



Nielsen Online

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## News Release

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### NIELSEN ONLINE REPORTS TOPLINE U.S. DATA FOR JUNE 2008

**New York, NY - July 14, 2008** – Nielsen Online, a service of The Nielsen Company, reports June 2008 data for the Top Parent Companies/Divisions and Top Brands.

**Table 1: Top 10 Parent Companies/Divisions for June 2008 (U.S., Home and Work)**

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	128,029	1:50:16
2. Microsoft	123,021	2:12:38
3. Yahoo!	113,439	3:07:47
4. Time Warner (Division*)	99,494	3:23:24
5. News Corp. Online	80,606	1:55:40
6. InterActiveCorp	63,935	0:20:22
7. eBay	62,767	1:47:53
8. Wikimedia Foundation	52,836	0:21:09
9. Amazon	52,060	0:28:03
10. Apple Computer	49,911	1:08:33

\*Time Warner division excludes Turner Network's audience.

Example: The data indicates that 49.9 million home and work Internet users visited at least one of the Apple Computer-owned sites or launched a Apple Computer-owned application during the month, and each person spent, on average, a total of 1 hour, 8 minutes and 33 seconds at one or more of their sites or applications.

The parent level is defined as a consolidation of multiple domains and URLs owned by a single company or division. The brand level is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content.

**Table 2: Top 10 Web Brands for June 2008 (U.S., Home and Work)**

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	120,496	1:17:09
2. Yahoo!	113,187	3:06:57
3. MSN/Windows Live	99,747	2:05:25
4. Microsoft	93,786	0:40:11



5. AOL Media Network	91,167	3:35:11
6. YouTube	71,398	0:55:59
7. Fox Interactive Media	70,039	2:04:36
8. Wikipedia	52,747	0:21:01
9. eBay	52,509	1:51:34
10. Apple	49,911	1:08:33

**Table 3: Average U.S. Internet Usage, Combined Home & Work, Month of June 2008**

	Home & Work, June	Home & Work, May	% Change from May
Sessions/Visits per Person	58	59	-1.7
Domains Visited per Person	107	105	1.9
Web Pages per Person	2,373	2,335	1.6
Duration of a Web Page Viewed	0:00:53	0:00:53	-1.1
PC Time per Person	65:58:23	66:02:45	-0.1
Active Digital Media Universe	164 million	166.5 million	-1.5
Current Digital Media Universe Estimate	223.1 million	222.3 million	0.4

**Table 4: Active Audience Profile for June 2008 (U.S., Home and Work)**

Demographic	Unique Audience (000)	Composition (%)	Sessions per Month	Average PC Time Spent per Month	Average Web Pages Viewed Per Month
Male	78,942	48.13	60	68:18:44	2,446
Female	85,075	51.87	56	63:48:09	2,306
2 - 11	15,043	9.17	12	13:09:50	501
12 - 17	17,661	10.77	25	31:32:33	1,773
18 - 24	12,345	7.53	23	26:44:07	1,452
25 - 34	21,089	12.86	54	67:12:45	2,725
35 - 49	43,448	26.49	74	86:45:05	3,311
55+	37,346	22.77	77	81:09:53	2,186
65+	16,424	10.01	73	73:29:51	1,671

Example: The data indicates that of the 164 million users who were actively online during the month of June, 48.1 percent or 78.9 million were male. The average male spent a total of nearly 68 hours and 18 minutes online, logged 60 sessions and viewed 2,446 Web pages during the month.

**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



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