



Nielsen Online

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News Release

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NIELSEN ONLINE REPORTS TOPLINE U.S. DATA FOR JULY 2008

New York, NY – August 12, 2008 – Nielsen Online, a service of The Nielsen Company, reports July 2008 data for the Top Parent Companies/Divisions and Top Brands.

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	129,090	1:58:21
2. Microsoft	122,321	2:16:47
3. Yahoo!	117,885	3:31:30
4. Time Warner (Division*)	100,448	3:28:40
5. News Corp. Online	80,820	1:58:57
6. InterActiveCorp	67,552	0:19:34
7. eBay	67,513	1:43:50
8. Amazon	54,154	0:28:32
9. Wikimedia Foundation	52,224	0:20:45
10. Apple Computer	50,694	1:12:10

*Time Warner division excludes Turner Network's audience.

Example: The data indicates that 50.7 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, 12 minutes and 10 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 July 2008 (U.S., Home and Work)

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	123,161	1:18:24
2. Yahoo!	116,178	3:33:00
3. MSN/Windows Live	99,512	2:12:36
4. Microsoft	92,318	0:38:01



5. AOL Media Network	91,776	3:40:40
6. YouTube	74,809	1:02:57
7. Fox Interactive Media	70,103	2:06:53
8. eBay	56,111	1:49:30
9. Wikipedia	51,786	0:20:49
10. Apple	50,694	1:12:10

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

Sessions/Visits per Person	59
Domains Visited per Person	108
Web Pages per Person	2,431
Duration of a Web Page Viewed	0:00:53
PC Time per Person	67:54:51
Active Digital Media Universe	164,890,048
Current Digital Media Universe Estimate	223,642,961

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

Demographic	Unique Audience (000)	Composition (%)	Sessions per Month	Average PC Time Spent per Month
Male	79,447	48.18	61	71:04:10
Female	85,443	51.82	56	64:58:01
2 - 11	14,799	8.97	12	13:51:05
12 - 17	17,579	10.66	26	32:21:34
18 - 24	12,755	7.74	23	27:22:34
25 - 34	20,309	12.32	54	65:50:47
35 - 49	43,849	26.59	76	91:10:50
55+	38,065	23.09	78	83:21:58
65+	16,672	10.11	74	74:53:32

Example: The data indicates that of the 165 million users who were actively online during the month of July, 48.2 percent or 79.4 million were male. The average male spent a total of nearly 71 hours and 4 minutes on his PC and logged 61 sessions 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.

About The Nielsen Company:

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