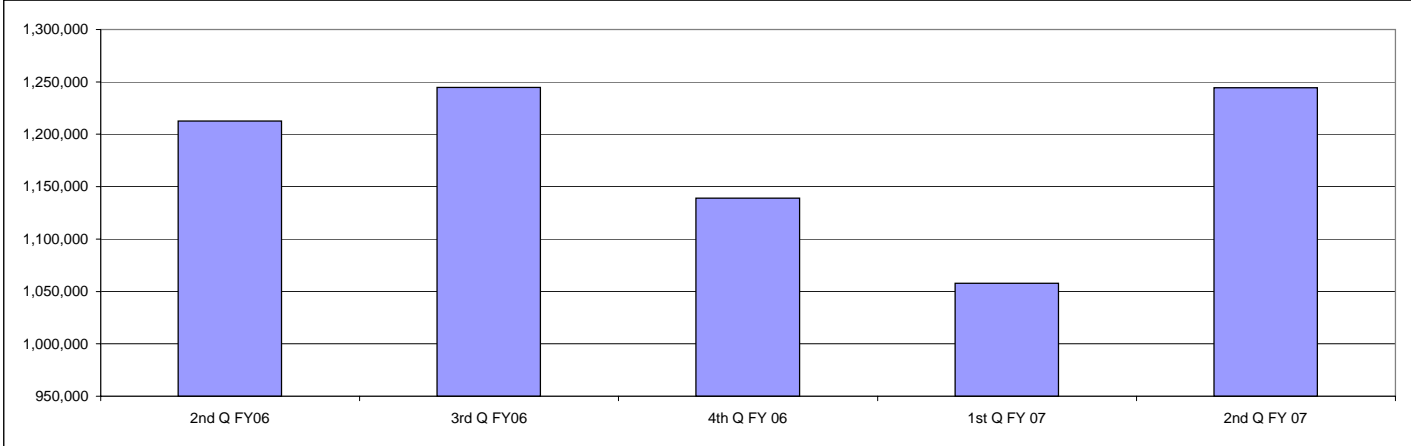


# Quarterly Web Traffic and FY Report, 2nd Q FY07

## Unique Users 2nd Q FY07

	2nd Q FY06	3rd Q FY06	4th Q FY 06	1st Q FY 07	2nd Q FY 07
<b>Users</b>	1,212,730	1,244,768	1,138,921	1,057,733	1,244,383

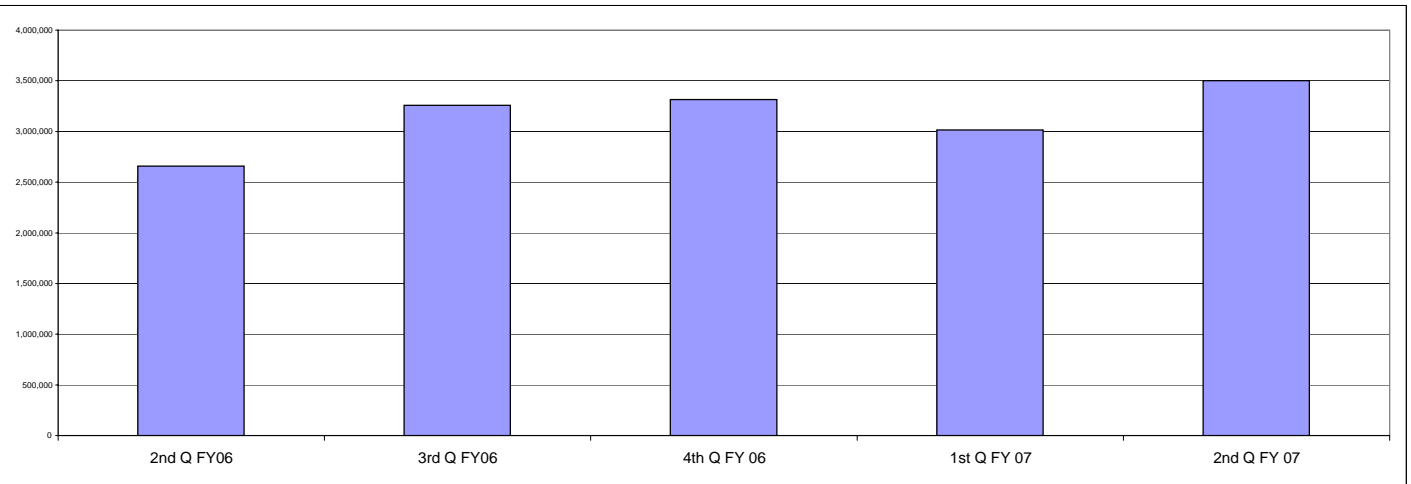


## Users during 2nd Q FY07 Monthly

Month	# of Users
Oct-06	433,265
Nov-06	449,224
Dec-06	361,894

## Visits 2nd Q FY07

	2nd Q FY06	3rd Q FY06	4th Q FY 06	1st Q FY 07	2nd Q FY 07
<b>Visits</b>	2,656,941	3,257,810	3,316,057	3,016,414	3,499,769



## Visits During 2nd Q FY07 Monthly

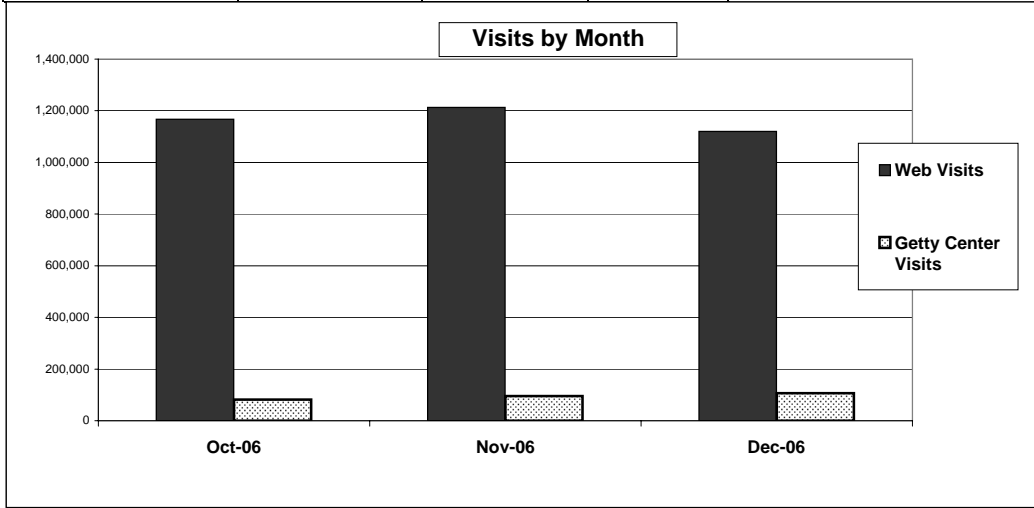
Month	# of Visits
Oct-06	1,167,213
Nov-06	1,212,856
Dec-06	1,119,700

**How do visits to the web site compare to visits to the Getty Center and Getty Villa?**

Getty Center Visits 2nd Q FY07	284,573
Getty Villa Visits 2nd Q FY07	87,729
Web Visits 2nd Q FY07	3,499,769

**Monthly Getty Center and Villa vs. Web visits, 2nd Q FY07**

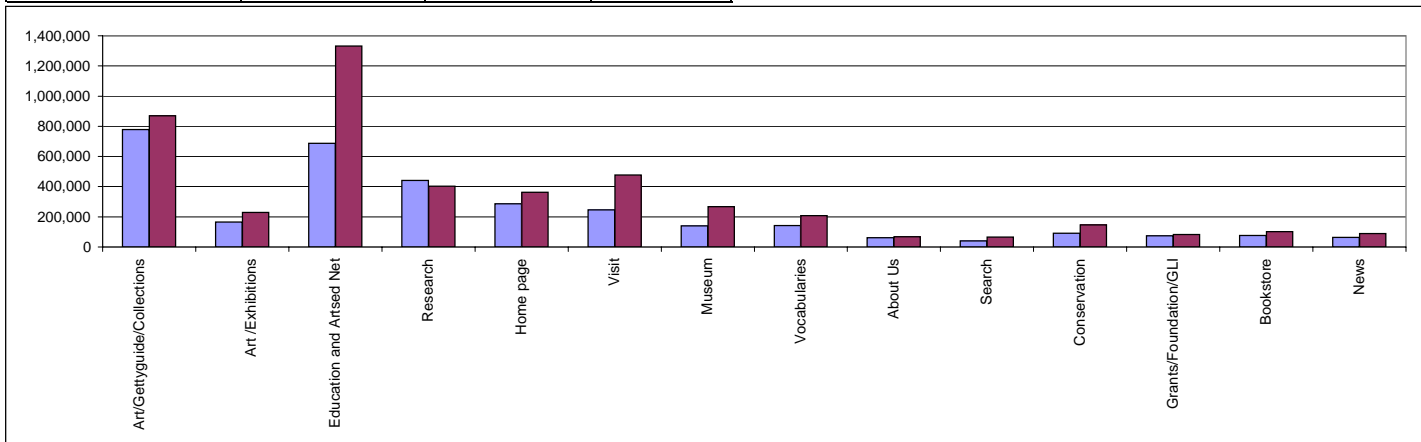
Month	# of Visits		
	Web	Getty Center	Getty Villa
Oct-06	1,167,213	82,369	30,001
Nov-06	1,212,856	95,116	27,995
Dec-06	1,119,700	107,088	29,733



**Which sections of the site received the most visits?** The data below show the number of visits to the most popular areas of the web site. When viewing this data it should be remembered that sections like Education are made up of many pages, while other sections like the Home Page are only a single page. The sum of visits shown here is greater than total site visits, since a site visit is counted once but can include multiple content area visits.

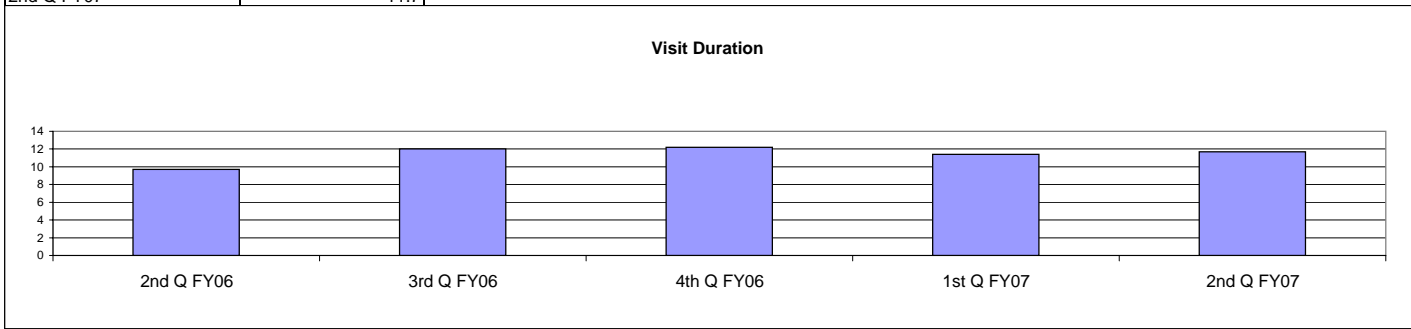
**Most Visited Areas**

Content Area	2nd Q FY06	2nd Q FY07	% Change
Art/Gettyguide/Collections	779,334	869,092	12%
Art /Exhibitions	164,924	229,153	39%
Education and Artsed Net	686,476	1,332,747	94%
Research	440,224	402,630	-9%
Home page	287,090	362,081	26%
Visit	246,742	476,228	93%
Museum	139,798	266,230	90%
Vocabulaires	141,439	208,449	47%
About Us	62,258	67,236	8%
Search	41,330	65,090	57%
Conservation	92,058	145,387	58%
Grants/Foundation/GLI	74,856	83,008	11%
Bookstore	76,070	101,471	33%
News	63,884	88,450	38%



**How much time do visitors spend on the web site?** Average visit duration during 2nd Q FY07 rose by 17% from the same quarter of the previous year.

Quarter	Avg. Visit Duration in Minutes
2nd Q FY06	9.7
3rd Q FY06	12
4th Q FY06	12.2
1st Q FY07	11.4
2nd Q FY07	11.7



**How many visitors looked at New Acquisitions?** New Acquisitions features works of art recently acquired by the Getty Museum.

Week	Visits
Week of 10/01/2006	488
Week of 10/08/2006	474
Week of 10/15/2006	515
Week of 10/22/2006	528
Week of 10/29/2006	535
Week of 11/05/2006	532
Week of 11/12/2006	577
Week of 11/19/2006	492
Week of 11/26/2006	539
Week of 12/03/2006	532
Week of 12/10/2006	523
Week of 12/17/2006	461
Week of 12/24/2006	343
Week of 12/31/2006	36

\* New Provisions Require More Provenance Information for Acquisitions of Ancient Art

\*One of the Great Masterpieces of 19th-century French Art Travels to the Getty Center, alongside a Drawings Exhibition from the Same Period

**How well did the e-Getty newsletter perform in the 2nd Quarter?** The Getty's email newsletter, e-Getty, is sent to over 30,000 subscribers on the last Thursday of every month.

Issue	Successfully Sent	Opened	Open Rate	Site visits
58 (October 2006)	35,477	19,583	55.00%	4,641
59 (November 2006)	36,055	18,712	51.00%	6,778
60 (December 2006)	37,126	17,668	47.00%	5,959

\*Site visits increase over time

**Two exhibitions closed this quarter. How well did they perform?** The chart below shows total Web visits for each exhibition.

Exhibition	Dates	Web Visits	Getty Center Visits
Enduring Myth: The Tragedy of Hippolytos and Phaidra	August 24 - December 4	7,592	41,270
Landscape in the Renaissance	August 1 - October 15	3,643	85,712