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NetRatings, Inc.

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## NIELSEN//NETRATINGS REPORTS TOPLINE U.S. DATA FOR AUGUST 2007

Nielsen//NetRatings reports August 2007 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for August 2007.

### Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites by Brand, August 2007

**Table 1. Top 10 Parent Companies, Combined Home & Work (U.S.)**

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	118,058	2:11:23
2. Google	116,939	1:40:44
3. Yahoo!	110,651	3:20:53
4. Time Warner	106,626	3:56:00
5. News Corp. Online	74,803	2:23:27
6. eBay	67,275	1:48:31
7. InterActiveCorp	60,294	0:24:48
8. Amazon	50,809	0:27:37
9. Walt Disney Internet Group	46,208	0:37:13
10. Wikimedia Foundation	45,228	0:16:35

**Table 2. Top 10 Brands, Combined Home & Work (U.S.)**

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	111,165	1:12:40
2. Yahoo!	109,741	3:21:17
3. Microsoft	95,221	0:42:43
4. MSN/Windows Live	94,497	2:00:58
5. AOL Media Network	92,533	4:09:20
6. Fox Interactive Media	66,103	2:32:35
7. eBay	60,114	1:46:59
8. YouTube	56,453	0:53:37
9. Wikipedia	44,957	0:16:30
10. Amazon	42,675	0:24:54

Example: The data indicates that 45.2 million home and work Internet users visited at least one of the Wikimedia Foundation-owned sites or launched a Wikimedia Foundation-owned application during the month, and each person spent, on average, a total of 16 minutes and 35 seconds at one or more of their sites or applications.

A parent company is defined as a consolidation of multiple domains and URLs owned by a single entity. A brand is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content.

### Nielsen//NetRatings AdRelevance Top 10 Advertisers, August 2007

Top advertisers, ranked by estimated spending, are based on data from AdRelevance, Nielsen//NetRatings' advertising research service. An impression is counted as the number of times an ad is rendered for viewing.

#### Top 10 Advertisers by Estimated Spending (U.S.)

Advertiser	Total Estimated Spending	Impressions (000)
1. Low Rate Source	\$51,670,100	25,076,624
2. NexTag, Inc.	\$49,627,300	23,614,378
3. Experian Group Limited	\$40,895,600	14,891,457
4. InterActiveCorp	\$35,537,500	8,842,437
5. Countrywide Financial Corporation	\$35,442,800	17,380,341
6. AT&T Corp.	\$29,774,300	10,748,844
7. Netflix, Inc.	\$29,691,100	9,071,800
8. Verizon Communications, Inc.	\$19,487,900	4,949,850
9. Monster Worldwide, Inc.	\$17,355,500	3,264,426
10. Privacy Matters	\$14,336,600	4,728,581



Estimated spending reflects CPM-based advertising online, and excludes search-based advertising, paid fee services, performance-based campaigns, sponsorships, barter, partnership advertising, advertorials, promotions and e-mail. Impressions reported exclude house ads, which are ads that run on an advertiser's own or related property and co-branding relationships.

Example: An estimated 4.7 billion Privacy Matters ads were rendered for viewing at the cost of approximately \$14.3 million during the surfing period.

### **About Nielsen//NetRatings**

Nielsen//NetRatings, a service of The Nielsen Company, delivers leading Internet media and market research solutions. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

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*Editor's Note: Please source all data to Nielsen//NetRatings.*