



For Immediate Release:
NetRatings, Inc.

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NIELSEN//NETRATINGS REPORTS TOPLINE U.S. DATA FOR SEPTEMBER 2007

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

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

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	118,003	1:34:34
2. Microsoft	117,677	2:00:29
3. Yahoo!	109,085	3:08:30
4. Time Warner	102,252	3:50:34
5. News Corp. Online	73,506	1:51:52
6. eBay	65,105	1:56:03
7. InterActiveCorp	61,108	0:25:05
8. Amazon	49,759	0:25:14
9. Wikimedia Foundation	47,575	0:16:33
10. Apple Computer	44,291	1:00:04

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

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	112,245	1:05:51
2. Yahoo!	108,130	3:09:02
3. MSN/Windows Live	94,463	1:48:15
4. Microsoft	92,869	0:42:28
5. AOL Media Network	88,483	4:04:21
6. Fox Interactive Media	63,587	2:00:11
7. eBay	58,943	1:54:47
8. YouTube	54,501	0:56:54
9. Wikipedia	47,529	0:16:26
10. Apple	44,291	1:00:04

Example: The data indicates that 44.3 million home and work Internet users visited at least one of the Apple Computer-owned sites or launched an Apple Computer-owned application during the month, and each person spent, on average, a total of 1 hour and 4 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, September 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. NexTag, Inc.	\$49,974,900	23,412,245
2. Experian Group Limited	\$44,702,000	17,087,705
3. Countrywide Financial Corporation	\$34,917,100	16,393,274
4. Netflix, Inc.	\$31,891,700	9,159,375
5. InterActiveCorp	\$28,990,400	7,178,732
6. Reunion.com L.L.C.	\$23,125,900	11,264,808
7. Low Rate Source	\$22,880,900	11,066,386
8. AT&T Corp.	\$20,102,900	6,451,055
9. Verizon Communications, Inc.	\$17,889,200	4,176,367
10. Monster Worldwide, Inc.	\$15,776,900	2,772,433



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 2.7 billion Monster Worldwide, Inc. ads were rendered for viewing at the cost of approximately \$15.8 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.

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