



Nielsen Online

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News Release

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NIELSEN ONLINE REPORTS TOPLINE U.S. DATA FOR DECEMBER 2007

NEW YORK – January 15, 2008 - Nielsen Online, a service of The Nielsen Company, reports December 2007 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen Online reveals the Top Advertisers by Company for December 2007.

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

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	124,631	1:38:56
2. Microsoft	123,208	2:08:22
3. Yahoo!	114,148	3:05:35
4. Time Warner	106,277	3:45:47
5. News Corp. Online	76,325	2:01:46
6. eBay	67,443	1:59:03
7. Amazon	65,438	0:35:57
8. InterActiveCorp	64,141	0:23:56
9. Apple Computer	50,686	1:15:10
10. Wikimedia Foundation	50,474	0:15:39

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

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	117,719	1:10:43
2. Yahoo!	113,203	3:05:43
3. Microsoft	98,338	0:48:37
4. MSN/Windows Live	96,448	1:52:41
5. AOL Media Network	90,850	4:03:38
6. YouTube	68,582	0:48:16
7. Fox Interactive Media	67,591	2:08:51
8. Amazon	59,624	0:34:04
9. eBay	59,374	2:00:50
10. Apple	50,686	1:15:10

Example: The data indicates that 50.5 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 15 minutes and 39 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, December 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.	\$60,955,600	30,080,566
2. Countrywide Financial Corporation	\$38,346,000	18,373,534
3. Sprint Corporation	\$37,340,500	5,467,605
4. AT&T Corp.	\$37,239,800	7,730,829
5. InterActiveCorp	\$32,841,100	8,864,357
6. Experian Group Limited	\$29,245,800	11,472,443
7. Netflix, Inc.	\$26,711,600	9,865,749
8. Low Rate Source	\$26,621,200	13,305,005
9. HSBC Holdings plc	\$23,506,600	11,421,441
10. Ford Motor Company	\$21,883,700	3,065,251

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 3.1 billion Ford Motor Company ads were rendered for viewing at the cost of approximately \$21.9 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.

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.

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