



Nielsen Online

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News Release

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

New York, NY – December 16, 2008 – Nielsen Online, a service of The Nielsen Company, reports November 2008 data for the Top Parent Companies/Divisions and Top Brands.

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	135,267	2:02:03
2. Microsoft	126,027	2:25:02
3. Yahoo!	119,142	3:16:44
4. AOL LLC	86,308	3:43:45
5. News Corp. Online	82,388	1:36:50
6. InterActiveCorp	66,767	0:16:26
7. Amazon	65,550	0:27:33
8. eBay	65,302	1:42:14
9. Wikimedia Foundation	58,917	0:18:37
10. New York Times Company	55,021	0:19:47

Source: Nielsen Online

Example: The data indicates that 55 million home and work Internet users visited at least one of the New York Times Company-owned sites or launched a New York Times-owned application during the month, and each person spent, on average, a total of 19 minutes and 47 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 November 2008 (U.S., Home and Work)

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	127,656	1:23:40
2. Yahoo!	117,656	3:17:36
3. MSN/Windows Live	104,090	2:13:19
4. Microsoft	95,543	0:45:44

5. AOL Media Network	86,308	3:43:45
6. YouTube	81,882	1:01:33
7. Fox Interactive Media	69,838	1:39:31
8. Wikipedia	58,335	0:18:39
9. Amazon	57,682	0:25:33
10. eBay	55,438	1:43:41

Source: Nielsen Online

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

Sessions/Visits per Person	57
Domains Visited per Person	107
Web Pages per Person	2,345
Duration of a Web Page Viewed	0:00:55
PC Time per Person	66:58:56
Active Digital Media Universe	169,364,175
Current Digital Media Universe Estimate	225,273,090

Source: Nielsen Online

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

Demographic	Unique Audience (000)	Composition (%)	Sessions per Month	Average PC Time Spent per Month
Male	82,007	48.4	60	69:13:49
Female	87,358	51.6	54	64:52:24
2 - 11	16,494	9.7	11	13:18:00
12 - 17	18,132	10.7	22	27:20:57
18 - 24	12,588	7.4	25	30:21:05
25 - 34	21,393	12.6	56	66:46:50
35 - 49	45,315	26.8	73	90:04:01
55+	37,484	22.1	73	79:48:30
65+	16,338	9.7	69	72:02:13

Source: Nielsen Online

Example: The data indicates that of the 169 million users who were actively online during the month of November, 48.4 percent or 82 million were male. The average male spent a total of nearly 69 hours and 14 minutes on his PC and logged 60 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. Also, visit our blog at www.nielsen-online.com/blog.

About The Nielsen Company:

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence,



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 New York, USA. For more information, please visit, www.nielsen.com.

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