



## 2003 Holiday Hot List

November 2003



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## I. Executive Summary

Over the past month, eBay has conducted a series of analyses to better understand the potential hot-selling products and product categories this holiday season on eBay's US site, eBay.com. This article reveals our findings and gives sellers insights such as...

- *One of the widely predicted hot toys for the holidays, Hokey Pokey Elmo, is already experiencing triple-digit weekly sales growth on eBay...*
- *Digital cameras will be popular during the holidays on eBay, but trading activity in certain digital cameras including Canon PowerShots, Fuji FinePix and Nikon Coolpix is heating up in advance of the holidays...*
- *Demand for seasonal collectibles such as Dicken's Village or Snowbabies increases each year on eBay during the holidays, but did you know that demand for treadmills or Karaoke machines also increases at the holidays?*

The following article outlines our process for determining hot selling products and provides detailed predictions for hot selling products, brands and product categories based on three different approaches. Armed with this information, we hope that eBay.com's sellers will be better prepared as they plan their selling strategy for the holiday season.

## II. Introduction

In our on-going effort to better serve our sellers, eBay.com is releasing the results of our 2003 Holiday Hot List. The Hot List is intended to provide sellers with information about products or product categories that eBay believes will be "hot" during the upcoming year-end holiday selling season. Over the past month, we used three methodologies to determine what might be hot this holiday season:

- 1) Industry expert interviews with eBay category managers, retailers, manufacturers and analysts to identify potential top-selling products
- 2) Analysis of September 2003 eBay data to identify product categories that already appear to be heating up on eBay in advance of the holiday season
- 3) Analysis of 2000-2002 eBay data to identify product categories that have been historically popular on eBay during December

We applied these methodologies to determine hot products/product categories within eBay's top seven meta-categories (excluding Motors):

1. Clothing, Shoes and Accessories
2. Collectibles
3. Computers and Electronics
4. Entertainment
5. Jewelry and Watches

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6. Sports
  7. Toys & Hobbies

In addition, we merged the *Dolls & Bears* meta-category with *Toys & Hobbies* so that we could capture potentially hot holiday products like *Barbie* and *Care Bears*.

### **III. 2003 Holiday Hot List Process and Output**

The process of predicting hot selling products on eBay.com is trickier than one would think. First, the definition of “hot” has to be established. You’ll see below that we used a different definition of “hot” for each of the three methodologies we employed. Generally, the key “hot” criteria involve the following attributes:

- 1) Amount of sales on eBay
- 2) Growth potential during the following two months
- 3) Potential for a demand/supply imbalance

Second, the trendy nature and product launch timing of many “hot” holiday products makes prediction difficult. Many products that become “hot” sellers in December, such as toys and DVDs, are not released until October or November and are therefore difficult to predict using historical eBay data. We addressed this phenomenon with Methodology 1, which is based on industry expert views regarding potential “hot” holiday products.

Finally, predicting specific “hot” products for the holidays is further complicated by the nature of the eBay listing hierarchy. Our product hierarchy does not generally classify products with a unique identifier such as SKU number or ISBN. Therefore, analysis using eBay internal data tends to be limited to the product category level and is difficult to extend to the individual product level. In Methodology 2 below, we have compensated for this by conducting a keyword analysis of listing titles to identify potential hot products and brands within product categories that have been identified as hot by our analysis.

Because of the inherent limitations of using any one methodology exclusively, we believe that the three-methodology approach will provide sellers with a comprehensive view of which specific products and product categories will be “hot” this holiday season. Of course, no predictive approach is perfect and given the vagaries of the market, there can be no guarantee that any particular product or category will be “hot” at a particular time. The following section outlines the process and output of each of our three methodologies.

#### **Methodology 1: Industry Insider Views**

The first methodology used to determine “hot products” consisted of collecting industry expert opinions. First, we collected input from our 75 category managers at eBay.com. These individuals spend every day immersed in the eBay marketplace and know their categories inside and out. Second, we contacted relevant industry associations, equity

analysts, and other retail experts to gather a general idea of what products they believe will be in high demand this holiday season. Next, we surveyed approximately 150 retailers to determine which products they anticipate will be hot selling products for the holidays. We surveyed retailers in each of the following meta-categories<sup>1</sup>:

<b>Meta-Category</b>	<b>Retailers Contacted</b>
Clothing, Shoes and Accessories	Men's and Women's departments of department stores
Computers & Electronics	Consumer electronics retailers
Entertainment	Movie and video retailers, music retailers, bookstores and consumer electronics retailers (when applicable)
Jewelry and Watches	Jewelry stores
Sports	General sporting goods, outdoor stores and golf stores
Toys & Hobbies and Dolls & Bears	Toy stores

After our interviews were complete, we aggregated our data and ranked the “hot” products according to the number of mentions. Exhibits 1-3 below list the specific items and general trends that survey participants mentioned will be hot products this holiday season. Numbers in parentheses represent the number of times a specific item or trend was mentioned by survey participants. The entire list of hot products is shown in Appendix A.

## **EXHIBIT 1**

### Methodology 1: Industry Insider Views

#### Hot Products (Number of Mentions)

	Toys	Entertainment	Electronics
<b>Specific Items</b>	<ul style="list-style-type: none"> <li>• Hokey Pokey Elmo (6)</li> <li>• BeyBlades (4)</li> <li>• Care Bears (4)</li> <li>• Groovy Girls Dolls (3)</li> <li>• Leapfrog Products (3)</li> <li>• Lego Products (3)</li> <li>• Mighty Beanz (3)</li> <li>• Barbie Products (2)</li> <li>• McDonald's McFlurry Maker (2)</li> <li>• Neopets Voice Activated Plush (2)</li> <li>• Thomas the Tank Engine (2)</li> <li>• Video Now (2)</li> <li>• 42 others w/ 1 mention</li> </ul>	<ul style="list-style-type: none"> <li>• Finding Nemo (11)</li> <li>• Pirates of the Caribbean (8)</li> <li>• Matrix Reloaded (6)</li> <li>• The Hulk (4)</li> <li>• Indiana Jones Trilogy (4)</li> <li>• Lord of the Rings: Two Towers (3)</li> <li>• Terminator 3 (3)</li> <li>• Scarface (2)</li> <li>• CD: Ludacris (3)</li> <li>• CD: Marques Houston (2)</li> <li>• Gaming: Game Cube (3)</li> <li>• Gaming: X-Box System (3)</li> <li>• Gaming: Gameboy (2)</li> <li>• Gaming: Playstation 2 (2)</li> <li>• 24 others w/ 1 mention</li> </ul>	<ul style="list-style-type: none"> <li>• Casio EX-S20U, Pentax Optio 33WR Digital Cameras</li> <li>• Home Theater in a Box</li> <li>• HP iPaq h4150 Pocket PC</li> <li>• Nintendo GameBoy Advance</li> <li>• Nokia 3100, Siemens SL56 Cell Phones</li> <li>• Palm Zire 21 PDA</li> <li>• Panasonic High Definition TVs</li> <li>• Portable TVs</li> <li>• Sharp LCD TVs</li> <li>• Sony, Hitachi, Samsung TVs</li> <li>• Sony PS2</li> <li>• Panasonic CF-W2, Sony VAIO PCG-TR2A, Toughbook Laptops</li> </ul>
<b>General Trends</b>	<ul style="list-style-type: none"> <li>• Lego Products (3)</li> <li>• Remote Controlled Cars (3)</li> <li>• Barbie Products (2)</li> <li>• Wooden Toys (2)</li> <li>• Wild Planet Toys</li> </ul>	<ul style="list-style-type: none"> <li>• Sporting Games</li> <li>• Video Games</li> <li>• X-Box Games</li> </ul>	<ul style="list-style-type: none"> <li>• Cell Phones (6)</li> <li>• Digital Cameras (5)</li> <li>• DVD Players (4)</li> <li>• DVD Burners (3)</li> <li>• Laptops (3)</li> <li>• MP3 Players (3)</li> <li>• Plasma TVs (3)</li> <li>• 25 others w/ 1 mention</li> </ul>

Source: Retailer Survey 10/17-10/22, 2003, Web Sites, Industry Associations and Equity Analysts

## EXHIBIT 2

Methodology 1: Industry Insider Views				
Hot Products (Number of Mentions)				
	Jewelry	Men's Apparel	Women's Apparel	Books
<b>Specific Items</b>	<ul style="list-style-type: none"> <li>Diamond Stud Earrings (6)</li> <li>Chandelier Earrings (3)</li> <li>3-Stone Diamond Rings</li> <li>Art Deco Necklaces/Brooches</li> <li>Black/White Pearl Earrings</li> <li>Diamond Encrusted Watches</li> <li>Diamond 'Right Hand' Rings</li> <li>Flower Pins</li> <li>Initial Pendants</li> <li>Mesh, Metal Stick, Nature and Pagoda Earrings</li> <li>Multistrand Pearls</li> </ul>	<ul style="list-style-type: none"> <li>Nautica (5)</li> <li>Polo (4)</li> <li>Phat Farm (3)</li> <li>Rocawear (3)</li> <li>Fubu (2)</li> <li>Hugo Boss (2)</li> <li>Levis Jeans (2)</li> <li>Ralph Lauren (2)</li> <li>Tommy Hillfiger (2)</li> <li>31 others w/ 1 mention</li> </ul>	<ul style="list-style-type: none"> <li>Ralph Lauren (6)</li> <li>Kenneth Cole (3)</li> <li>Levis Jeans (3)</li> <li>Adrienne Landau Fur Items (2)</li> <li>DKNY (2)</li> <li>Tahari (2)</li> <li>25 others w/ 1 mention</li> </ul>	<ul style="list-style-type: none"> <li>The South Beach Diet (4)</li> <li>The Da Vinci Code (3)</li> <li>Dude, Where's My... (3)</li> <li>The Five People You... (3)</li> <li>The Purpose-Driven... (3)</li> <li>Steven King Books (3)</li> <li>The Ultimate Weight... (3)</li> <li>Blow Fly (2)</li> <li>Lies and the Lying... (2)</li> <li>Lord of the Rings Books (2)</li> <li>Who's Looking Out... (2)</li> <li>9 others w/ 1 mention</li> </ul>
<b>General Trends</b>	<ul style="list-style-type: none"> <li>Watches (4)</li> <li>Three Stone Jewelry (3)</li> <li>Custom Engagement Rings (2)</li> <li>Custom Jewelry (2)</li> <li>Custom Made Diamonds (2)</li> <li>Colorful Jewelry</li> <li>Diamonds</li> <li>Graphic Detail Jewelry</li> <li>Luxury Goods</li> <li>Multi-purpose Jewelry</li> <li>Period Drama Jewelry</li> <li>Yellow Gold</li> <li>Yellow Gold Necklaces</li> </ul>	<ul style="list-style-type: none"> <li>Sweaters (5)</li> <li>25 others w/ 1 mention</li> </ul>	<ul style="list-style-type: none"> <li>Fashion Jackets (4)</li> <li>Sweaters (4)</li> <li>Cashmere (2)</li> <li>Flare-Leg Jeans (2)</li> <li>Velvets (2)</li> <li>14 others w/ 1 mention</li> </ul>	<ul style="list-style-type: none"> <li>Audio Books</li> <li>Bargain Books</li> <li>Big Picture Books</li> <li>Children's Books</li> <li>Coffee Table Books</li> <li>Diet Books</li> <li>Fiction Books</li> <li>Photography Books</li> </ul>

Source: Retailer Survey 10/17-10/22, 2003, Web Sites, Industry Associations and Equity Analysts

## EXHIBIT 3

Methodology 1: Industry Insider Views			
Hot Products (Number of Mentions)			
	Sporting Goods		
	General	Golf	Outdoor
<b>Specific Items</b>	<ul style="list-style-type: none"> <li>Basketball Shoes (2)</li> <li>Camelbaks (2)</li> <li>Under Armour Gear (2)</li> <li>19 others w/ 1 mention</li> </ul>	<ul style="list-style-type: none"> <li>G2 Irons (3)</li> <li>Ping G2 Putters (2)</li> <li>20 others w/ 1 mention</li> </ul>	<ul style="list-style-type: none"> <li>Burton Snowboards</li> <li>Dalbello Avanti/Rosignoll/Other Ski Boots</li> <li>Mio/Petxl/Princeton Tech Myo Headlamps</li> <li>Northface Fleeeces/ Denali Jacket</li> <li>Osprey Brand Backpacks</li> <li>Smart Wool Socks</li> <li>Tent Master's Chairs/Tents</li> </ul>
<b>General Trends</b>	<ul style="list-style-type: none"> <li>Licensed Apparel (4)</li> <li>Throwback or Retro Apparel (4)</li> <li>Basketball Shoes (2)</li> <li>Jackets (Ski and Casual) (2)</li> <li>14 others w/1 mention</li> </ul>	<ul style="list-style-type: none"> <li>The 500 Woods</li> <li>Callaway</li> <li>Drivers</li> <li>Foot-Joy Outerwear</li> <li>Gift Certificates</li> <li>Golf Bags</li> <li>Ping</li> <li>Taylormade</li> </ul>	<ul style="list-style-type: none"> <li>Softshell Clothing (3)</li> <li>Sleeping Bags (Down, Regular) (2)</li> <li>Snow Shoes (2)</li> <li>Arcteryx Clothing</li> <li>Back Country Skis</li> <li>Captain's Fold Up Chairs</li> <li>Clogs</li> <li>Hiking Boots</li> <li>Ladies Casual Sweaters</li> <li>Marino Wool Underwear</li> <li>Shoes</li> <li>Winter Hydration Systems (Osprey, Backcountry Access)</li> <li>Winter Shoes (Scarpe, Magic, Naxo)</li> </ul>

Source: Retailer Survey 10/17-10/22, 2003, Web Sites, Industry Associations and Equity Analysts

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Sellers can use this list as one important input to their strategy and planning process for the 2003 Holiday season. We have already seen several of these products start to gain momentum on the site. For example, during the period September 21<sup>st</sup> to October 18<sup>th</sup>, the weekly dollar volume of *LCD TVs* sold on eBay.com per week increased over 60%. The dollar volume of *Hokey Pokey Elmo* listings sold on eBay.com has more than doubled each week during the period.<sup>ii</sup>

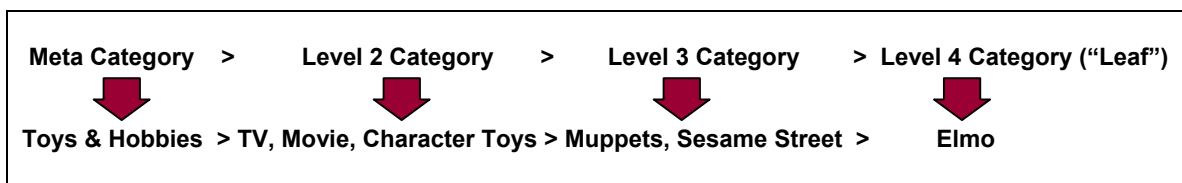
### **Methodology 2: "Hot" Pre-Holiday Leaf Categories**

In the second methodology, we analyzed eBay data from the month of September in order to identify products and product categories that already appear to be heating up on eBay in advance of the holiday season. This process had five steps:

- 1) Define the criteria for designating product categories as hot
- 2) Apply these criteria to September 2002 data to predict the hot product categories last year
- 3) Validate the model by examining the performance of predicted hot product categories during the period October to December 2002 (i.e. were the product categories predicted to be hot in September 2002 actually hot in December 2002?)
- 4) Once validated, apply the criteria to September 2003 data to produce this year's hot product categories
- 5) Analyze the titles of individual auction listings in hot product categories to specifically identify the most popular products

We conducted this analysis using the existing eBay product categories as defined by our product hierarchy. As most sellers are aware, the highest level of eBay's listing hierarchy is the meta-category, e.g. *Toys & Hobbies* or *Computers & Electronics*. Each meta-category is divided into several "Level 2" categories. Each Level 2 category is then divided into "Level 3" categories, and so on.

The lowest level of the hierarchy is called the "leaf" level. Most meta-categories will have between 4-7 levels total. An example of the hierarchy, as it pertains to Hokey Pokey Elmo toys, is shown below:



Using the existing eBay hierarchy, we conducted our analysis based on the lowest level of the hierarchy, the leaf. Our goal was to identify the hot leaves for 2003 out of eBay.com's 16,000 current leaves.

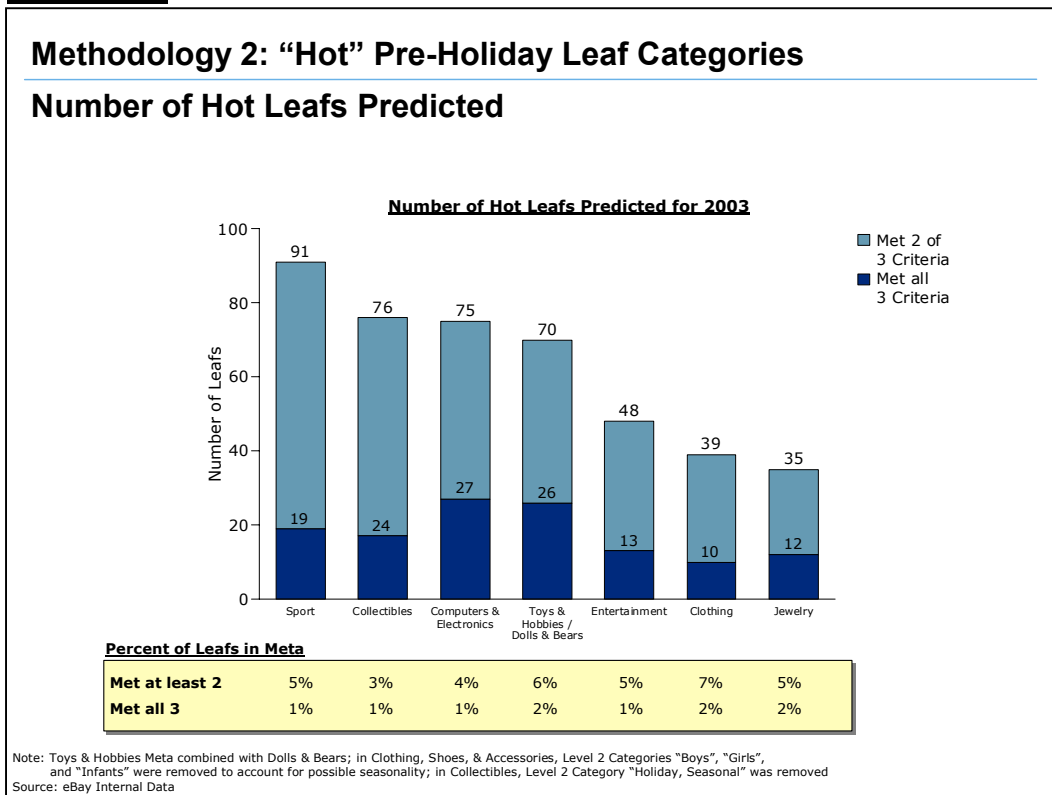
Step 1 - Define the Hot Criteria:

We defined a “hot leaf” as one that satisfies at least two of the following three criteria:

- *Growing*: The leaf must have successful listings growth (percent change in the number of successful auctions) equal to, or greater than, one standard deviation above the average successful listings growth for all leaves in its meta-category. <sup>iii</sup>
- *Demand > Supply*: The leaf must have bids/auction (total bids in the leaf divided by total listings, successful or not), equal to or greater than, one standard deviation above the average bids/auction for all leaves in its meta-category.
- *Meaningful Size*: The leaf must have a monthly GMS greater than the median monthly GMS for all leaves in the meta-category. GMS stands for “Gross Merchandise Sales” which represents the dollar value of items sold on eBay. <sup>iv</sup>

We use the statistical measure of standard deviation. If a leaf is one standard deviation above the average for its meta-category, it outperformed 84% of the leaves in its meta-category. Exhibit 4 below shows the number of leaves in each meta-category that meet at least two of the three criteria in 2003. On average, only 5% of the leaves in a meta-category were designated as “hot” using the criteria above.

**EXHIBIT 4**



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## Step 2 - Apply the Criteria to Predict Hot Leafs in September 2002:

We applied the criteria to data from each leaf in the selected meta-categories for September 2002. We removed selected leaves that had seasonal spikes in September, such as Halloween-related collectibles or children's back to school clothing categories.

The following table shows the number of leaves our analysis predicted to be hot in 2002:

<u>Meta-Category</u>	<u>Number of Leafs Predicted to be Hot</u>
Clothing, Shoes and Accessories	28
Collectibles	59
Computers & Electronics	35
Entertainment	15
Jewelry and Watches	15
Sports	45
Toys & Hobbies and Dolls & Bears	35
Total	232

## Step 3 - Validate the Model in 2002

We validated this process by examining the performance of hot leaves versus non-hot leaves in each meta during the period October 2002 to December 2002. We analyzed the following performance metrics:

- Bids/Auction in December 2002
- Growth in Monthly Successful Listings from October 2002 to December 2002
- Average GMS per leaf in December 2002
- Growth in Monthly GMS per leaf from October 2002 to December 2002

As a group, the hot leaves outperformed the non-hot leaves in bids/auction in all meta-categories. On average, the hot leaves had 1.6x as many bids/auction compared to non-hot leaf in the same meta-category (see Exhibit 5).

On average, the growth in the number of monthly successful listings in hot leaves from October to December 2002 was 2.8x greater than growth in successful listings in non-hot leaves in the same meta-category. The number of successful listings for hot leaves grew faster than the non-hot leaves in all meta-categories except one (see Exhibit 5).

As shown in Exhibit 6 below, the GMS sold in the average hot leaf was greater and grew faster than the average non-hot leaf in the same meta-category. The average GMS per leaf in December for hot leaves was 1.9x the average GMS in non-hot leaves in the same meta-category.<sup>v</sup> While, the average monthly GMS sold in hot leaves grew 2.4x as fast between October and December as the GMS sold in non-hot leaves in the same meta-category.



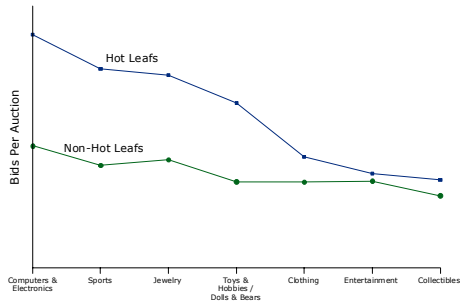
## EXHIBIT 5

### Methodology 2: “Hot” Pre-Holiday Leaf Categories

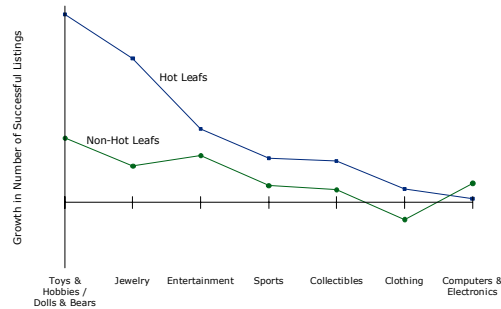
#### Performance Metrics – Hot vs. Non-Hot Leafs

- As a group, the Hot leaves out-performed the Non-Hot leaves in Bids per Auction and Growth of Successful Listings from October to December 2002

**Bids per Auction, December 2002<sup>1</sup>**



**Growth in Successful Listings, October – December 2002<sup>1,2</sup>**



<sup>1</sup> Computers & Electronics growth in number of successful listings for Hot leaves improves to 14.9% after excluding Leaf ID 168, “Hard Drives-IDE:5.1GB – 10.0GB”  
Source: eBay Internal Data

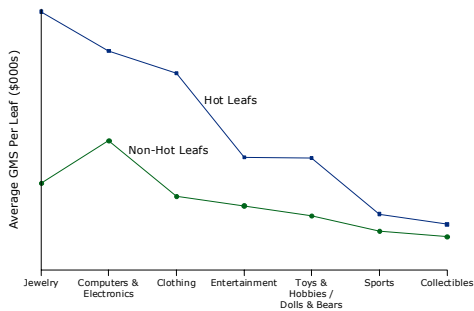
## EXHIBIT 6

### Methodology 2: “Hot” Pre-Holiday Leaf Categories

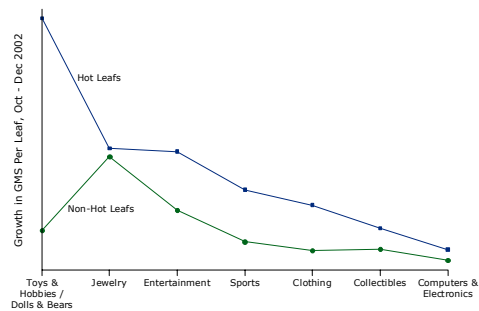
#### Performance Metrics – Hot vs. Non-Hot Leafs

- Hot leaves also tended to be larger on a GMS basis and grew GMS faster than Non-Hot leaves

**GMS Per Leaf, December 2002**



**Growth in GMS Per Leaf, October – December 2002**



Source: eBay Internal Data

The performance of the predicted hot leaves within each meta-category affirmed that the criteria used can identify leaves in September that will remain hot through December.

### Step 4 - Apply the Criteria to Predict Hot Leaves for 2003

After validating the performance of hot leaves in 2002, we applied the identical criteria to eBay leaf-level data from September 2003 in order to predict this year's hot leaves. Exhibit 7 lists the *Toys & Hobbies* leaves that our analysis predicts to be hot.

## EXHIBIT 7

### Methodology 2: Toys & Hobbies and Dolls & Bears

#### Predicted Hot Leaves for 2003

<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Action Figures</b></div> <ul style="list-style-type: none"> <li>• Lord of the Rings               <ul style="list-style-type: none"> <li>- Frodo</li> <li>- Other</li> </ul> </li> <li>• Sports:McFarlane Sports               <ul style="list-style-type: none"> <li>- NHL Hockey*</li> <li>- NFL Football*</li> </ul> </li> <li>• Star Wars:Vintage (1977-89):Toys &amp; Hobbies:Vehicles, Accessories*</li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Educational</b></div> <ul style="list-style-type: none"> <li>• Reading, Writing</li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Pretend Play, Preschool</b></div> <ul style="list-style-type: none"> <li>• Dress-Up, Costumes</li> <li>• Fisher Price:Vintage (Pre-1963):Pull Toys</li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Dolls &amp; Dollhouse Miniatures</b></div> <ul style="list-style-type: none"> <li>• Dollhouse Miniatures: Miniatures:Vintage (Pre-1970):Dolls &amp; Bears:Other</li> <li>• Artist Offerings               <ul style="list-style-type: none"> <li>- Other</li> <li>- Reborn*</li> </ul> </li> <li>• Barbie Contemporary (1973-Now):Barbie Dolls               <ul style="list-style-type: none"> <li>- Designer Editions: Bob Mackie*; Dolls &amp; Bears:Holiday Celebration; Porcelain Barbie*; Silkstone, Fashion Models*; Stores Exclusive; Barbie Vintage (Pre-1973):Barbie Dolls:Bubblecut Barbie</li> </ul> </li> <li>• Barbie Vintage (Pre-1973)               <ul style="list-style-type: none"> <li>- Barbie Dolls:Ponytail Barbie*; Bubblecut Barbie*</li> <li>- Structures, Furniture</li> </ul> </li> <li>• By Brand, Company, Character               <ul style="list-style-type: none"> <li>- American Character:Other</li> <li>- Berenguer*</li> <li>- Other Brands</li> <li>- Zapf</li> </ul> </li> <li>• By Material:Polymer</li> <li>• By Type               <ul style="list-style-type: none"> <li>- Figures</li> <li>- Kewpie:Rose O'Neill</li> <li>- Other Doll Items</li> </ul> </li> <li>• Clothes, Accessories:Modern:My Twinn</li> </ul>
<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Beanbag Plus, Beanie Babies</b></div> <ul style="list-style-type: none"> <li>• Ty: Sports Commemorative; Ty:Trading Cards:Cases*</li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Games</b></div> <ul style="list-style-type: none"> <li>• Board, Traditional Games:Other Board Games:Toys &amp; Hobbies:Sports</li> <li>• Game Pieces, Parts</li> <li>• Magic, Gaming Cards (CCG)               <ul style="list-style-type: none"> <li>- Magic the Gathering: Complete Sets*; Magic Online*; Beta*; Pack; Revised*; Unlimited*</li> <li>- Warlord: Saga of the Storm</li> <li>- Yu-Gi-Oh:Full Sets*</li> </ul> </li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Radio Control</b></div> <ul style="list-style-type: none"> <li>• Cars:Cars:Toys &amp; Hobbies:Kyosho*; Mugen*; OFNA Racing*; Team Losi*</li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Robots, Monsters, Space Toys</b></div> <ul style="list-style-type: none"> <li>• Robots:Vintage (Pre-1970):Other</li> </ul>
<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Building Toys</b></div> <ul style="list-style-type: none"> <li>• K'NEX</li> <li>• LEGO:Bulk Bricks, Lots:Parts &amp; Pieces</li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Model RR, Trains</b></div> <ul style="list-style-type: none"> <li>• HO Scale:Fleischmann; Soco*</li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Toy Soldiers</b></div> <ul style="list-style-type: none"> <li>• Vintage (Pre-1970):Composition*</li> <li>• Vintage (Pre-1970):Lead:Barclay; Britains*</li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Bears</b></div> <ul style="list-style-type: none"> <li>• Care Bears:Contemporary (1990-Now)</li> </ul>
<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Diecast, Toy Vehicles</b></div> <ul style="list-style-type: none"> <li>• Cars, Trucks Diecast               <ul style="list-style-type: none"> <li>- Corgi:Contemporary (1990-Now)</li> <li>- Corgi:Vintage (Pre-1970)</li> <li>- Ertl:Toys &amp; Hobbies:American Muscle</li> <li>- Hot Wheels:Toys &amp; Hobbies:First Editions</li> <li>- Jada</li> <li>- Matchbox:Toys &amp; Hobbies:Lesney</li> </ul> </li> <li>• Cars, Trucks-Pressed Steel:Vintage (Pre-1970):Nylint</li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Models, Kits</b></div> <ul style="list-style-type: none"> <li>• Science Fiction:Star Trek*</li> <li>• Wooden</li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>TV, Movie, Character Toys</b></div> <ul style="list-style-type: none"> <li>• Disney:Nightmare Before Christmas</li> <li>• Peanuts Gang:Other</li> <li>• Pokemon:Trading Cards:Toys &amp; Hobbies:Neo Revelation</li> <li>• Thomas the Tank Engine:Wooden</li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; text-align: center; padding: 2px; margin-bottom: 5px;"><b>Vintage, Antique Toys</b></div> <ul style="list-style-type: none"> <li>• Play Sets</li> <li>• Tin:Other Tin</li> </ul>

Note: Asterisk (\*) indicates that leaf met all 3 criteria

Note the mix of leaves. Some leaves hint at products already identified as hot in Methodology 1, such as *Care Bears* and *Thomas the Tank Engine*. These are products that category experts would expect to become hot selling items this holiday season both on eBay and outside of eBay. Other leaves suggest toys that are particularly suited to eBay's unique marketplace such as vintage toy soldiers and vintage die cast vehicles.

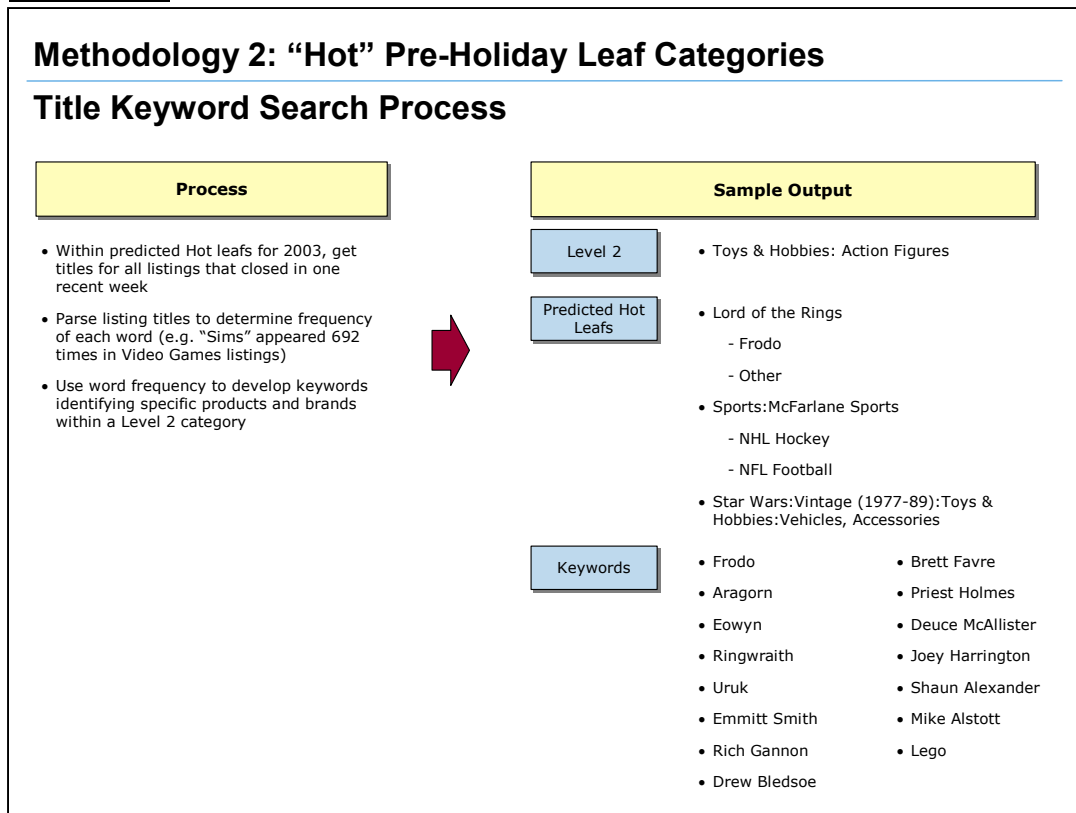
The entire list of 2003 predicted hot leaves, sorted by meta-category, is shown in Appendix B at the end of this article.

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## Step 5 - Analyze the Titles in Hot Leafs to Identify the Popular Products

The final step in our process was to analyze the titles of listings in the hot leafs to identify potential specific hot products. To complete this analysis, we collected the listing titles for all eBay listings that ended during the week ended October 18, 2003 in the hot leafs. Next, we counted the words in the titles to determine the frequency of each word (e.g. the word “Sims” appeared 692 times in Video Games listings). Finally, we identified keywords within each Level 2 category. Exhibit 8 shows an example of the output for the hot leafs within the *Toys & Hobbies* Level 2 category for *Action Figures*.

### EXHIBIT 8



In the *Action Figures* Level 2 category, our analysis predicted five hot leafs in December:

1. Lord of the Rings: Frodo
2. Lord of the Rings: Other
3. Sports: McFarlane Sports: NFL
4. Sports: McFarlane Sports: NHL Hockey
5. Star Wars: Vintage (1977-89): Toys & Hobbies: Vehicles, Accessories

Within those specific leafs, our word frequency analysis identified several specific Lord of the Rings characters (Frodo, Aragorn, Eowyn, Ringwraith, Uruk) and NFL players (Emmitt Smith, Rich Gannon, Drew Bledsoe, Brett Favre, Priest Holmes and others) as popular listings. The entire list of keywords is shown along with the predicted hot leafs in Appendix B at the end of this article.

## Methodology 3: Seasonally Hot in December

The final methodology we used pinpoints eBay leafs that are hotter each year in December that they were during the preceding eleven months – the perennial bloomers of eBay’s gardens. To identify the perennially hot leafs we searched for leafs that consistently outperformed in December compared to their performance during the rest of the year in terms of the number of *bids per auction* and the *conversion rate* (Number of Successful Auctions/Number of Auctions).

In order to do this, we calculated the following Bids per Auction Metric Ratio for each leaf in each year:

- (Bids per Auction in December):(Average Bids per Auction during Jan-Nov)

We repeated this process to calculate each item’s Conversion Rate Metric Ratio. Next, we created an Indexed Ratio for each year based on the average of each year’s Bids per Auction Metric Ratio and the Conversion Rate Metric Ratio. A ratio greater than one indicates that an item performs better in December than during the rest of the year. An item was deemed hot if its Indexed Ratio was greater than one in each year examined.

First, we ran the analysis for the past three years. Of the 2,800 leafs that have existed since 2000, only 43 were designated as seasonally hot items. Exhibit 9 presents the eBay leafs that were hot in each of the last three years.

### EXHIBIT 9

#### Methodology 3: Perennially Hot In December 2000-02

- Many of the leafs which were hot the last three years are seasonal items or classic gifts

Toys & Hobbies (18)	Entertainment (8)	Collectibles (8)	Other (9)
<ul style="list-style-type: none"><li>• Stuffed Animals<ul style="list-style-type: none"><li>• Disney</li><li>• Warner Bros</li><li>• Planet Plus</li><li>• Applause</li></ul></li><li>• Games: Board, Traditional Games:<ul style="list-style-type: none"><li>• Other Traditional Games</li><li>• Card Games: Other</li><li>• Other Board Games: Toys &amp; Hobbies – Family, Financial and Other</li></ul></li><li>• Electronic, Battery, Wind-Up:<ul style="list-style-type: none"><li>• Wind-Up, Walking Toys: Modern</li><li>• Battery Operated: Modern (1970-89)</li></ul></li><li>• Games: Electronic:<ul style="list-style-type: none"><li>• Other</li><li>• Handheld Games: Other</li></ul></li><li>• TV, Movie, Character Toys: Other</li><li>• Dolls: Dolls: By Material: Cloth: Annalee</li><li>• Robots, Monsters, Space Toys: Robots: Vintage (Pre-1970):Tin</li><li>• Building Toys: Erector Sets: Modern: Meccano</li><li>• Educational: Other</li></ul>	<ul style="list-style-type: none"><li>• Video Games: Systems:<ul style="list-style-type: none"><li>• Nintendo Game Boy</li><li>• Intellivision</li><li>• Nintendo, Super</li><li>• Colecovision</li><li>• Playstation</li><li>• Atari</li><li>• Sega Genesis</li><li>• Nintendo NES</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Decorative Collectibles<ul style="list-style-type: none"><li>• Swarovski: Ornaments</li><li>• Dept 56: Alpine Village</li><li>• Dept 56: Snowbabies</li><li>• Byers Choice</li><li>• Dept 56: Dickens Village</li></ul></li><li>• Advertising: Gas &amp; Oil: Sunoco</li><li>• Breweriana, Beer: Drinkware, Steins: Other Drinkware</li><li>• Coin-Op, Banks &amp; Casino: Coin-Operated Slots: Collectibles: Token Slot Machines</li></ul>	<ul style="list-style-type: none"><li>• Stamps: UK: FDCs</li><li>• Pottery &amp; Glass: Pottery &amp; China: Art Pottery: Newcomb</li><li>• Coins: World: Australia, Oceania: Australia:Collections, Lots</li><li>• Jewelry &amp; Watches, Loose Gemstones: Specimen, Rough</li><li>• Sports: Sporting Goods: Snowboarding: Other Items</li><li>• Books: Fiction &amp; Literature: Humor</li><li>• Clothing, Shoes &amp; Accessories: Women’s Accessories, Handbags: Gloves, Mittens</li></ul>

Source: eBay Internal Data

Many of the leafs which were hot the last three years are seasonal items (e.g. snowboards or seasonal collectibles such as Dickens Village or Snowbabies) or classic gifts (e.g. stuffed animals, traditional board games or classic video games).

We also conducted the analysis using data for the past two years. Of the 6,500 leafs that have existed since 2001, 276 were designated as perennially hot items. The entire list is presented in Appendix C and the Top 100 are displayed in Exhibits 10 and 11 below:

## EXHIBIT 10

### Methodology 3: Perennially Hot In December 2001-02

- 276 leafs had indexed ratios greater than one during the past two years
  - The Top 100 are shown below

<div style="border: 1px solid black; background-color: #ffffcc; padding: 2px; text-align: center; margin-bottom: 5px;"><b>Toys &amp; Hobbies (27)</b></div> <ul style="list-style-type: none"> <li>• Action Figures:Sports:Other Brands:Other</li> <li>• Building Toys:Erector Sets:Modern (1970-Now):Meccano*</li> <li>• Classic Toys:Etch A Sketch, Spirograph</li> <li>• Diecast, Toy Vehicles:Cars, Trucks-Diecast:Carousel 1</li> <li>• Electronic, Battery, Wind-Up           <ul style="list-style-type: none"> <li>- Battery Operated:Modern (1970-89)*</li> <li>- Electronic, Interactive:Other</li> </ul> </li> <li>• Games:Board, Traditional Games           <ul style="list-style-type: none"> <li>- Card Games:Bridge</li> <li>- Card Games:Rummy</li> <li>- Other Board Games:Family*</li> <li>- Other Board Games:Financial</li> <li>- Other Board Games:Financial*</li> <li>- Other Board Games:Other*</li> <li>- Other Traditional Games*</li> <li>- Risk</li> <li>- Trivial Pursuit</li> </ul> </li> <li>• Educational           <ul style="list-style-type: none"> <li>- Geography, History</li> <li>- Mathematics</li> <li>- Reading, Writing</li> </ul> </li> <li>• Games:Electronic:Handheld Games:Other*</li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; padding: 2px; text-align: center; margin-bottom: 5px;"><b>Toys &amp; Hobbies continued (27)</b></div> <ul style="list-style-type: none"> <li>• Games:Miniatures, War Games:Warzone</li> <li>• Model RR, Trains:HO Scale:Track, Accessories, Scenery:Track</li> <li>• Stuffed Animals:           <ul style="list-style-type: none"> <li>- Disney*</li> <li>- Other</li> <li>- Planet Plush*</li> </ul> </li> <li>• TV, Movie, Character Toys:Disney:Other</li> <li>• Vintage, Antique Toys:Toy Parts</li> <li>• Dolls &amp; Bears:Dolls:By Brand, Company, Character:Hasbro</li> </ul> <div style="border: 1px solid black; background-color: #ffffcc; padding: 2px; text-align: center; margin-bottom: 5px;"><b>Pottery &amp; Glass (3)</b></div> <ul style="list-style-type: none"> <li>• Glass: Art Glass: British: Caithness</li> <li>• Pottery &amp; China:           <ul style="list-style-type: none"> <li>- China, Dinnerware:Sango</li> <li>- China, Dinnerware:Midwinter</li> </ul> </li> </ul> <div style="border: 1px solid black; background-color: #ffffcc; padding: 2px; text-align: center; margin-bottom: 5px;"><b>Home (2)</b></div> <ul style="list-style-type: none"> <li>• Furniture:Office:Office Chairs</li> <li>• Tools:Hand Tools:Levels, Plumb Bobs:Other Levels, Plumb Bobs</li> </ul>	<div style="border: 1px solid black; background-color: #ffffcc; padding: 2px; text-align: center; margin-bottom: 5px;"><b>Entertainment (11)</b></div> <ul style="list-style-type: none"> <li>• Video Games:Games:           <ul style="list-style-type: none"> <li>- Nintendo 64:Other Sports</li> <li>- Nintendo 64:Racing</li> <li>- Sega Genesis:Simulation</li> <li>- Sony PlayStation:Other Sports</li> <li>- Sony PlayStation:Racing</li> </ul> </li> <li>• Video Games:Systems           <ul style="list-style-type: none"> <li>- Intellivision*</li> <li>- Nintendo Game Boy*</li> <li>- Nintendo, Super*</li> <li>- Sony PlayStation*</li> </ul> </li> <li>• Movies &amp; Television:Video, Film:Television:Science, Nature</li> <li>• Music:CDs, Records, &amp; Tapes:Records:33 RPM/LPs:New Artists</li> </ul> <div style="border: 1px solid black; background-color: #ffffcc; padding: 2px; text-align: center; margin-bottom: 5px;"><b>Sports (5)</b></div> <ul style="list-style-type: none"> <li>• Sporting Goods:Equestrian:           <ul style="list-style-type: none"> <li>- Driving:Harness-Work</li> <li>- Racing:Standardbred</li> </ul> </li> <li>• Sporting Goods: Exercise &amp; Fitness: Cardiovascular Equipment: Treadmills</li> <li>• Sporting Goods: Scooters: Other</li> <li>• Sporting Goods: Snow Skiing: Downhill Equipment:Men</li> </ul>
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Note: \*Signifies that a leaf was a hot leaf all three years  
Source: eBay Internal Data

*Toys & Hobbies* is the meta-category with the biggest representation. Using data from the past three years, 43% of the hot leafs come from this meta-category, while 27% of the Top 100 perennially hot leafs come from the *Toys & Hobbies* meta-category using data from the past two years.

## EXHIBIT 11

### Methodology 3: Perennially Hot In December 2001-02 (continued)

Collectibles (21)	Jewelry & Watches (12)	Computers & Electronics (10)
<ul style="list-style-type: none"><li>Advertising:Distillery:Canadian Club</li><li>Bottles &amp; Insulators:Bottles:Antique (Pre-1900):Sodas</li><li>Coin-Op, Banks &amp; Casino:Coin-Operated<ul style="list-style-type: none"><li>Slots:Collectibles:Skill Slot Machines</li><li>Slots:Collectibles:Token Slot Machines*</li><li>Trade Stimulators</li></ul></li><li>Decorative Collectibles<ul style="list-style-type: none"><li>Christopher Radko</li><li>Dept 56:Alpine Village*</li><li>Enesco:My Blushing Bunnies</li><li>Fitz &amp; Floyd:Eggs</li><li>Fitz &amp; Floyd:Figurines</li><li>Lenox:Other Lenox Collectibles</li><li>Margaret Furlong</li><li>Roman:Fontanini</li><li>Swarovski:Ornaments*</li><li>Wedgwood:Bells</li><li>Willitts:Other Willitts</li></ul></li><li>Fantasy, Mythical &amp; Magic:Gargoyles</li><li>Holiday, Seasonal:Christmas: Current (1991-Now):Nutcrackers</li><li>Postcards &amp; Paper:Postcards:<ul style="list-style-type: none"><li>Non-US Countries, Town Views:Ireland</li><li>Non-US Countries, Town Views:Spain, Portugal</li></ul></li><li>Tobacciana:Cigar:Boxes10</li></ul>	<ul style="list-style-type: none"><li>Bracelets:Diamond:Other</li><li>Jewelry Boxes:Contemporary</li><li>Loose Gemstones<ul style="list-style-type: none"><li>Emerald:Emerald</li><li>Topaz:Heart</li><li>Tourmaline:Cabochon</li><li>Zircon:Round, Brilliant</li></ul></li><li>Necklaces<ul style="list-style-type: none"><li>Silver:Chain:16 Inch</li><li>Yellow Gold:14k:22 Inch</li></ul></li><li>Pendants &amp; Locketts:Diamond:Other</li><li>Rings<ul style="list-style-type: none"><li>Diamond:Heart</li><li>Diamond:Oval</li><li>Garnet:Other</li></ul></li></ul>	<ul style="list-style-type: none"><li>Cameras &amp; Photo:Digital Cameras:Point &amp; Shoot:Olympus</li><li>Cameras &amp; Photo:Projection Equipment<ul style="list-style-type: none"><li>Movie Projectors:8mm</li><li>Projection Equipment:Movie Projectors:Super 8</li></ul></li><li>Cell Phones &amp; Plans:Accessories, Parts:Faceplates, Housings:Audiovox</li><li>Desktop PC Drives &amp; Components: DVD-R, DVD-RW Drives</li><li>Gadgets &amp; Other Electronics:eBooks &amp; Translators</li><li>Home Audio &amp; Video:Home Audio<ul style="list-style-type: none"><li>Karaoke:Karaoke Systems</li></ul></li><li>Home Audio &amp; Video:Home Video<ul style="list-style-type: none"><li>Televisions:33-35 Inch</li><li>Televisions:42-49 Inches</li></ul></li><li>Software:Business &amp; Finance&gt;Contact, PIM</li></ul>
	<b>Clothing, Shoes &amp; Accessories (2)</b> <ul style="list-style-type: none"><li>Men's Shoes:Slippers, Moccasins</li><li>Boys:Clothing:Teens:Swimwear</li></ul>	<b>Other (3)</b> <ul style="list-style-type: none"><li>Business &amp; Industrial:Electronic Components:Tubes, Acoustics</li><li>Travel: Lodging:Bed &amp; Breakfast</li><li>Everything Else:Health &amp; Beauty:Hair Care:Hair Dryers</li></ul>
	<b>Stamps (2)</b> <ul style="list-style-type: none"><li>Stamps:UK (Great Britain)<ul style="list-style-type: none"><li>FDCs*</li><li>Commemorative</li></ul></li></ul>	

Note: \*Signifies that a leaf was a hot leaf all three years  
Source: eBay Internal Data

As shown above, the Top 100 from the past two years also includes additional seasonal favorites such as ski equipment and Christmas nutcrackers, as well as other non-so-obvious hot items like karaoke machines, treadmills or slippers. The entire list is presented in Appendix C.

## VII. Conclusion

We believe that the three methodologies we used to create our 2003 Holiday Hot List will provide sellers with a comprehensive view of which specific products and product categories could be “hot” this holiday season. Armed with this information, we hope that eBay.com’s sellers will be better prepared as they plan their selling strategy for the holiday season.

We wish you the best of luck and hope that you have a happy holiday selling season!

**APPENDIX A – METHODOLOGY 1 OUTPUT: INDUSTRY INSIDER VIEWS**

Product Category	Specific Items	General Trends
Toys	Hokey Pokey Elmo (6) BeyBlades (4) Care Bears (4) Groovy Girls Dolls (3) Leapfrog Products (3) Lego Products (3) Mighty Beanz (3) Barbie Products (2) McDonald's McFlurry Maker (2) Neopets Voice Activated Plush (2) Thomas the Tank Engine (2) Video Now (2) Andora Dolls Baby Born Balatino Kids Barbie in Swan Lake Bratz BTR Transformers Bulls-eye Ball Correlle Dolls Craft Kids Creativity Kids Dragon Ball Elefun Erector Sets Fisher Price Learn Through Music Formal Funk Runway Disco G.I. Joe 40 <sup>th</sup> Anniversary Go-Go My Walking Pup by Tiger Hand Band K'NEX Sets Lifestyles Kitchen (Step 2) Limbo Elmo Lord of the Rings (Action Figures, other) Max Steel Micropets Series 3 My Little Pony (Celebration Castle, other) Papo Knights Peg Perego Pixter Color Play Scapes Playmobiles Pokemon Cards Power Wheels Powertouch Learning System Silly Soccer Strawberry Shortcake Super Mags Teenage Mutant Ninja Turtles Twister Movies Video Now Wiggles Talk 'n Sing Yu-Gi-Oh! Cards/Collector Tins Zodiac Girls	Lego Products (3) Remote Controlled Cars (3) Barbie Products (2) Wooden Toys (2) Wild Planet Toys

**APPENDIX A – METHODOLOGY 1 OUTPUT, CONTINUED**

<b>Product Category</b>	<b>Specific Items</b>	<b>General Trends</b>
Entertainment	Finding Nemo (11) Pirates of the Caribbean (8) Matrix Reloaded (6) The Hulk (4) Indiana Jones Trilogy (4) Lord of the Rings: Two Towers (3) Terminator 3 (3) Scarface (2) CD: Ludacris (3) CD: Marques Houston (2) Gaming: Game Cube (3) Gaming: X-Box System (3) Gaming: Gameboy (2) Gaming: Playstation 2 (2) Backyard Wrestling Jak 2 NBA 2004 CD: Barbara Streisand CD: Bette Midler CD: Clay Aiken CD: Dave Mathews CD: Dido CD: Elvis Presley CD: John Mayer CD: Outcast CD: Sting 2 Fast 2 Furious Animal House Bad Boys 2 The Band Bruce Almighty Charlie's Angels: Full Throttle David Cross (Comedian) Family Guy Lion King Santa Claus Scooby-Doo Xmen 2	Sporting Games Video Games X-Box Games



**APPENDIX A – METHODOLOGY 1 OUTPUT, CONTINUED**

Product Category	Specific Items	General Trends
Computers & Electronics	Casio EX-S20U Digital Camera Home Theater in a Box HP iPaq h4150 Pocket PC Nintendo GameBoy Advance Nokia 3100 Cell Phone Palm Zire 21 PDA Panasonic CF-W2 Notebook Panasonic High Definition TVs Pentax Optio 33WR Digital Camera Portable TVs (e.g. Remote Starts) Sharp LCD TVs Siemens SL56 Cell Phone Sony, Hitachi and Samsung TVs Sony PS2 with Internet Connectivity Kit Sony VAIO PCG-TR2A Laptop Toughbook	Cell Phones (6) Digital Cameras (5) DVD Players (4) DVD Burners (3) Laptops (3) MP3 Players (3) Plasma TVs (3) Air Purifiers CB Radios Computers Digital Camcorders Digital Items Digital TVs (<\$1,500) DLP Projection TVs Flat Screen TVs Generators Home Theaters Imaging Frame Grabbers Inexpensive Software LCD TVs Notebook Computers Palm Products Panasonic & Apex Electronics PDAs RF Modulators Sattelite Navigation Products Scanners Sony Cameras Stereos Telephones Televisions Video & DVD Equipment
Jewelry	Diamond Stud Earrings (6) Chandelier Earrings (3) 3-Stone Diamond Rings Art Deco Necklaces/Broaches Black/White Pearl Earrings Diamond Encrusted Watches ( <i>Michele, Audemars Piguet, Locman, Chanel, Harry Winston, Tiffany</i> ) Diamond 'Right Hand' Rings Flower Pins Initial Pendants ( <i>Tiffany, Erwin Pearl</i> ) Mesh Earrings Metal Stick Earrings Multistrand Pearls (Real and Faux) Nature Earrings Pagoda Earrings	Watches (4) Three Stone Jewelry (3) Custom Engagement Rings (2) Custom Jewelry (2) Custom Made Diamonds (2) Colorful Jewelry Diamonds Graphic Detail Jewelry Luxury Goods Multi-purpose Jewelry Period Drama Jewelry Yellow Gold Yellow Gold Necklaces

**METHODOLOGY 1 OUTPUT , CONTINUED**

<b>Product Category</b>	<b>Specific Items</b>	<b>General Trends</b>
Men's Apparel	Nautica (5) Polo (4) Phat Farm (3) Rocawear (3) Fubu (2) Hugo Boss (2) Levis Jeans (2) Ralph Lauren (2) Tommy Hillfiger (2) Abercrombie & Fitch Moose Print Pajamas Access Adidas Austin Reed Berilen Brain Calvin Klein Chefner & Marks' Claiborne Columbia Jackets Croft & Borrow Daniel Cremieux DKNY Dockers Chinos Ecko Evergreen Gap Unique-Pattern Sweaters Hagger's Joseph Abboud Kenneth Cole London Fog Jackets Lucky Brand Mecca Perry Ellis Polo Chaps Polo Sweatshirts Shammy Shirts Sonoma St John's Bay Flannels, Fleece Ted Baker Vokal	Sweaters (5) Accessories Boots Bootcut Jeans Cashmere Sweaters Cargo Pants Coats (Under \$199) Dressy Shirts Fleece Fleece Sweatshirts Gloves Half-Zip Sweaters Hats Hooded Sweatshirts Jackets Jeans Jump Suits & Sweatsuits Leather Coats Low-waist Jeans Luxury Goods Sneakers Suits Tops Tweed Clothing Winter Coats Woven Clothing

**METHODOLOGY 1 OUTPUT , CONTINUED**

<b>Product Category</b>	<b>Specific Items</b>	<b>General Trends</b>
Women's Apparel	Ralph Lauren (6) Kenneth Cole (3) Levis Jeans (3) Adrienne Landau Fur Items (2) DKNY (2) Tahari (2) Alfred Dunner Allison Daley Plaid Shirts Apostrophe Sweaters Arizona Calvin Klein Coach Cashmere-Lined Leather Gloves Columbia Jackets Croft & Barrow Cardigans Ellen Tracy Faux Crocodile Handbags - Club Monaco Gloria Jeans Holiday Sweaters J-Lo's Faux Fur Zip Vest Jones New York LEI Jeans Mudd Nine West Old Navy Cream Color Belted Coat Jacket Puma's Min-Grip Handbag Rocawear Sonoma St. John's Bay Starrington Blouses Steve Madden Big Foot Slippers Tommy Hillfiger	Fashion Jackets (4) Sweaters (4) Cashmere (2) Flare-Leg Jeans (2) Velvets (2) Animal Prints Denim Dresses Hats Jeans Metallic Bags Personalized Leather Tote Bags Scarves Shoes Skirts Suede Suits Turtlenecks Woven Clothing

**METHODOLOGY 1 OUTPUT , CONTINUED**

<b>Product Category</b>	<b>Specific Items</b>	<b>General Trends</b>
Books	The South Beach Diet (4) The Da Vinci Code (3) Dude, Where's My Country (3) The Five People You Meet in Heaven (3) The Purpose-Driven Solution (3) The Ultimate Weight Solution (3) Steven King Books (3) Blow Fly (2) Lord of the Rings Books (2) Lies and the Lying Liars Who Tell Them (2) Who's Looking Out for You (2) Angels and Demons Captain Underpants The Eleventh Element Every Second Counts The Last Days Mirror Mirror The Mitford Snowmen The Slippery Slope Under The Tuscan Sun	Audio Books Bargain Books Big Picture Books Children's Books Coffee Table Books Diet Books Fiction Books Photography Books
Sporting Goods-General	Basketball Shoes (2) Camelbaks (2) Under Armour Gear (2) 50 Cent Shoe Air Jordan Sneakers Airforce One Sneakers Alan Iverson Shoe Aqua Sphere Aqua FM Snorkel ATR Smooth Jay-Z Shoe Key's Treadmills LaMart's Snowboard LeBron James Items Michigan Sweatshirts Nalgene Waterbottles NASCAR Items New Balance Men's Tepid Jacket Nike Swing Man Jerseys Remington Hunting Guns and Ammunitions Russell Sweatshirts Weider Weight Benches Winchester Targets	Licensed Apparel (4) Throwback or Retro Apparel (4) Basketball Shoes (2) Jackets (Ski and Casual) (2) Air Hockey Tables Baseball Bats Baseball Gloves Expensive Sneakers Expensive, Colorful Jerseys Fooseball Tables More Fashionable Items Pinball Machines Ping Pong Tables Skin Boards Sportiva Boots Surf Boards Wake Boards Wild Merchandise

**METHODOLOGY 1 OUTPUT , CONTINUED**

<b>Product Category</b>	<b>Specific Items</b>	<b>General Trends</b>
Sporting Goods-Golf	G2 Irons (3) Ping G2 Putters (2) Callaway Fusion Club Callaway Irons Callaway Wedges Cleveland Drivers Cleveland Woods 460 Series Club Champ Electronic Swing Groover II Golf Achiever Launch Monitors King Cobra Irons Nickent GenX Driver Nike Wedges Odyssey Putter Odyssey Sweater Pro V1 Golf Balls Scotty Cameron Putter Taylormade 510 Taylormade Lady Marsella Taylormade Rack Irons Taylormade Wedges Titalist Golf balls Titleist Futura Putters	The 500 Woods Callaway Drivers Foot-Joy Outerwear Gift Certificates Golf Bags Ping Taylormade
Sporting Goods-Outdoor	Burton Snowboard Dalbello Avanti V-8 Ski Boots Mio Headlamps Northface Fleeces Northface Denali Jacket Osprey Brand Backpacks Petxl Myo Headlamp Princeton Tech Head Lamps Rosignoll Ski Boots Smart Wool Socks Tent Master's Chairs Tent Master's Tents	Softshell Clothing (3) Sleeping Bags (Down, Regular) (2) Snow Shoes (2) Arcteryx Clothing Back Country Skis Captain's Fold Up Chairs Clogs Hiking Boots Ladies Casual Sweaters Marino Wool Underwear Shoes Winter Hydration Systems (Osprey, Backcountry Access) Winter Shoes (Scarpe, The Magic, Naxo)

**APPENDIX B – METHODOLOGY 2 OUTPUT: HOT LEAFS FOR 2003 WITH KEYWORDS**

**Clothing, Shoes, & Accessories**

<b>Level 2 Category</b>	<b>Hot Leafs</b>	<b>Hot Keywords</b>
Men's Big & Tall	Clothing, Shoes & Accessories:Men's Clothing: Big & Tall:Outerwear Clothing, Shoes & Accessories:Men's Clothing: Big & Tall:Sweaters	Ralph Lauren Nike Carhartt Sean John Fubu Tommy Hilfiger Eddie Bauer Coogi Columbia Nautica
Men's Regular Exercise Fitness	Clothing, Shoes & Accessories:Men's Clothing: Regular:Exercise, Fitness:Sweats	Nike Velour Adidas Jerzees Ecko Abercrombie ENYCE Sean John Akademiks Ralph Lauren Fubu Rocccawear Aeropostale Phat Farm Puma NBA Pelle
Men's Regular Outerwear Jackets	Clothing, Shoes & Accessories:Men's Clothing: Regular:Outerwear:Jackets:Denim Clothing, Shoes & Accessories:Men's Clothing: Regular:Outerwear:Jackets:Leather Clothing, Shoes & Accessories:Men's Clothing: Regular:Outerwear:Jackets:Other Jackets	North Face Ralph Lauren Columbia Nike Patagonia Abercrombie Tommy Hilfiger Adidas Prada Harley Davidson Burberry Levi Gap Diesel Carhartt
Men's Regular Outerwear Other	Clothing, Shoes & Accessories:Men's Clothing: Regular:Outerwear:Other Outerwear Clothing, Shoes & Accessories:Men's Clothing: Regular:Outerwear:Coats	Columbia North Face Abercrombie Ralph Lauren London Fog Nike Gap Patagonia Carhartt Tommy Hilfiger Sean John Burberry Old Navy

## **Clothing, Shoes, & Accessories, continued**

<b>Level 2 Category</b>	<b>Hot Leafs</b>	<b>Hot Keywords</b>
Men's Regular Sweaters	Clothing, Shoes & Accessories:Men's Clothing: Regular:Sweaters	Ralph Lauren Abercrombie Tommy Hilfiger IZOD Gap Banana Republic Lacoste J Crew Eddie Bauer American Eagle Old Navy Diesel Coogi Ecko Nautica Structure Armani Zegna Brooks Brothers DKNY
Vintage	Clothing, Shoes & Accessories:Vintage:Costumes, Masks Clothing, Shoes & Accessories:Vintage:Men's Clothing:Shirts:1980-89 (The 80s) Clothing, Shoes & Accessories:Vintage:Men's Clothing:Sportscoats & Coats:Pre-1965 (Victorian-Early 60s) Clothing, Shoes & Accessories:Vintage:Women's Clothing:Dresses:Pre-1901 (Victorian & Earlier) Clothing, Shoes & Accessories:Vintage:Women's Clothing:Dresses:1920-37 (Pre-WWII, Depression)	Lacoste IZOD
Women's Accessories, Handbags	Clothing, Shoes & Accessories:Women's Accessories, Handbags:Scarves, Wraps:Wool, Pashmina Clothing, Shoes & Accessories:Women's Accessories, Handbags:Sunglasses:Armani	Burberry Armani Orenburg Gap Coach Banana Republic
Women's Misses Blazers, Jackets	Clothing, Shoes & Accessories:Women's Clothing:Misses:Blazers, Jackets:Blazers	Jones New York Liz Claiborne Sag Harbor Ann Taylor Ralph Lauren Talbots Ellen Tracy Pendleton Kasper Ann Klien Harve Benard
Women's Misses Outerwear	Clothing, Shoes & Accessories:Women's Clothing:Misses:Outerwear:Fur Clothing, Shoes & Accessories:Women's Clothing:Misses:Outerwear:Leather, Suede Clothing, Shoes & Accessories:Women's Clothing:Misses:Outerwear:Down, Poly-Fill Clothing, Shoes & Accessories:Women's Clothing:Misses:Outerwear:Faux Fur Clothing, Shoes & Accessories:Women's Clothing:Misses:Outerwear:Rainwear, All-Weather Clothing, Shoes & Accessories:Women's Clothing:Misses:Outerwear:Wool, Wool Blends	Columbia London Fog Gap Burberry
Women's Misses Sweaters	Clothing, Shoes & Accessories:Women's Clothing:Misses:Sweaters:Cardigans Clothing, Shoes & Accessories:Women's Clothing:Misses:Sweaters:Pullovers, Crew Neck Clothing, Shoes & Accessories:Women's Clothing:Misses:Sweaters:Pullovers, V-Neck Clothing, Shoes & Accessories:Women's Clothing:Misses:Sweaters:Turtleneck, Mock Clothing, Shoes & Accessories:Women's Clothing:Misses:Sweaters:Twinsets	Ralph Lauren Gap Liz Claiborne J Crew Michael Simon Ann Taylor Abercrombie Moda International Banana Republic Eddie Bauer Christopher & Banks Tommy Hilfiger Express Talbots

## Clothing, Shoes, & Accessories, continued

<b>Level 2 Category</b>	<b>Hot Leafs</b>	<b>Hot Keywords</b>
Women's Misses Tops, Shirts	Clothing, Shoes & Accessories:Women's Clothing:Misses:Tops, Shirts:Long Sleeve	Moda International Ralph Lauren Victoria's Secret Abercrombie Tommy Hilfiger Gap Old Navy Ann Taylor Express
Women's Misses, T-Shirts, Tanks	Clothing, Shoes & Accessories:Women's Clothing:Misses:T-Shirts, Tank Tops:Long Sleeve	Custo Barcelona Jadore Dior Miss Sixty Harley Davidson Versace Abercrombie Hermes Burberry Tommy Hilfiger Japan Moda International Victoria's Secret
Women's Other	Clothing, Shoes & Accessories:Women's Clothing:Juniors:Outerwear Clothing, Shoes & Accessories:Women's Clothing:Juniors:Sweaters Clothing, Shoes & Accessories:Women's Clothing:Active, Fitness:Sweatsuits & Sets Clothing, Shoes & Accessories:Women's Clothing:Plus Sizes:Outerwear:Other Outerwear Clothing, Shoes & Accessories:Women's Clothing:Active, Fitness:Athletic Pants, Tights Clothing, Shoes & Accessories:Women's Clothing:Plus Sizes:Outerwear:Down, Poly-Fill Clothing, Shoes & Accessories:Women's Clothing:Plus Sizes:Sweaters:Cardigans	Abercrombie Moda International Gap Nike Tommy Hilfiger Old Navy Rocawear Victoria's Secret Express Aeropostale Mudd Juicy Couture Roxy American Eagle Storybook Knits
Women's Shoes	Clothing, Shoes & Accessories:Women's Shoes:Boots:Casual, Dress Clothing, Shoes & Accessories:Women's Shoes:Boots:Snow, Winter	Kenneth Cole Steve Madden Nine West Doc Martens Enzo Angiolini Victoria Secret Stuart Weitzman Candies Charles & David Naturalizer Skechers Coach Timberland Ugg J Lo Manolo Blahnik Valenci



## Collectibles

<b>Level 2 Category</b>	<b>Hot Leafs</b>	<b>Hot Keywords</b>
Advertising	Collectibles:Advertising:Agriculture:Minneapolis-Moline Collectibles:Advertising:Food & Restaurant:Dairy:Signs Collectibles:Advertising:Other Advertising:Mirrors	Minneapolis Moline Tractor Ice Cream Sign Pocket Mirror Dairy Sign Milk Sign
Animation Art, Characters	Collectibles:Animation Art, Characters:Animation Art:Other Animation Art Collectibles:Animation Art, Characters:Japanese, Anime:Inu Yasha	Inu Yasha Inuyasha Inuyasha Manga Mickey Mouse Anime Disney Animation Cel Disney Litho Pooh
Autographs	Collectibles:Autographs:Political:Presidential Collectibles:Autographs:Sci-Fi:Star Trek	Star Trek George W. Bush Spock Nimoy William Shatner Gerald Ford Reagan Carter Kirk
Bottles & Insulators	Collectibles:Bottles & Insulators:Bottles:Antique (Pre-1900):Inks	Ink Bottle Ink Inkwell
Clocks	Collectibles:Clocks:Parts & Tools:Machinery	Lathe Watchmakers Lathe Ultrasonic Cleaner
Coin-Op, Banks & Casino	Collectibles:Coin-Op, Banks & Casino:Casino:Chips:Other Collectibles:Coin-Op, Banks & Casino:Casino:Tables, Layouts Collectibles:Coin-Op, Banks & Casino:Coin-Operated:Arcade:Other Arcade Items Collectibles:Coin-Op, Banks & Casino:Coin-Operated:Pinball:Paper, Manuals	Casino Chip Poker Chip Clay Chip Poker Chip Case Vegas Dice Vegas Chip Blackjack Table Pinball Pinball Flyer Roulette
Comics	Collectibles:Comics:Collections:Mixed Lots Collectibles:Comics:Modern Age (1980-Now):Superhero:Mixed Items Collectibles:Comics:Original Comic Art:Other Original Art Collectibles:Comics:Silver Age (1956-69):Classics Illustrated Collectibles:Comics:Silver Age (1956-69):Other Silver Age Collectibles:Comics:Silver Age (1956-69):Superhero:Batman	Marvel Comic Batman X-Men Avengers Superman DC Comic Detective Comics Dell Comic Silver Age
Cultures, Ethnicities	Collectibles:Cultures, Ethnicities:Asian (1900-Now):Chinese:Snuff Bottles	Snuff Bottle Chinese Snuff Bottle

## Collectibles, continued

<b>Level 2 Category</b>	<b>Hot Leafs</b>	<b>Hot Keywords</b>
Decorative Collectibles	Collectibles:Decorative Collectibles:Byers Choice Collectibles:Decorative Collectibles:David Winter Collectibles:Decorative Collectibles:Dept 56:Heritage Village Collectibles:Decorative Collectibles:Dept 56:Snow Village:Accessories Collectibles:Decorative Collectibles:Enesco:Precious Moments:Collectibles:Christmas Collectibles:Decorative Collectibles:Enesco:Precious Moments:Collectibles:Friends, Friendship Collectibles:Decorative Collectibles:Hallmark:Ornaments:1980-84 Collectibles:Decorative Collectibles:Hallmark:Ornaments:1985-89 Collectibles:Decorative Collectibles:Hallmark:Other Hallmark Collectibles:Maxine Collectibles:Decorative Collectibles:Hallmark:Series Ornaments:Frosty Friends Collectibles:Decorative Collectibles:Lenox:Figurines Collectibles:Decorative Collectibles:Margaret Furlong Collectibles:Decorative Collectibles:Midwest of Cannon Falls	Hallmark Dept 56 Village Precious Moments Byers Choice Lenox Figurine Snow Village Hallmark Ornament Maxine Midwest
Disneyana	Collectibles:Disneyana:Contemporary (1968-Now):Apparel, Accessories:Costumes Collectibles:Disneyana:Contemporary (1968-Now):Figurines:Cinderella Collectibles:Disneyana:Contemporary (1968-Now):Figurines:Sleeping Beauty Collectibles:Disneyana:Contemporary (1968-Now):Holiday:Other Holiday Items Collectibles:Disneyana:Contemporary (1968-Now):Pins, Buttons:Collectibles:Other Movies, Characters Collectibles:Disneyana:Contemporary (1968-Now):Pins, Buttons:Disney Cruise Line Collectibles:Disneyana:Vintage (Pre-1968):Figurines	Mickey Mouse Pooh Cinderella Tinkerbell Minnie Mouse Snow White Sleeping Beauty Beauty and the Beast Disney Princess Beauty and the Beast Belle Donald Duck
Fantasy, Mythical & Magic	Collectibles:Fantasy, Mythical & Magic:Lord of the Rings	Two Towers Arwen Legolas Evenstar Frodo Lord of the Rings Poster Aragorn Gandalf The One Ring Arwen Evenstar Necklace Arwen Evenstar Pendant Sword Orlando Bloom
Furniture, Appliances & Fans	Collectibles:Furniture, Appliances & Fans:Furniture, Large Appliances:Kitchen, Dining Room	Table Chair Chrome Art Deco Stove
Historical Memorabilia	Collectibles:Historical Memorabilia:Fairs, Expositions:Worlds Fairs:1876 Philadelphia Collectibles:Historical Memorabilia:Fraternal Groups:Boy Scouts:Equipment Collectibles:Historical Memorabilia:Fraternal Groups:Girl Scouts, Girl Guides:Uniforms	Boy Scout Girl Scout Cub Scout Knife Canteen Brownie Uniform First Aid Kit Girl Scout Uniform
Housewares & Kitchenware	Collectibles:Housewares & Kitchenware:Kitchenware:Cookie Jars:Collectibles:Animation Characters Collectibles:Housewares & Kitchenware:Kitchenware:Small Appliances:Toasters	Disney Cookie Jar Sunbeam Toastmaster Pooh Cookie Jar Mickey Mouse Cookie Jar Tweety Cookie Jar Bugs Bunny Cookie Jar

## Collectibles, continued

<b>Level 2 Category</b>	<b>Hot Leafs</b>	<b>Hot Keywords</b>
Knives, Swords & Blades	Collectibles:Knives, Swords & Blades:Folding Knives:Modern (1970 - Now):Collectibles:Case Collectibles:Knives, Swords & Blades:Folding Knives:Vintage (Pre 1970):Collectibles:Case Collectibles:Knives, Swords & Blades:Folding Knives:Vintage (Pre 1970):Other Collectibles:Knives, Swords & Blades:Swords:Fantasy Collectibles:Knives, Swords & Blades:Swords:Medieval Collectibles:Knives, Swords & Blades:Swords:Rapier	Lord of the Rings Bone Bone Handle Pocket Knife Dragon Claymore Sword Stag Knife Case XX Trapper
Linens, Fabric & Textiles	Collectibles:Linens, Fabric & Textiles:Quilts	Patchwork Handmade Amish Cutter Quilt Blocks Quilt Squares Star
Militaria	Collectibles:Militaria:WW I (1914-18):Australia Collectibles:Militaria:WW II (1939-45):United States:Personal Gear	Bag Jacket Patch Kit Badge Dog Tag
Photographic Images	Collectibles:Photographic Images:Antique (Pre-1940):Magic Lantern Glass Slides	Street Scene New York Washington Gettysburg China Africa Egypt
Postcards & Paper	Collectibles:Postcards & Paper:Booklets:Pre-1920 Collectibles:Postcards & Paper:Postcards:Holidays:Halloween Collectibles:Postcards & Paper:Postcards:Non-US Countries, Town Views:Japan Collectibles:Postcards & Paper:Postcards:Royalty	Clapsaddle Tokyo Nagasaki Yokohama Whitney
Radio, Phonograph, TV, Phone	Collectibles:Radio, Phonograph, TV, Phone:Radios:QSL Cards Collectibles:Radio, Phonograph, TV, Phone:Radios:Tube Radios:Pre-1930	QSL Island Atwater Kent RCA Radiola
Religions, Spirituality	Collectibles:Religions, Spirituality:Judaica:Menorahs	Brass Silver Bronze Ceramic Israel Jersualem Poland
Rocks, Fossils, Minerals	Collectibles:Rocks, Fossils, Minerals:Lapidary Materials:Rough for Faceting Collectibles:Rocks, Fossils, Minerals:Mineral SpeciMen's:Fluorescent Minerals	Calcite Franklin, NJ Willemite Aquamarine Fluorite Iceburg Garnet Tourmaline Hardystonite
Science, Medical	Collectibles:Science, Medical:Optical:Binoculars	Paris Opera Glasses Opera Glasses Carl Zeiss Field Optics Japan Mother of Pearl

## Collectibles, continued

Level 2 Category	Hot Leafs	Hot Keywords
Tools, Hardware & Locks	Collectibles:Tools, Hardware & Locks:Tools:Carpentry, Woodworking:Saws Collectibles:Tools, Hardware & Locks:Tools:Flashlights Collectibles:Tools, Hardware & Locks:Tools:Machining	Disston Saw Starrett Machinist Starrett Machinist Micrometer Eveready
Trading Cards	Collectibles:Trading Cards:Comic:Other	Yu Gi Oh Obelisk Tormentor Yu Gi Oh Exodia Yu Gi Oh Egyptian Yu Gi Oh Dragon Yu Gi Oh 3 Gods Slifer Obelisk Ra Yu Gi Oh Marvel
Transportation	Collectibles:Transportation:Automobilia:Brochures, Catalogs:European Vehicles Collectibles:Transportation:Motorcycles:American:Collectibles:Pins, Buttons	Harley Davidson Mercedes Benz VW Hog Porsche Volkswagen BMW Alfa Romeo Volvo
Wholesale Lots	Collectibles:Wholesale Lots:Knives & Swords	John Deere Marilyn Monroe Eagle Elvis

## Computers & Electronics

<b>Level 2 Category</b>	<b>Hot Leafs</b>	<b>Hot Keywords</b>
Cameras & Photo	Computers & Electronics:Cameras & Photo:Camcorders:Digital:Digital 8 Computers & Electronics:Cameras & Photo:Digital Camera Accessories:Memory Cards:Computers & Electronics:128MB Computers & Electronics:Cameras & Photo:Digital Camera Accessories:Memory Cards:Computers & Electronics:1GB & More Computers & Electronics:Cameras & Photo:Digital Camera Accessories:Memory Cards:Computers & Electronics:256MB & More Computers & Electronics:Cameras & Photo:Digital Camera Accessories:Memory Cards:Computers & Electronics:512MB Computers & Electronics:Cameras & Photo:Digital Cameras:Point & Shoot:Computers & Electronics:Canon Computers & Electronics:Cameras & Photo:Digital Cameras:Point & Shoot:Computers & Electronics:Casio Computers & Electronics:Cameras & Photo:Digital Cameras:Point & Shoot:Computers & Electronics:Fujifilm Computers & Electronics:Cameras & Photo:Digital Cameras:Point & Shoot:Computers & Electronics:Nikon Computers & Electronics:Cameras & Photo:Digital Cameras:Point & Shoot:Computers & Electronics:Sony Computers & Electronics:Cameras & Photo:Film Cameras:35mm SLR:Contax/Yashica Computers & Electronics:Cameras & Photo:Film Cameras:35mm SLR:Olympus Computers & Electronics:Cameras & Photo:Film Cameras:Medium Format:Mamiya Computers & Electronics:Cameras & Photo:Film Cameras:Underwater Computers & Electronics:Cameras & Photo:Lenses:For 35mm SLR:Computers & Electronics:Manual Focus Computers & Electronics:Cameras & Photo:Lenses:For 35mm SLR:Computers & Electronics:Manual Focus Computers & Electronics:Cameras & Photo:Lighting & Studio Equipment:Booms, Stands & Supports Computers & Electronics:Cameras & Photo:Printers, Scanners & Supplies:Scanners Computers & Electronics:Cameras & Photo:Wholesale Lots:Vintage	Canon FD Canon Powershot Camera Compact Flash Card Fuji Finepix Mamiya 645 Mamiya Lens Nikon Coolpix Nikon Nikkor Olympus OM SanDisk Smartmedia Card Sony DSC Sony Memory Stick
Car Audio & Video	Computers & Electronics:Car Audio & Video:Car Audio:Amplifiers:Computers & Electronics:Sony Computers & Electronics:Car Audio & Video:Car Video:Monitors:Stand-Alone, In-Dash Computers & Electronics:Car Audio & Video:Radar Detectors:Cobra Computers & Electronics:Car Audio & Video:Subwoofers:Enclosed Subwoofer Systems:Powered	Cobra Radar Detector Cobra Laser Detector Cobra ESD 9110 Cobra ESD 9860 Alpine CVA Monitor Sony XM Amp Sony Xplod Amp Clarion VRX Monitor
Cell Phones & Plans	Computers & Electronics:Cell Phones & Plans:Phones Only:Motorola:Multiple Carriers, Unlocked Computers & Electronics:Cell Phones & Plans:Phones Only:Motorola:Nextel Computers & Electronics:Cell Phones & Plans:Phones Only:Other Brands:Nextel Computers & Electronics:Cell Phones & Plans:Phones Only:Other Brands:Sprint PCS Computers & Electronics:Cell Phones & Plans:Phones Only:Samsung:Multiple Carriers, Unlocked Computers & Electronics:Cell Phones & Plans:Phones with New Plan Purchase:LG, Touchpoint	Nextel i60/i90/i95 Motorola GSM Motorola Unlocked Nextel i1000 Sprint PCS Treo SIM Card
Desktop PC Drives & Components	Computers & Electronics:Desktop PC Drives & Components:CD-R, CD-RW Drives:External:USB 2 Computers & Electronics:Desktop PC Drives & Components:Desktop Components:Memory:Computers & Electronics:256MB Computers & Electronics:Desktop PC Drives & Components:Desktop Components:Modems:Computers & Electronics:Cable Computers & Electronics:Desktop PC Drives & Components:Scanners:HP:USB Computers & Electronics:Desktop PC Drives & Components:Scanners:Visioneer Computers & Electronics:Desktop PC Drives & Components:Video & Multimedia:Video Cards:ATI	ATI Radeon ATI Radeon DDR ATI Radeon AGP Visioneer Scanner ATI All In Wonder USB 2.0 CD-RW HP Scanner USB HP Scanjet USB Motorola Cable Modem Kingston Memory DDR Memory SDRAM Memory
Desktop PCs	Computers & Electronics:Computers & Office Products:Desktop PCs:AMD Athlon Computers & Electronics:Desktop PCs:Wholesale Lots	No specific keywords
Gadgets & Other Electronics	Computers & Electronics:Gadgets & Other Electronics:Air Purifiers:Ozone	Ozone Air Purifier Ionic Air Purifier Zontec Ozone Generator Alpine Air Purifier
Home Audio & Video	Computers & Electronics:Home Audio & Video:Accessories & Cables:Surge Protection, Filtration Computers & Electronics:Home Audio & Video:Home Audio:Amplifiers:Integrated Amplifiers Computers & Electronics:Home Audio & Video:Home Audio:Speakers:Bookshelf Computers & Electronics:Home Audio & Video:Home Audio:Speakers:Rear Surround Computers & Electronics:Home Audio & Video:Home Video:DVD Players, Recorders:Computers & Electronics:Other Brands Computers & Electronics:Home Audio & Video:Home Video:DVD Players, Recorders:Computers & Electronics:Pioneer Computers & Electronics:Home Audio & Video:Home Video:Other Home Video Computers & Electronics:Home Audio & Video:Home Video:Televisions:Computers & Electronics:LCD Projectors Computers & Electronics:Home Audio & Video:Home Video:VCRs:Computers & Electronics:Standard	Surge Protector LCD Projector Integrated Amplifier Bose Bookshelf Speakers JBL Bookshelf Speakers Surround Speakers Panasonic DVD Recorder Pioneer DVD Recorder 4 Head VCR Monster Cables RCA Sony

## Computers & Electronics, continued

<b>Level 2 Category</b>	<b>Hot Leafs</b>	<b>Hot Keywords</b>
Laptops	Computers & Electronics:Laptops:Systems:Alienware Computers & Electronics:Laptops:Systems:Dell:2.0-2.4 GHz Computers & Electronics:Laptops:Systems:Dell:2.5 GHz & More Computers & Electronics:Laptops:Systems:Dell:400-450 MHz Computers & Electronics:Laptops:Systems:Gateway:450-650 MHz Computers & Electronics:Laptops:Systems:HP, Compaq:500-650 MHz Computers & Electronics:Laptops:Systems:HP, Compaq:700-933 MHz Computers & Electronics:Laptops:Systems:HP, Compaq:Less than 266 MHz Computers & Electronics:Laptops:Systems:IBM:400-450 MHz Computers & Electronics:Laptops:Systems:IBM:600-650 MHz Computers & Electronics:Laptops:Systems:Sony:700-933 MHz Computers & Electronics:Laptops:Systems:Toshiba:700-933 MHz Computers & Electronics:Laptops:Wholesale Lots	Dell Inspiron 1100 Dell Inspiron 5100 Compaq Presario Compaq Armada Compaq Armada M700 Dell Latitude HP Omnibook Sony Vaio Toshiba IBM Thinkpad
Networking	Computers & Electronics:Networking:802.11, Wifi, Wireless:Adapters, NICs:Other Computers & Electronics:Networking:802.11, Wifi, Wireless:Adapters, NICs:PC, PCMCIA Cards Computers & Electronics:Networking:802.11, Wifi, Wireless:Adapters, NICs:PCI Computers & Electronics:Networking:Storage & Drives:NAS, SAN Computers & Electronics:Networking:Telecom:Key, PBX, Phone Sys:AT&T, Avaya Merlin, Partner	Linksys Netgear Orinoco 2.4Ghz AT&T PBX Avaya PBX D-Link DWL D-Link Belkin Dell
Office Products	Computers & Electronics:Office Products:Fax Machines & Supplies:Machines:Panasonic	Panasonic KX-FL501 Panasonic Laser Fax Panasonic KX-FHD331 Panasonic KX-FPC165 Panasonic KX-FPG371 Panasonic KX-FP151
Portable Audio & Video	Computers & Electronics:Portable Audio & Video:MP3 Players:MP3 Players:Archos Jukebox Computers & Electronics:Portable Audio & Video:MP3 Players:MP3 Players:RCA Computers & Electronics:Portable Audio & Video:Voice Recorders:Digital	Digital Voice Recorder Archos Jukebox RCA Lyra Olympus Recorder Sony ICD Recorder New Voice 2000S Recorder
Printers & Printer Supplies	Computers & Electronics:Printers & Printer Supplies:All-In-One, Multifunction:Panasonic	Panasonic Panasonic Fax Panasonic Fax Copy
Radios: CB, Ham & Shortwave	Computers & Electronics:Radios: CB, Ham & Shortwave:Ham Radio:Amplifiers	Linear Amp Linear Amplifier Mirage Ameritron Palomar Heath
Software	Computers & Electronics:Software:Business & Finance:Accounting, Finance:Quicken Computers & Electronics:Software:Business & Finance:Business Suites:Office XP Professional Computers & Electronics:Software:Business & Finance:Business Suites:Office XP Small Business	Office XP Pro Office XP Professional Office XP Small Business Office XP SBE Quicken Deluxe Quicken Premier
Telephones & Pagers	Computers & Electronics:Telephones & Pagers:Cordless Telephones:5.8 GHz Phones	Uniden Panasonic Vtech Panasonic KX-TG5100M

## Entertainment

Level 2 Category	Hot Leafs	Hot Keywords
DVDs & Movies	Entertainment:DVDs & Movies:Laserdisc:Other Entertainment:DVDs & Movies:DVD:Educational & Instructional:Other Entertainment:DVDs & Movies:DVD:Animation:Computer Animation Entertainment:DVDs & Movies:DVD:Children & Family:Educational Entertainment:DVDs & Movies:DVD:Children & Family:Television Shows Entertainment:DVDs & Movies:DVD:Music & Concert:Classical, Opera Entertainment:DVDs & Movies:DVD:Television Shows:Action & Adventure Entertainment:DVDs & Movies:VHS:Exercise & Fitness:Kickboxing Entertainment:DVDs & Movies:Wholesale Lots:DVDs:11-100 Entertainment:DVDs & Movies:Wholesale Lots:DVDs:501-1000 Entertainment:DVDs & Movies:Wholesale Lots:VHS:11-100 Entertainment:DVDs & Movies:Wholesale Lots:Mixed Lots Entertainment:DVDs & Movies:Wholesale Lots:Other	Walt Disney The Lion King Tae Bo Baby Einstein Billy Blanks Finding Nemo Opera Alias Holes Buffy the Vampire Slayer The Jungle Book Harry Potter Toy Story Spy Kids Mozart The Muppets Stitch Shrek Grizzly Falls Out of Print DVDs
Memorabilia	Entertainment:Entertainment Memorabilia:Movie Memorabilia:Lobby Cards:United States Entertainment:Entertainment Memorabilia:Movie Memorabilia:Posters:Entertainment:1970-89 Entertainment:Entertainment Memorabilia:Movie Memorabilia:Wardrobe Entertainment:Entertainment Memorabilia:Movie Memorabilia:Posters:Entertainment:Pre-1970 Entertainment:Entertainment Memorabilia:Movie Memorabilia:Posters:Entertainment:1970-89 Entertainment:Entertainment Memorabilia:Autographs:Music:Entertainment:Original Entertainment:Entertainment Memorabilia:Music Memorabilia:Country:Concert Memorabilia Entertainment:Entertainment Memorabilia:Music Memorabilia:Rock-n-Roll:Bruce Springsteen	John Wayne Disney Roy Rogers Kirk Douglas Robert Mitchum Mini Lobby Card Sets Mexican Lobby Cards Western Film Noir Star Trek James Bond Clint Eastwood Bruce Lee Charles Bronson Al Pacino Schwarzenegger Sylvester Stallone Mel Gibson Friday the 13th French Horror Sci-Fi British Bruce Springsteen Italian Movie Poster Johnny Cash Fast and the Furious/ 2 Fast 2 Furious Star Wars Italy Busta Poster Mel Brooks Belgian Movie Posters Turkish Movie Posters Daybills

## Entertainment, continued

Level 2 Category	Hot Leafs	Hot Keywords
Music	Entertainment:Music:CDs:Other Entertainment:Music:Records:33 RPM/LPs:Entertainment:Other Entertainment:Music:Records:33 RPM/LPs:Entertainment:Other Entertainment:Music:Records:45 RPM:Country Entertainment:Music:Records:45 RPM:Soundtracks, Theater Entertainment:Music:Records:33 RPM/LPs:Entertainment:Chamber Music Entertainment:Music:Records:33 RPM/LPs:Entertainment:Mainstream Entertainment:Music:Records:33 RPM/LPs:Entertainment:Latin Entertainment:Music:Records:33 RPM/LPs:Entertainment:Classic: Acid Entertainment:Music:Records:45 RPM:Entertainment:Hard Rock Entertainment:Music:DVD Audio Entertainment:Music:Wholesale Lots:CDs:11-100	Karaoke Johnny Cash Bach Mozart Beethoven Hank Williams Tchaikovsky Jim Reeves RCA Records Decca Records
Video Games	Entertainment:Video Games:Accessories:PC Games:Other Accessories Entertainment:Video Games:Vintage Games Entertainment:Video Games:Games:Nintendo Game Boy Advance:Family Entertainment:Video Games:Games:Nintendo GameCube:Fighting Entertainment:Video Games:Games:Nintendo GameCube:Racing Entertainment:Video Games:Wholesale Lots:Games Entertainment:Video Games:Games:Sony PlayStation 2:Entertainment:Golf Entertainment:Video Games:Internet Games:Anarchy Online Entertainment:Video Games:Internet Games:Earth & Beyond Entertainment:Video Games:Internet Games:Sims Online Entertainment:Video Games:Games:Microsoft Xbox:Entertainment:Football Entertainment:Video Games:Wholesale Lots:Console Systems Entertainment:Video Games:Systems:Other Systems	Sims Simoleans Tiger Woods PGA Tour Madden Neo Geo GameBoy Advance Diablo xBox GameCube Playstation Hot Wheels Turbo Racing Earth and Beyond Sims Online



## Jewelry & Watches

<b>Level 2 Category</b>	<b>Hot Leafs</b>	<b>Hot Keywords</b>
Bracelets	Jewelry & Watches:Bracelets:Two-toned Gold Jewelry & Watches:Bracelets:White Gold Jewelry & Watches:Bracelets:Yellow Gold:10k Jewelry & Watches:Bracelets:Yellow Gold:14k Jewelry & Watches:Bracelets:Yellow Gold:18k Jewelry & Watches:Bracelets:Yellow Gold:Other Jewelry & Watches:Bracelets:Diamond:With Gemstones	14K Italian Makes Bangles Link Bracelets Charm Bracelets Yellow Gold Tennis White Gold With Sapphires Two-Toned Gold Bracelets Figaro Brand Gold Bracelets Omega Brand Gold Bracelets
Earrings	Jewelry & Watches:Earrings:Diamond:Platinum Jewelry & Watches:Earrings:Pearl:White	Diamond Earrings Set in Platinum Studs Akoya Brand Cultured Pearls
Loose Gemstones	Jewelry & Watches:Loose Gemstones:Diamond:Heart	No specific keywords
Men	Jewelry & Watches:Men:Rings:Sapphire Jewelry & Watches:Men:Rings:Diamond:Silver	Sapphire with diamonds Sapphire with stars US Navy, Military and Army Rings Men's Diamond Rings Set in Silver
Necklaces	Jewelry & Watches:Necklaces:Diamond:White Gold Jewelry & Watches:Necklaces:Diamond:With Emeralds Jewelry & Watches:Necklaces:Yellow Gold:18k	White Gold with Pendants White Gold with Crosses Diamond and Emerald Necklaces 18K Yellow Gold Necklaces
Pendants & Locketts	Jewelry & Watches:Pendants & Locketts:Sapphire:Gold	Pink and Blue Colored Stones Heart Shaped Cross Shaped
Rings	Jewelry & Watches:Rings:Yellow Gold:Other Jewelry & Watches:Rings:Diamond:Emerald Jewelry & Watches:Rings:Two-toned Gold Jewelry & Watches:Rings:Diamond:Square, Princess:White Gold Jewelry & Watches:Rings:Cubic Zirconia:Square, princess Jewelry & Watches:Rings:Ruby:White Gold Jewelry & Watches:Rings:Sapphire:White Gold	Diamond and Emerald Rings Princess and Square Cut Diamond Rings Set in White Gold Princess and Square Cut Cubic Zirconia Rings Two-Toned Gold Rings Ruby and Diamond Rings Set in White Gold Sapphire and Diamond Rings Set in White Gold
Sets	Jewelry & Watches:Sets:Diamond	Wedding and Engagement Ring Sets with Diamonds
Vintage, Antique	Jewelry & Watches:Vintage, Antique:Costume:Victorian, Edwardian:Other Jewelry & Watches:Vintage, Antique:Fine:Rings:Other Stones Jewelry & Watches:Vintage, Antique:Fine:Rings:Garnet Jewelry & Watches:Vintage, Antique:Fine:Bracelets:Other Stones Jewelry & Watches:Vintage, Antique:Fine:Necklaces:Diamond Jewelry & Watches:Vintage, Antique:Fine:Necklaces:Gold Jewelry & Watches:Vintage, Antique:Fine:Pins & Brooches:Gold Jewelry & Watches:Vintage, Antique:Fine:Pins & Brooches:Silver Jewelry & Watches:Vintage, Antique:Fine:Bracelets:Silver Jewelry & Watches:Vintage, Antique:Fine:Charms & Charm Bracelets	Victorian necklaces Victorian pins/brooches Antique Charm Bracelets Antique Pins & Brooches Antique Necklaces Antique Earrings Old Cities Brand Rings
Wholesale Lots	Jewelry & Watches:Wholesale Lots:Rings	Silver Wholesale Rings

## Sports

\* Because Sporting Goods is such a broad Level 2 Category, it is broken down by Level 3 Category

Level 2 Category	Hot Leafs	Hot Keywords
Memorabilia	Sports:Memorabilia:Authenticator Pre-Certified	Footballs Helmets and Mini-helmets Jerseys Baseballs
Fan Shop	Sports:Fan Shop:Baseball-MLB:Chicago Cubs:Jackets Sports:Fan Shop:Baseball-MLB:San Francisco Giants:Jerseys Sports:Fan Shop:College-NCAA:Florida State Sports:Fan Shop:College-NCAA:Miami-Florida Sports:Fan Shop:College-NCAA:Michigan Sports:Fan Shop:College-NCAA:Washington Sports:Fan Shop:Football-NFL:Buffalo Bills:Jerseys Sports:Fan Shop:Football-NFL:Buffalo Bills:Other Items Sports:Fan Shop:Football-NFL:Dallas Cowboys:Jerseys Sports:Fan Shop:Football-NFL:Detroit Lions:Jerseys Sports:Fan Shop:Football-NFL:Kansas City Chiefs:Jerseys Sports:Fan Shop:Football-NFL:Kansas City Chiefs:Other Items Sports:Fan Shop:Football-NFL:Minnesota Vikings:Jerseys Sports:Fan Shop:Football-NFL:Pittsburgh Steelers:Jerseys	Michigan - NCAA Miami - NCAA Florida State - NCAA Washington - NCAA Buffalo Bills Dallas Cowboys Kansas Chiefs Minnesota Vikings Pittsburgh Steelers Reebok Football Jerseys
Cards	Sports:Cards:Baseball-MLB:Rookies (1980-89):Graded Sports:Cards:etopps:etopps Classics Sports:Cards:etopps:etopps Football Sports:Cards:etopps:etopps NASCAR Sports:Cards:Football-NFL:Boxes, Cases:Pre-1990 Sports:Cards:Football-NFL:Singles (1950-59):Graded Sports:Cards:Hockey-NHL:Rookies (1980-89):Graded Sports:Cards:Hockey-NHL:Rookies (Pre-1980):Non-Graded Sports:Cards:Hockey-NHL:Sets:2000-Current Year Sports:Cards:Hockey-NHL:Singles (2000-Last Year):Graded	Barry Bonds Rookie Cards Ken Griffey Jr. Rookie Cards Randy Johnson Rookie Cards Mark McGwire Rookie Cards Football Cards Hockey Rookie Cards Hockey Cards
Sporting Goods – Airsoft *	Sports:Sporting Goods:Airsoft:Airsoft Guns:Gas	BB Blowback Guns KSC Brand Guns Sig Brand Guns Marui Brand Guns
Sporting Goods - Archery	Sports:Sporting Goods:Archery:Bows:Crossbows	Horton Brand
SG-Baseball & Softball	Sports:Sporting Goods:Baseball & Softball:Gloves & Mitts:Vintage	Rawlings Brand Wilson Brand Spalding Brand MacGregor Brand
SG-Bowling	Sports:Sporting Goods:Bowling:Balls:12-14 Pounds	Viz-A-Balls Cosmic Balls Ebonite Balls Disney Balls Columbia Brand Brunswick Brand Storm Brand
SG-Camping, Hiking, Backpacking	Sports:Sporting Goods:Camping, Hiking, Backpacking:Generators, Heaters	Coleman Heaters Coleman Generators
SG-Cycling	Sports:Sporting Goods:Cycling:Apparel & Footwear:Sports:Other Shoes Sports:Sporting Goods:Cycling:Comfort Bikes:Other Sports:Sporting Goods:Cycling:Mountain Bikes & Parts:Sports:Other Sports:Sporting Goods:Cycling:Mountain Bikes & Parts:Sports:Shifters Sports:Sporting Goods:Cycling:Road Bikes & Parts:Sports:Derailleurs Sports:Sporting Goods:Cycling:Universal Parts & Accessories:Trainers & Rollers	Shimano Parts and Accessories Shimano Shifters Minoura Trainers Cycleops Trainers Campagnolo Parts and Accessories Sidi Shoes Sram Parts and Accessories

## Sports, continued

Level 2 Category	Hot Leafs	Hot Keywords
SG-Equestrian	Sports:Sporting Goods:Equestrian:Riding-English:Sports:Breeches, Pants Sports:Sporting Goods:Equestrian:Riding-English:Sports:Coats, Jackets Sports:Sporting Goods:Equestrian:Riding-English:Sports:Martingales Sports:Sporting Goods:Equestrian:Riding-Western:Sports:Saddle Bags Sports:Sporting Goods:Equestrian:Riding-Western:Sports:Show, Equitation	Martingales Breeches Jackets Devon Brand Cambrai Brand
SG-Exercise, Fitness	Sports:Sporting Goods:Exercise & Fitness:Strength Training:Sports:Bowflex, Soloflex, CrossBow	Soloflex Systems/Accessories Crossbow Advantage Home Gym by Weider Bowflex PowerPro Bowflex XTL
SG-Fishing	Sports:Sporting Goods:Fishing:Vintage:Sports:Pflueger Sports:Sporting Goods:Fishing:Vintage:Sports:Shakespeare	Pflueger Lures, Reels Shakespeare Lures, Reels Spinner Lures Minnow Lures
SG-Football	Sports:Sporting Goods:Football:Apparel:Hats Sports:Sporting Goods:Football:Apparel:Jackets Sports:Sporting Goods:Football:Apparel:Shirts	Raiders Gear Cowboys Gear Dolphins Gear Steelers Gear Sizes XL and L
SG-Golf	Sports:Sporting Goods:Golf:Accessories:Sunglasses Sports:Sporting Goods:Golf:Apparel:Sports:Wind, Rain Gear Sports:Sporting Goods:Golf:Clubmaking Products:Heads Sports:Sporting Goods:Golf:Drivers:Sports:Other Sports:Sporting Goods:Golf:Juniors Sports:Sporting Goods:Golf:Left Handed:Sports:Other Sports:Sporting Goods:Golf:Women:Drivers, Woods	Taylormade Drivers, Woods Callaway Drivers, Woods Lefthanded Drivers, Woods Graphite Clubs Junior Sets Women's Drivers, Woods
SG-Hunting	Sports:Sporting Goods:Hunting:Apparel:Bibs Sports:Sporting Goods:Hunting:Apparel:Coats, Jackets Sports:Sporting Goods:Hunting:Apparel:Pants Sports:Sporting Goods:Hunting:Apparel:Parkas Sports:Sporting Goods:Hunting:Blinds, Camouflage Material Sports:Sporting Goods:Hunting:Optics, Night Vision	Camouflage Apparel Realtree Brand Night Vision Accessories XL and L sizes
SG-Indoor Games	Sports:Sporting Goods:Indoor Games:Other Indoor Games	Pool Poker Shuffleboard "Bumper" Style
SG-Martial Arts	Sports:Sporting Goods:Martial Arts:Video Instruction	Pride Brand Jiu Jitsu Videos Jet Kwan Do (JKD) Videos
SG-Other Sports	Sports:Sporting Goods:Other Sports:Rugby	Rugby Shirts and Jerseys Rugby World Cup Tickets
SG-Paintball	Sports:Sporting Goods:Paintball:Marker Packages:Spyder	Victor Make Avant Make
SG-Scooters	Sports:Sporting Goods:Scooters:Electric:With Seat	Electric Scooters Brand E-Scooter Brand 350 Watt Styles
SG-Scuba, Snorkeling	Sports:Sporting Goods:Scuba, Snorkeling:Wet Suits:Women's	Body Glove Brand
SG-Snow Skiing	Sports:Sporting Goods:Snow Skiing:Accessories:Goggles Sports:Sporting Goods:Snow Skiing:Apparel:Helmets Sports:Sporting Goods:Snow Skiing:Apparel:Sports:Men Sports:Sporting Goods:Snow Skiing:Downhill Equipment:Bindings Sports:Sporting Goods:Snow Skiing:Downhill Equipment:Sports:Dynastar Sports:Sporting Goods:Snow Skiing:Downhill Equipment:Sports:K2 Sports:Sporting Goods:Snow Skiing:Downhill Equipment:Sports:Men Sports:Sporting Goods:Snow Skiing:Downhill Equipment:Sports:Salomon Sports:Sporting Goods:Snow Skiing:Downhill Equipment:Sports:Volkl Sports:Sporting Goods:Snow Skiing:Telemark Equipment	Salomon Binding and Boots Bolle goggles Snowboard Helmets Columbia jacket and pants North Face jacket Roffe pants Telemark Skis, Boots

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## **Sports, continued**

<b>Level 2 Category</b>	<b>Hot Leafs</b>	<b>Hot Keywords</b>
SG-Snowboarding	Sports:Sporting Goods:Snowboarding:Apparel:Jackets, Coats Sports:Sporting Goods:Snowboarding:Apparel:Pants Sports:Sporting Goods:Snowboarding:Bindings Sports:Sporting Goods:Snowboarding:Boots:Men Sports:Sporting Goods:Snowboarding:Snowboards:Without Bindings	Burton Lamar Forum K2 Airwalk
SG-Snowmobiling	Sports:Sporting Goods:Snowmobiling:Apparel:Jackets, Coats Sports:Sporting Goods:Snowmobiling:Apparel:Other Sports:Sporting Goods:Snowmobiling:Helmets Sports:Sporting Goods:Snowmobiling:Parts & Accessories:Polaris Sports:Sporting Goods:Snowmobiling:Parts & Accessories:Ski-Doo Sports:Sporting Goods:Snowmobiling:Parts & Accessories:Yamaha	Polaris Brand Arctic Cat Brand Ski-Doo Brand Yamaha Brand Bieffe Brand
SG-Soccer	Sports:Sporting Goods:Soccer:Shoes, Cleats:Men	Adidas Nike
SG-Watersports	Sports:Sporting Goods:Water Sports:Surfing:Wetsuits Sports:Sporting Goods:Water Sports:Windsurfing	O'Neill Body Glove Windsurfing Kites

## Toys & Hobbies / Dolls & Bears

<b>Level 2 Category</b>	<b>Hot Leafs</b>	<b>Hot Keywords</b>
Action Figures	Toys & Hobbies:Action Figures:Lord of the Rings:Other Toys & Hobbies:Action Figures:Lord of the Rings:Frodo Toys & Hobbies:Action Figures:Sports:McFarlane Sports:NFL Football Toys & Hobbies:Action Figures:Sports:McFarlane Sports:NHL Hockey Toys & Hobbies:Action Figures:Star Wars:Vintage (1977-89):Toys & Hobbies:Vehicles, Accessories	Emmitt Smith Rich Gannon Drew Bledsoe Brett Favre Priest Holmes Deuce McAllister Joey Harrington Shaun Alexander Mike Alstott Lego(s) Frodo Aragorn Eowyn Ringwraith Uruk
Beanbag Plush, Beanie Babies	Toys & Hobbies:Beanbag Plush, Beanie Babies:Ty:Sports Commemorative Toys & Hobbies:Beanbag Plush, Beanie Babies:Ty:Trading Cards:Cases	Chicago Cubs Commemorative Bears/Cards Yankees Centennial Buddy Bears Beanie Baby Trading Card Packs
Bears	Dolls & Bears:Bears:Care Bears:Contemporary (1990-Now)	Cheer Bear Care Bears/Videos Love-A-Lot Care Bears/ Videos Bedtime Care Bears/Videos Funshine Care Bears/Videos Beanie Care Bears Good Luck Bears Champ Bears Grumpy Bears Tenderheart Bears Plush Care Bears
Building Toys	Toys & Hobbies:Building Toys:LEGO:Bulk Bricks, Lots:Parts & Pieces Toys & Hobbies:Building Toys:K'NEX	K'NEX sets Lego Plates Lego Bricks Lego Castle pieces and parts Technic pieces
Diecast, Toy Vehicles	Toys & Hobbies:Diecast, Toy Vehicles:Vehicles-Diecast:Matchbox:Toys & Hobbies:Lesney Toys & Hobbies:Diecast, Toy Vehicles:Vehicles-Pressed Steel:Vintage (Pre-1970):Nylint Toys & Hobbies:Diecast, Toy Vehicles:Vehicles-Diecast:Corgi:Vintage (Pre-1970) Toys & Hobbies:Diecast, Toy Vehicles:Vehicles-Diecast:Hot Wheels:Toys & Hobbies:First Editions Toys & Hobbies:Diecast, Toy Vehicles:Vehicles-Diecast:Corgi:Contemporary (1990-Now) Toys & Hobbies:Diecast, Toy Vehicles:Vehicles-Diecast:Ertl:Toys & Hobbies:American Muscle Toys & Hobbies:Diecast, Toy Vehicles:Vehicles-Diecast:Jada	Lesney Vehicles Corgi Vehicles Dub City Vehicles ERTL Vehicles Hotwheels Vehicles Jada Vehicles Chevy Brand Vehicles Ford Brand Vehicles Dodge Brand Vehicles Mustang Makes Corvette Makes Chargers Cadillac Escalades
Educational	Toys & Hobbies:Educational:Reading, Writing	LeapFrog Learning System LeapFrog Quantum Pad LeapFrog LeapPad
Games	Toys & Hobbies:Games:Game Pieces, Parts Toys & Hobbies:Games:Board, Traditional Games:Other Board Games:Toys & Hobbies:Sports Toys & Hobbies:Games:Magic, Gaming Cards (CCG):Magic the Gathering:Toys & Hobbies:Packs Toys & Hobbies:Games:Magic, Gaming Cards (CCG):Magic the Gathering:Complete Sets Toys & Hobbies:Games:Magic, Gaming Cards (CCG):Warlord: Saga of the Storm Toys & Hobbies:Games:Magic, Gaming Cards (CCG):Magic the Gathering:Toys & Hobbies:Beta Toys & Hobbies:Games:Magic, Gaming Cards (CCG):Magic the Gathering:Toys & Hobbies:Revised Toys & Hobbies:Games:Magic, Gaming Cards (CCG):Magic the Gathering:Toys & Hobbies:Unlimited Toys & Hobbies:Games:Magic, Gaming Cards (CCG):Magic the Gathering:Magic Online Toys & Hobbies:Games:Magic, Gaming Cards (CCG):Yu-Gi-Oh:Full Sets	Mighty Beanz Beans Magic the Gathering Cards and Sets Onslaught Legions Mirrodin Expansion Cards Beta the Magnet Warrior Yu-Gi-Oh Cards Warlord CCG
Model RR, Trains	Toys & Hobbies:Model RR, Trains:HO Scale:Roco Toys & Hobbies:Model RR, Trains:HO Scale:Fleischmann	Roco Individual Cars/Mini-Tanks Fleischmann Trains/Individual Cars
Models, Kits	Toys & Hobbies:Models, Kits:Wooden Toys & Hobbies:Models, Kits:Science Fiction:Star Trek	Guillows Airplane Kits Wooden Model Kits Star Trek Enterprise Kits Star Trek USS Reliant Kits Star Trek Klingon Cruiser Sets

## Toys & Hobbies / Dolls & Bears, continued

<b>Level 2 Category</b>	<b>Hot Leafs</b>	<b>Hot Keywords</b>
Outdoor Toys, Structures	Toys & Hobbies:Outdoor Toys, Structures:Pedal Cars:Vintage (Pre-1970) Toys & Hobbies:Outdoor Toys, Structures:Ride-Ons, Tricycles:Modern (1970-Now)	Pedal Cars Flyer Tricycles Flyer Wagons Power Wheels Vehicles Motorcycle ride-ons
Pretend Play, Preschool	Toys & Hobbies:Pretend Play, Preschool:Dress-Up, Costumes Toys & Hobbies:Pretend Play, Preschool:Fisher Price:Vintage (Pre-1963):Pull Toys	Fisher Price Pull Toys
Radio Control	Toys & Hobbies:Radio Control:Cars:Cars:Toys & Hobbies:Kyosho Toys & Hobbies:Radio Control:Cars:Cars:Toys & Hobbies:Mugen Toys & Hobbies:Radio Control:Cars:Cars:Toys & Hobbies:OFNA Racing Toys & Hobbies:Radio Control:Cars:Cars:Toys & Hobbies:Team Losi	Team Losi XXX cars, accessories Ofna Hyper 7 Pro cars, accessories Kyosho Kanai cars, accessories Kyosho MP cars, accessories Mugen MBX and MTX cars, accessories PBS Parts
Robots, Monsters, Space Toys	Toys & Hobbies:Robots, Monsters, Space Toys:Robots:Vintage (Pre-1970):Other	Vintage Robots
Toy Soldiers	Toys & Hobbies:Toy Soldiers:Vintage (Pre-1970):Composition Toys & Hobbies:Toy Soldiers:Vintage (Pre-1970):Lead:Barclay Toys & Hobbies:Toy Soldiers:Vintage (Pre-1970):Lead:Britains	Elastolin Soldiers Lineol Soldiers Manoil Soldiers Britains Soldiers
TV, Movie, Character Toys	Toys & Hobbies:TV, Movie, Character Toys:Peanuts Gang:Other Toys & Hobbies:TV, Movie, Character Toys:Thomas the Tank Engine:Wooden Toys & Hobbies:TV, Movie, Character Toys:Disney:Nightmare Before Christmas Toys & Hobbies:TV, Movie, Character Toys:Pokemon:Trading Cards:Toys & Hobbies:Neo Revelation	Thomas the Tank Engine train sets Thomas individual trains Jack & Sally Nightmare Before Christmas Snoopy toys, accessories
Vintage, Antique Toys	Toys & Hobbies:Vintage, Antique Toys:Play Sets Toys & Hobbies:Vintage, Antique Toys:Tin:Other Tin	Marx Play Sets Lithographed Toys Ohio Art Toys Farm Sets Tin Wind-Up Toys Tin Toys from Japan
Dollhouse Miniatures	Dolls & Bears:Dollhouse Miniatures:Miniatures:Vintage (Pre-1970):Dolls & Bears:Other	Dollhouse Furniture Dollhouse Kitchen Items
Dolls	Dolls & Bears:Dolls:By Type:Other Doll Items Dolls & Bears:Dolls:By Type:Figures Dolls & Bears:Dolls:Artist Offerings:Other Dolls & Bears:Dolls:By Material:Polymer Dolls & Bears:Dolls:By Brand, Company, Character:American Character:Other Dolls & Bears:Dolls:By Type:Kewpie:Rose O'Neill Dolls & Bears:Dolls:Barbie Contemporary (1973-Now):Barbie Dolls:Designer Editions, Bob Mackie Dolls & Bears:Dolls:Barbie Contemporary (1973-Now):Barbie Dolls:Store Exclusives Dolls & Bears:Dolls:Barbie Vintage (Pre-1973):Structures, Furniture Dolls & Bears:Dolls:Clothes, Accessories:Modern:My Twinn Dolls & Bears:Dolls:By Brand, Company, Character:Zapf Dolls & Bears:Dolls:By Brand, Company, Character:Other Brands Dolls & Bears:Dolls:Barbie Contemporary (1973-Now):Barbie Dolls:Dolls & Bears:Holiday Celebration Dolls & Bears:Dolls:Artist Offerings:Reborn Dolls & Bears:Dolls:Barbie Contemporary (1973-Now):Barbie Dolls:Porcelain Barbie Dolls & Bears:Dolls:Barbie Contemporary (1973-Now):Barbie Dolls:Silkstone, Fashion Models Dolls & Bears:Dolls:Barbie Vintage (Pre-1973):Barbie Dolls:Bubblecut Barbie Dolls & Bears:Dolls:Barbie Vintage (Pre-1973):Barbie Dolls:Ponytail Barbie Dolls & Bears:Dolls:By Brand, Company, Character:Berenguer	Barbie Dolls Porcelain Dolls Berenguer Dolls Reborn My Twinn Brand Clothing and Dolls Holiday Dolls (Barbie, other) Bob Mackie Dolls Silkstone Dolls Anne Geddes Baby Dolls Rosie O'Neill Kewpie Dolls

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## **APPENDIX C – PERENNIAL HOT LEAFS 2001-2002 (ARRANGED BY META)<sup>1</sup>**

<sup>1</sup> Based on performance in December 2001-2002

<sup>T</sup> Denotes an item was in the Top 100

\* Denotes an item was also deemed hot based on performance 2000-2002

### **Books:**

Antiquarian & Collectible:First Editions:Signed:Nonfiction  
Audio:CDs:Nonfiction:Instructional  
Fiction & Literature:Humor  
Nonfiction:Cooking, Food & Wine:Basic Cooking

### **Business & Industrial:**

Electronic Components:Assemblies, EM Devices:Other Assemblies, EM Devices  
Electronic Components:Tubes, Acoustics<sup>T</sup>  
Metalworking:Inspection, Measuring:Other  
Metalworking:Machine Tools, Fab Machines:Saws

### **Clothing, Shoes & Accessories:**

Boys:Clothing:Teens:Swimwear<sup>T</sup>  
Men's Clothing: Regular:Outerwear:Other Outerwear  
Men's Clothing: Regular:Sweaters  
Men's Clothing: Regular:Swimwear  
Men's Shoes:Slippers, Moccasins<sup>T</sup>  
Vintage:Clothing (Pre-1980):Men:1920-39 (Pre WWII, Depression)  
Vintage:Clothing (Pre-1980):Men:1960-79  
Vintage:Men's & Women's Accessories:Men's Hats  
Women's Accessories, Handbags:Gloves, Mittens  
Women's Clothing:Maternity:Casual:Sweats

### **Coins:**

Coins: Ancient:Medieval  
Coins: US:Dollars:Trade Dollars (1873-85)  
Coins: World:Australia, Oceania:Australia:Collections, Lots  
Coins: World:Australia, Oceania:Australia:Proof Sets  
Coins: World:Gold

### **Collectibles:**

Advertising:Cars:American:Hudson  
Advertising:Clothing, Fashion:Shoes:Red Goose  
Advertising:Coffee, Tea:Lipton  
Advertising:Distillery:Canadian Club<sup>T</sup>  
Advertising:Food & Restaurant:Bakery, Baking:Cakes, Doughnuts  
Advertising:Food & Restaurant:Bakery, Baking:Cookies, Crackers, Pretzels  
Advertising:Gas & Oil:Sunoco  
Advertising:Soda:Coca-Cola:Openers  
Animals:Deer  
Bottles & Insulators:Bottles:Antique (Pre-1900):Flasks  
Bottles & Insulators:Bottles:Antique (Pre-1900):Fruit Jars  
Bottles & Insulators:Bottles:Antique (Pre-1900):Medicines, Cures  
Bottles & Insulators:Bottles:Antique (Pre-1900):Sodas<sup>T</sup>  
Breweriana, Beer:Drinkware, Steins:Other Drinkware  
Breweriana, Beer:Mirrors  
Clocks:Parts & Tools:Parts  
Coin-Op, Banks & Casino:Banks:Mechanical  
Coin-Op, Banks & Casino:Coin-Operated:Slots:Skill Slot Machines<sup>T</sup>  
Coin-Op, Banks & Casino:Coin-Operated:Slots:Token Slot Machines\*<sup>T</sup>  
Coin-Op, Banks & Casino:Coin-Operated:Trade Stimulators<sup>T</sup>  
Decorative Collectibles:Avon:Ornaments  
Decorative Collectibles:Byers Choice  
Decorative Collectibles:Christopher Radko<sup>T</sup>  
Decorative Collectibles:Dept 56:Alpine Village\*<sup>T</sup>  
Decorative Collectibles:Dept 56:Christmas in the City

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Decorative Collectibles:Dept 56:Dickens Village:Other Items  
Decorative Collectibles:Dept 56:Snow Village:Other Items  
Decorative Collectibles:Dept 56:Snowbabies:Other Items  
Decorative Collectibles:Enesco:My Blushing Bunnies<sup>T</sup>  
Decorative Collectibles:Enesco:Pretty as a Picture  
Decorative Collectibles:Faberge  
Decorative Collectibles:Fitz & Floyd:Eggs<sup>T</sup>  
Decorative Collectibles:Fitz & Floyd:Figurines<sup>T</sup>  
Decorative Collectibles:Hallmark:Series Ornaments:Other Series Ornaments  
Decorative Collectibles:Lefton Figurines  
Decorative Collectibles:Lenox:Other Lenox Collectibles<sup>T</sup>  
Decorative Collectibles:Margaret Furlong<sup>T</sup>  
Decorative Collectibles:Roman:Fontanini<sup>T</sup>  
Decorative Collectibles:Swarovski:Ornaments\*<sup>T</sup>  
Decorative Collectibles:Thomas Kinkade:Other Kinkade Collectibles  
Decorative Collectibles:Wedgwood:Bells<sup>T</sup>  
Decorative Collectibles:Willitts:Other Willitts<sup>T</sup>  
Fantasy, Mythical & Magic:Gargoyles<sup>T</sup>  
Historical Memorabilia:Circus, Carnival:Souvenirs  
Historical Memorabilia:Police:Badges: Obsolete  
Holiday, Seasonal:Christmas: Current (1991-Now):Nutcrackers<sup>T</sup>  
Housewares & Kitchenware:Kitchenware:Small Appliances:Mixers  
Housewares & Kitchenware:Kitchenware:Small Appliances:Other Small Appliances  
Housewares & Kitchenware:Kitchenware:Utensils:Choppers  
Housewares & Kitchenware:Kitchenware:Utensils:Potato Mashers, Ricers  
Linens, Fabric & Textiles:Kitchen Textiles:Appliance Covers  
Militaria:Pre-1700  
Militaria:WW I (1914-18):Canada  
Photographic Images:Antique (Pre-1940):Stereoviews:Keystone  
Postcards & Paper:Postcards:Non-US Countries, Town Views:Ireland<sup>T</sup>  
Postcards & Paper:Postcards:Non-US Countries, Town Views:Spain, Portugal<sup>T</sup>  
Postcards & Paper:Postcards:US State, Town Views:Nevada  
Science, Medical:Medicine, Dentistry:Quack Medicine  
Science, Medical:Scientific Instruments:Barometers  
Tobacciana:Cigar:Boxes<sup>T</sup>  
Tools, Hardware & Locks:Tools:Carpentry, Woodworking:Drills  
Tools, Hardware & Locks:Tools:Carpentry, Woodworking:Saws  
Transportation:Automobilia:License Plates:US: Illinois  
Transportation:Automobilia:License Plates:US: Iowa  
Transportation:Automobilia:License Plates:US: Wisconsin

### **Computers & Electronics:**

Cameras & Photo:Digital Cameras:Point & Shoot:Computers & Electronics:Hewlett-Packard  
Cameras & Photo:Digital Cameras:Point & Shoot:Computers & Electronics:Olympus<sup>T</sup>  
Cameras & Photo:Film Cameras:APS:Kodak  
Cameras & Photo:Projection Equipment:Movie Projectors:8mm<sup>T</sup>  
Cameras & Photo:Projection Equipment:Movie Projectors:Super 8<sup>T</sup>  
Cameras & Photo:Projection Equipment:Slide Projectors  
Cameras & Photo:Vintage:Cameras:TLR  
Cell Phones & Plans:Accessories, Parts:Faceplates, Housings:Audiovox<sup>T</sup>  
Cell Phones & Plans:Accessories, Parts:Faceplates, Housings:Computers & Electronics:Other Series  
Cell Phones & Plans:Accessories, Parts:Headsets:Sony, Ericsson  
Cell Phones & Plans:Phones Only:Kyocera, Qualcomm:Verizon Wireless  
Cell Phones & Plans:Phones Only:Motorola:AT&T Wireless  
Gadgets & Other Electronics:eBooks & Translators<sup>T</sup>  
Home Audio & Video:Home Audio:Karaoke:Karaoke Systems<sup>T</sup>  
Home Audio & Video:Home Audio:Shelf, Compact Systems:Other Brands  
Home Audio & Video:Home Audio:Speakers:Center Channel  
Home Audio & Video:Home Audio:Vintage Audio:8-Track Players  
Home Audio & Video:Home Video:Televisions:Computers & Electronics:33-35 Inch<sup>T</sup>  
Home Audio & Video:Home Video:Televisions:Computers & Electronics:36 Inch and larger  
Home Audio & Video:Home Video:Televisions:Computers & Electronics:42-49 Inches<sup>T</sup>  
Home Electronics:VCRs: VHS:Mitsubishi



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Home Electronics:VCRs: VHS:Panasonic  
Networking & Telecom:Software:Apple<sup>T</sup>  
Networking:Workstations:IBM  
PDAs/Handheld PCs:Handspring Visor:Handhelds:Visor  
PDAs/Handheld PCs:Handspring Visor:Handhelds:Visor Edge  
PDAs/Handheld PCs:Palm:Handhelds:Palm IIIc  
PDAs/Handheld PCs:Sharp:Handhelds  
Software:Antivirus, Security, Utilities:Other  
Software:Apple, Macintosh:Business & Finance:Graphics  
Software:Business & Finance>Contact, PIM<sup>T</sup>  
Software:PC:Business:Word Processing

**Entertainment:**

Movies & Television:Video, Film:Television:Science, Nature<sup>T</sup>  
Music:CDs, Records, & Tapes:Records:33 RPM/LPs:New Artists<sup>T</sup>  
Music:CDs, Records, & Tapes:Tapes:Cassettes:Holiday  
Video Games:Accessories:Sony PlayStation 2:Strategy Guides  
Video Games:Games:Nintendo 64:Action, Adventure  
Video Games:Games:Nintendo 64:Arcade  
Video Games:Games:Nintendo 64:Entertainment:Other Sports<sup>T</sup>  
Video Games:Games:Nintendo 64:Racing<sup>T</sup>  
Video Games:Games:Nintendo 64:Role Playing  
Video Games:Games:Nintendo 64:Strategy  
Video Games:Games:Nintendo Game Boy:Action, Adventure  
Video Games:Games:Nintendo, Super:Racing  
Video Games:Games:PC Games:Entertainment:Other Racing  
Video Games:Games:Sega Dreamcast:Strategy  
Video Games:Games:Sega Genesis:Racing  
Video Games:Games:Sega Genesis:Simulation<sup>T</sup>  
Video Games:Games:Sony PlayStation 2:Arcade  
Video Games:Games:Sony PlayStation:Action, Adventure  
Video Games:Games:Sony PlayStation:Arcade  
Video Games:Games:Sony PlayStation:Entertainment:Other Sports<sup>T</sup>  
Video Games:Games:Sony PlayStation:Racing<sup>T</sup>  
Video Games:Sega Other  
Video Games:Systems:Atari  
Video Games:Systems:Colecovision  
Video Games:Systems:Intellivision\*<sup>T</sup>  
Video Games:Systems:Nintendo Game Boy\*<sup>T</sup>  
Video Games:Systems:Nintendo NES  
Video Games:Systems:Nintendo, Super\*<sup>T</sup>  
Video Games:Systems:Sega Genesis  
Video Games:Systems:Sega Saturn  
Video Games:Systems:Sony PlayStation\*<sup>T</sup>

**Everything Else:**

Genealogy:City, State Directories  
Health & Beauty:Hair Care:Hair Dryers<sup>T</sup>

**Home:**

Building & Repair Materials:Electrical:Circuit Breakers, Fuse Boxes  
Crafting, Sewing, Art Supplies:Woodworking:Turning  
Furniture:Office:Office Chairs<sup>T</sup>  
Kitchen, Dining & Bar:Small Appliances:Food Processors  
Kitchen, Dining & Bar:Small Appliances:Grills, Rotisseries  
Kitchen, Dining & Bar:Small Appliances:Mixers  
Tools:Hand Tools:Levels, Plumb Bobs:Other Levels, Plumb Bobs<sup>T</sup>

**Jewelry & Watches:**

Bracelets:Diamond:Other<sup>T</sup>  
Bracelets:Silver:Other  
Jewelry Boxes:Contemporary<sup>T</sup>  
Loose Gemstones:Agate:Rough  
Loose Gemstones:Amethyst:Emerald  
Loose Gemstones:Amethyst:Pear  
Loose Gemstones:Emerald:Emerald<sup>T</sup>

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Loose Gemstones:Opal:Other Opal  
Loose Gemstones:Specimen, Rough  
Loose Gemstones:Topaz:Heart<sup>T</sup>  
Loose Gemstones:Topaz:Marquise  
Loose Gemstones:Topaz:Other Shapes  
Loose Gemstones:Tourmaline:Cabochon<sup>T</sup>  
Loose Gemstones:Zircon:Round, Brilliant<sup>T</sup>  
Necklaces:Silver:Chain:16 Inch<sup>T</sup>  
Necklaces:Yellow Gold:14k:22 Inch<sup>T</sup>  
Pendants & Locketts:Diamond:Other<sup>T</sup>  
Rings:Amethyst:Other  
Rings:Diamond:Heart<sup>T</sup>  
Rings:Diamond:Oval<sup>T</sup>  
Rings:Garnet:Other<sup>T</sup>  
Rings:Peridot:Other  
Rings:Silver  
Watches:Pocket Watches:Mid-Century (1940-69)

**Musical Instruments:**

String:Autoharp, Zither  
Woodwind:Recorder

**Pottery & Glass:**

Glass:Art Glass:British:Caithness<sup>T</sup>  
Pottery & China:Art Pottery:Newcomb  
Pottery & China:China, Dinnerware:Buffalo  
Pottery & China:China, Dinnerware:Midwinter<sup>T</sup>  
Pottery & China:China, Dinnerware:Sango<sup>T</sup>  
Pottery & China:China, Dinnerware:Susie Cooper

**Sports:**

Memorabilia:NCAA  
Cards:Hockey-NHL:Singles (Pre-1960):Graded  
Fan Shop:Other Sports:Running  
Sporting Goods:Equestrian:Driving:Harness-Work<sup>T</sup>  
Sporting Goods:Equestrian:Racing:Standardbred<sup>T</sup>  
Sporting Goods:Exercise & Fitness:Cardiovascular Equipment:Treadmills<sup>T</sup>  
Sporting Goods:Ice, Roller Hockey:Ice Hockey:Sports:Adult  
Sporting Goods:Scooters:Other<sup>T</sup>  
Sporting Goods:Snow Skiing:Apparel:Other Apparel  
Sporting Goods:Snow Skiing:Downhill Equipment:Sports:Men<sup>T</sup>  
Sporting Goods:Snowboarding:Other Items

**Stamps:**

UK (Great Britain):Commemorative<sup>T</sup>  
UK (Great Britain):FDCs\*<sup>T</sup>  
UK (Great Britain):Plate Blocks/Multiples  
UK (Great Britain):Victoria  
United States:1901-Now: Used

**Toys & Hobbies:**

Action Figures:Ghostbusters  
Action Figures:Lord of the Rings:Other  
Action Figures:Sports:Other Brands:Other<sup>T</sup>  
Beanbag Plush, Beanie Babies:Ty:Other  
Building Toys:Erector Sets:Modern (1970-Now):Meccano\*<sup>T</sup>  
Building Toys:Erector Sets:Vintage (Pre-1970):Gilbert  
Classic Toys:Etch A Sketch, Spirograph<sup>T</sup>  
Classic Toys:Rocking Horses  
Classic Toys:Slinky  
Diecast, Toy Vehicles:Cars, Trucks-Diecast:Carousel 1<sup>T</sup>  
Diecast, Toy Vehicles:Cars, Trucks-Diecast:Code 3  
Diecast, Toy Vehicles:Other Vehicles:Vintage (Pre-1970):Construction  
Dollhouse Miniatures:Miniatures:Vintage (Pre-1970):Dolls & Bears:Marx  
Dolls:Barbie Contemporary (1973-Now):Friends & Family:Ken & Same-Size Friends  
Dolls:By Brand, Company, Character:Hasbro<sup>T</sup>  
Dolls:By Material:Cloth:Annalee

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Dolls:By Type:Character:Other  
Educational:Alphabet  
Educational:Geography, History<sup>T</sup>  
Educational:Mathematics<sup>T</sup>  
Educational:Music, Art  
Educational:Other  
Educational:Reading, Writing<sup>T</sup>  
Electronic, Battery, Wind-Up:Battery Operated:Modern (1970-89)\*<sup>T</sup>  
Electronic, Battery, Wind-Up:Electronic, Interactive:Other<sup>T</sup>  
Electronic, Battery, Wind-Up:Wind-Up, Walking Toys:Modern (1970-Now)  
Games:Board, Traditional Games:Card Games:Bridge<sup>T</sup>  
Games:Board, Traditional Games:Card Games:Other  
Games:Board, Traditional Games:Card Games:Rummy<sup>T</sup>  
Games:Board, Traditional Games:Other Board Games:Toys & Hobbies:Family\*<sup>T</sup>  
Games:Board, Traditional Games:Other Board Games:Toys & Hobbies:Financial<sup>T</sup>  
Games:Board, Traditional Games:Other Board Games:Toys & Hobbies:Financial\*<sup>T</sup>  
Games:Board, Traditional Games:Other Board Games:Toys & Hobbies:Horror, Monster  
Games:Board, Traditional Games:Other Board Games:Toys & Hobbies:Other\*<sup>T</sup>  
Games:Board, Traditional Games:Other Board Games:Toys & Hobbies:Sports  
Games:Board, Traditional Games:Other Traditional Games\*<sup>T</sup>  
Games:Board, Traditional Games:Risk<sup>T</sup>  
Games:Board, Traditional Games:Trivial Pursuit<sup>T</sup>  
Games:Electronic:Handheld Games:Other\*<sup>T</sup>  
Games:Electronic:Other  
Games:Miniatures, War Games:Warzone<sup>T</sup>  
Model RR, Trains:HO Scale:AHM/Rivarossi  
Model RR, Trains:HO Scale:Bachmann  
Model RR, Trains:HO Scale:Lionel  
Model RR, Trains:HO Scale:Track, Accessories, Scenery:Track<sup>T</sup>  
Model RR, Trains:HO Scale:Tyco  
Model RR, Trains:N Scale:Arnold  
Model RR, Trains:N Scale:Kato  
Model RR, Trains:O Scale:Lionel:1945-69  
Pretend Play, Preschool:Fisher Price:Modern (1963-Now):Other  
Robots, Monsters, Space Toys:Robots:Vintage (Pre-1970):Tin  
Slot Cars:Modern (1970-Now):Accessories  
Stuffed Animals:Applause  
Stuffed Animals:Disney\*<sup>T</sup>  
Stuffed Animals:Other<sup>T</sup>  
Stuffed Animals:Planet Plush\*<sup>T</sup>  
Stuffed Animals:Warner Bros.  
Toy Soldiers:Vintage (Pre-1970):Lead:Britains  
TV, Movie, Character Toys:Disney:Other<sup>T</sup>  
TV, Movie, Character Toys:Muppets, Sesame Street:Big Bird  
TV, Movie, Character Toys:Other  
TV, Movie, Character Toys:Pee-Wee Herman  
Vintage, Antique Toys:Toy Parts<sup>T</sup>

**Travel:**

Lodging:Bed & Breakfast<sup>T</sup>

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## End Notes:

<sup>i</sup> We did not include Collectibles retailers in our industry expert survey efforts

<sup>ii</sup> The sales growth has been calculated as the amount sold of each product on the site the week ended October 18<sup>th</sup> versus the amount sold during the week ended September 27<sup>th</sup>. The amount sold each week is based on the closing price of successful listings within the Computers & Electronics meta with the phrase “LCD TV” in the listing title, and the closing price of successful listings within the Toys & Hobbies meta with the phrase “Hokey Pokey Elmo” in the listing title

<sup>iii</sup> If a leaf is one standard deviation above the average for its meta, it outperformed 84% of the leafs in its meta (assuming a standard normal distribution)

<sup>iv</sup> If a leaf is above the median for its meta, it outperformed 50% of the leafs in its meta

<sup>v</sup> Excluding Jewelry meta-category. GMS per hot leaf in the Jewelry meta-category was 14.1x the non-hot leafs. Including Jewelry would have moved the ratio from 1.9x to 3.8x