



Nielsen Online

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## Media Alert

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### Top Current Events Web Sites for Inauguration Day 2009, according to Nielsen Online

**New York, NY – January 22, 2008** – Nielsen Online, a service of The Nielsen Company, today announced U.S. Web traffic figures for the top 10 most visited Current Events & Global News sites on Inauguration Day. Nielsen also reported the fastest growing news sites on January 20<sup>th</sup>, Web traffic to whitehouse.gov and the most linked-to videos of the day.

CNN Digital Network was the top online Current Events & Global News destination when ranked by unique audience on Inauguration Day, with 11.0 million unique visitors. MSNBC Digital Network and Yahoo! News took the No. 2 and No. 3 spots, with 10.0 and 9.1 million unique visitors, respectively (see Table 1).

**Table 1: Top 10 Current Events & Global News Sites Ranked by Unique Audience on Inauguration Day 2009 (U.S., Home and Work)**

Site	1/13/2009 UA (000)	1/20/2009 UA (000)	Percent Growth
CNN Digital Network	7,840	11,047	41
MSNBC Digital Network	7,002	10,006	43
Yahoo! News	8,110	9,127	13
Fox News Digital Network	3,492	4,019	15
AOL News	4,331	3,949	-9
NYTimes.com	1,975	2,442	24
Tribune Newspapers	1,500	2,344	56
ABCNEWS Digital Network	1,137	2,260	99
Google News	1,710	1,843	8
washingtonpost.com	947	1,711	81

Source: Nielsen Online, NetView Custom Analysis

### Fastest Growing News Sites on Inauguration Day

ABCNEWS Digital Network was the fastest growing site week-over-week on Tuesday, increasing 99 percent from 1.2 million unique visitors on January 13<sup>th</sup> to 2.3 million unique visitors on January 20<sup>th</sup>. CBS News Digital Network and washingtonpost.com took the No. 2 and No 3. spots, with 96 and 81



percent growth, respectively. Overall, the Current Events and Global News category grew 12 percent week-over-week (see Table 2).

**Table 2: Fastest Growing Current Events & Global News Sites on Inauguration Day (U.S., Home and Work)**

Site	1/13/09 UA (000)	1/20/09 UA (000)	Percent Growth
Current Events & Global News Subcategory	35,441	39,714	12
ABCNEWS Digital Network	1,137	2,260	99
CBS News Digital Network	837	1,640	96
washingtonpost.com	947	1,711	81
Tribune Newspapers	1,500	2,344	56
Daily News Online Edition	629	916	46
MSNBC Digital Network	7,002	10,006	43
CNN Digital Network	7,840	11,047	41
Slate	678	886	31
NYTimes.com	1,975	2,442	24
TheHuffingtonPost.com	687	792	15

Source: Nielsen Online, NetView Custom Analysis

Whitehouse.gov went from below reporting cutoff on Tuesday, January 13<sup>th</sup>, to 1.3 million unique visitors on Inauguration Day (see Table 3).

**Table 3: Unique Audience to whitehouse.gov on Inauguration Day (U.S., Home and Work)**

Site	1/13/2009 UA (000)	1/20/2009 UA (000)
whitehouse.gov	N/A**	1,338

Source: Nielsen Online, NetView Custom Analysis

\*\*Not reportable for daily data

**Most Linked-To-Videos on Inauguration Day**

Among the top 15 most linked-to-videos globally on Inauguration Day, 11 of them related to President Obama's inauguration and Martin Luther King's "I Have a Dream" speech (see Table 4).

**Table 4: Top 15 Most Linked-to-Videos on January 20, 2009**

1	YouTube - Martin Luther King "I have a dream"
2	MySpace - Celebrity and Katalyst present The Presidential Pledge
3	YouTube - Youtube Street Fighter
4	YouTube - 1/17/09: President-Elect Obama's Weekly Address
5	YouTube - Pete Seeger & Bruce Springsteen - "This Land is Your Land" at the The Obama Inaugural Celebration Concert
6	YouTube - 01/10/09: President-Elect Obama's Weekly Address
7	YouTube - President Barack Obama 2009 Inauguration and Address
8	YouTube - Gene Robinson's Prayer Kicks off Inaugural Events
9	YouTube - Yes We Can - Barack Obama Music Video
10	YouTube - Beyoncé - Single Ladies (Put A Ring On It)



11	YouTube - Barack Obama: Yes We Can
12	YouTube - Martin Luther King, Jr.'s last speech
13	YouTube - Martin Luther King, Jr.: I Have a Dream
14	YouTube - joaquin-phoenix-falls-on-stage
15	YouTube - TMobile advert Liverpool Street Station

Source: Nielsen Online, BlogPulse

**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). Also, visit our blog at [www.nielsen-online.com/blog](http://www.nielsen-online.com/blog).

**About The Nielsen Company:**

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