



Nielsen Online

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News Release

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NIELSEN ONLINE PROVIDES TOPLINE U.S. DATA FOR FEBRUARY 2009

New York, NY – March 11, 2009 – Nielsen Online, a service of The Nielsen Company, reports February 2009 data for the Top Parent Companies/Divisions and Top Web Brands, as well as average Internet usage.

Table 1: Top 10 Parent Companies/Divisions for February 2009 (U.S., Home and Work)

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	133,983	2:00:55
2. Microsoft	125,692	2:28:15
3. Yahoo!	114,130	3:27:19
4. AOL LLC	83,083	3:45:59
5. News Corp. Online	77,569	1:21:13
6. Facebook	65,704	2:59:54
7. InterActiveCorp	65,693	0:16:17
8. eBay	63,066	1:51:13
9. Amazon	59,389	0:24:33
10. Wikimedia Foundation	57,910	0:17:10

Source: Nielsen Online

Example: The data indicates that 57.9 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 17 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 February 2009 (U.S., Home and Work)

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	127,142	1:27:40
2. Yahoo!	113,564	3:27:12
3. MSN/Windows Live	102,069	2:21:40

4. Microsoft	98,360	0:42:13
5. YouTube	83,429	0:50:49
6. AOL Media Network	83,083	3:45:59
7. Facebook	65,704	2:59:54
8. Fox Interactive Media	64,288	1:24:46
9. Wikipedia	57,561	0:17:08
10. Apple	52,037	1:13:35

Source: Nielsen Online

Table 3: Average U.S. Internet Usage, Combined Home & Work, Month of February 2009

Sessions/Visits per Person	57
Domains Visited per Person	105
Web Pages per Person	2,405
Duration of a Web Page Viewed	0:00:55
PC Time per Person	61:11:56
Active Digital Media Universe	166,897,330
Current Digital Media Universe Estimate	230,011,248

Source: Nielsen Online

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.