

HOLIDAY GIFT IDEAS

Electronic Gifts Spark Interest

(NAPSA)—Young and techno-savvy people aren't the only ones who appreciate electronic gadgets as gifts. Electronics can make great holiday gifts for anyone, regardless of age or familiarity with technology.

In fact, 56 percent of Americans want to receive something electronic as a gift this holiday season, a recent survey reveals.

One in four people want a digital camera, about one in seven want a DVD player, cell phone, high-definition TV or laptop computer, one in eight want a stereo system or home theater and more than one in 10 a digital video recorder such as TiVo or Replay or a desktop computer, the survey found.

Video game consoles, standard TVs, MP3-players, VCRs and PDAs, are also on America's wish list.

Where do clever gift givers go to get all these goodies? More and more are buying PDAs, cameras and the like with the help of their computers.

That's because online shopping is a very convenient way to get great gifts—especially when it comes to electronics. In just a matter of minutes you can find the perfect gift for everyone on your list.

For example, one site, eBay, lists over a half-million consumer electronic listings a day. Nearly half of these are for new merchan-



Buying for the Bushes? You could hang a plasma TV on every wall of every one of the 132 rooms in the White House with the quantity of such televisions for sale on one online auction site at any given moment.

dise. The site sells a laptop every 50 seconds, a PDA every 30 seconds, an MP3 player every two minutes and a plasma TV every 12 minutes.

The eBay community includes nearly 86 million registered users from around the world. In fact, people spend more time on eBay than any other online site, making it the most popular shopping destination on the Internet, according to the Internet audience measurement experts at Nielsen/NetRatings.

You can learn more about buying and selling on eBay, as well as view all the great gift ideas that site has to offer online at www.ebay.com.