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News Release

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GOOGLE TOPS AUSTRALIA'S ONLINE BRANDS AUSSIES SPENDING A FULL DAY PER MONTH ONLINE

Sydney, 23 April 2010 — Nielsen has today released its quarterly rankings report of the top 10 online parent companies/divisions, the top 10 web brands and the latest Australian Internet usage trends.

Google maintains its top position for both the parent and brand rankings while Microsoft (including NineMSN) took out second place in parent companies ranking and NineMSN/MSN ranked second for online brands (see charts 1 and 2).

Facebook continues to dominate Australians' time spent online, accounting for close to eight hours (7:53:32) of the average Internet users' time in March 2010. YouTube's time spent online was also high, being on par with some of the major publishers, demonstrating the high level of consumer engagement with online video content.

"Whilst Google and Facebook stand out in the Australian online market as the brands with the most reach and the biggest share of users' time respectively, it is interesting to see that brands featuring a great deal of locally produced content like Ninemsn, Yahoo7, News Digital Media and Fairfax Media maintain their position amongst the Top 10 in terms of reaching Australians as they have for some time," comments Matt Bruce, Managing Director of Nielsen's online business in Australia.

Australian's total monthly Internet usage peaked at close to one full day in March – the average Australian Internet user is now spending a total of 23 hours and 58 minutes online per month (see chart 3).

Chart 1: Top 10 online parent companies/divisions*

Parent	Unique Audience [000] Quarterly average (Jan-Mar 2010)	Active Reach (%) Quarterly average (Jan-Mar 2010)	Time Per Person (hh:mm:ss) March 2010
Google	12,968	87.38	1:46:53
Microsoft (incls NineMSN)	11,669	78.62	2:34:32
Facebook	8,775	59.12	7:53:32
eBay	7,438	50.12	1:59:14
Telstra	7,312	49.26	0:36:39
News Corp. Online	7,220	48.64	0:50:47
Yahoo!	6,985	47.05	1:16:42
Australian Federal Government	6,785	45.71	0:23:54
Wikimedia Foundation	5,826	39.24	0:14:54

*The parent level is defined as a consolidation of multiple domains and URLs owned by a single company or division. Ranking is according to unique audience.

Source: Nielsen NetView, April 2010

Chart 2: Top 10 online brands^

Brand	Unique Audience [000] Quarterly average (Jan-Mar 2010)	Active Reach (%) Quarterly average (Jan-Mar 2010)	Time Per Person (hh:mm:ss) March 2010
Google	12,816	86.35	1:19:31
NineMSN/MSN	10,015	67.47	2:26:20
Facebook	8,775	59.12	7:53:32
Microsoft	7,857	52.93	0:42:55
Yahoo!7	6,732	45.35	1:18:13
YouTube	6,264	42.20	0:45:46
News Digital Media	6,043	40.70	0:50:25
Fairfax Digital Media Network	5,893	39.70	0:52:02
eBay	5,836	39.32	1:56:04
Wikipedia	5,816	39.17	0:14:44

^ The brand level is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content. Ranking is according to unique audience.

Source: Nielsen NetView, April 2010

Chart 3: Average Australian Internet usage

	Including Internet Applications [#]	Excluding Internet Applications ⁺
	March 2010	March 2010
Sessions/visits per person	62	55
Domains visited per Person	86	86
Web page views per person	2583	2583
Web time per person	23:57:56	21:09:59
Duration of a web page viewed	0:00:55	0:00:55
Active digital media universe [~]	14,957,175	14,957,175
Current digital media universe estimate ^{>}	17,383,983	17,383,983

[#]Total browsing time including web application usage

⁺Total browsing time only, excluding web application usage

[~] Active digital media universe are those people who have accessed the Internet in the past month

[>] Current digital media universe are those people who have access to the Internet

Source: Nielsen NetView, April 2010

About The Nielsen Company

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