



Nielsen Online

The Nielsen Company  
770 Broadway  
New York, NY 10003  
www.nielsen-online.com

## News Release

Media Contact: Suzy Bausch  
408-941-2965

### NIELSEN ONLINE REPORTS TOPLINE U.S. DATA FOR NOVEMBER 2007

Nielsen Online, a service of The Nielsen Company, reports November 2007 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen Online reveals the Top Advertisers by Company for November 2007.

#### Nielsen Online Top 10 Web Sites by Parent Company and Top 10 Web Sites by Brand, November 2007

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	121,295	2:06:42
2. Google	120,348	1:38:55
3. Yahoo!	111,924	3:11:48
4. Time Warner	103,841	3:48:03
5. News Corp. Online	73,132	2:05:31
6. eBay	68,628	2:02:59
7. InterActiveCorp	64,608	0:24:55
8. Amazon	60,276	0:29:26
9. Wikimedia Foundation	49,861	0:17:29
10. New York Times Company	49,578	0:16:57

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

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	112,284	1:13:52
2. Yahoo!	110,487	3:12:53
3. Microsoft	96,594	0:43:46
4. MSN/Windows Live	95,670	1:55:10
5. AOL Media Network	88,264	4:08:00
6. Fox Interactive Media	64,098	2:14:19
7. YouTube	63,120	0:45:21
8. eBay	59,041	2:08:31
9. Amazon	53,630	0:28:05
10. Wikipedia	49,617	0:17:17

Example: The data indicates that 49.6 million home and work Internet users visited at least one of the New York Times Company-owned sites or launched a New York Times Company-owned application during the month, and each person spent, on average, a total of 16 minutes and 57 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 Online AdRelevance Top 10 Advertisers, November 2007**

Top Advertisers, ranked by estimated spending, are based on data from AdRelevance, Nielsen Online's 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.	\$71,680,000	35,508,547
2. Countrywide Financial Corporation	\$57,625,800	28,179,322
3. InterActiveCorp	\$42,895,500	12,322,644
4. Experian Group Limited	\$32,964,100	13,351,647
5. Low Rate Source	\$24,160,200	12,076,025
6. AT&T Corp.	\$21,318,900	4,006,359
7. Netflix, Inc.	\$17,835,900	3,612,031
8. General Motors Corporation	\$17,608,700	2,554,065
9. HSBC Holdings plc	\$16,952,000	8,450,531
10. Ford Motor Company	\$15,965,600	2,158,183

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 2.2 billion Ford Motor Company ads were rendered for viewing at the cost of approximately \$16.0 million during the surfing period.

**About Nielsen Online**

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com).

**About The Nielsen Company:**

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

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