ 200608 ■ 200609





Office Suite



■ 200510 ■ 200511 ■ 200512 ■ 200601 ■ 200602 ■ 200603 ■ 200604 ■ 200605 ■ 200606 ■ 200607 ■ 200608 ■ 200609

