



Nielsen Online

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News Release

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NIELSEN ONLINE PROVIDES TOPLINE U.S. DATA AND OVERALL ONLINE VIDEO USAGE FIGURES FOR APRIL 2009

New York, NY – May 11, 2009 – Nielsen Online, a service of The Nielsen Company, reports April 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 April 2009 (U.S., Home and Work)

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	138,749	1:58:39
2. Microsoft	124,416	2:34:55
3. Yahoo!	120,013	3:22:20
4. AOL LLC	86,809	3:45:16
5. News Corp. Online	79,517	1:18:40
6. Facebook	71,287	3:14:36
7. InterActiveCorp	64,040	0:16:00
8. eBay	63,671	1:47:36
9. Amazon	59,357	0:26:35
10. Wikimedia Foundation	59,072	0:17:16

Source: Nielsen Online

Example: The data indicates that 59.1 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 16 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 April 2009 (U.S., Home and Work)

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	131,595	1:22:44
2. Yahoo!	117,939	3:23:58

3. MSN/Windows Live	100,577	2:26:04
4. Microsoft	98,795	0:45:58
5. YouTube	87,366	0:53:23
6. AOL Media Network	86,809	3:45:16
7. Facebook	71,287	3:14:36
8. Fox Interactive Media	65,828	1:21:53
9. Wikipedia	58,942	0:17:04
10. Apple	52,965	1:16:44

Source: Nielsen Online

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

Sessions/Visits per Person	61
Domains Visited per Person	108
Web Pages per Person	2,443
Duration of a Web Page Viewed	0:00:57
PC Time per Person	71:55:42
Active Digital Media Universe	166,950,345
Current Digital Media Universe Estimate	230,658,452

Source: Nielsen Online

Nielsen Online today also provides overall online video usage and top online brands ranked by video streams for April 2009. Year-over-year, total streams, streams per viewer and time per viewer were up, led by a 58 percent growth in time per viewer.

Table 5: Overall Online Video Usage (U.S.)

	Apr-08	Apr-09	Percent Change
Unique Viewers (000)	119,626	116,691	-2.5%
Total Streams (000)	7,613,847	9,452,996	24.2%
Streams per Viewer	63.6	81.0	27.4%
Time per Viewer (min)	130.1	205.7	58.1%

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

VideoCensus Methodology and Metrics:

Nielsen Online’s VideoCensus combines patented panel and census research methodologies to provide an accurate count of viewing activity and engagement along with in-depth demographic reporting. Online video viewing is tracked according to video player, which can be used on site or embedded elsewhere on the Web. For example, if a “Saturday Night Live” clip from NBC.com is embedded on a personal blog, that video would be attributed to NBC because of the NBC video player.

A unique viewer is anyone who viewed a full episode, part of an episode or a program clip during the month. A stream is a program segment. VideoCensus measurement does not include video advertising.

About Nielsen Online:

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online and mobile audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding



their Internet, digital and mobile marketing strategies. For more information, please visit www.nielsen-online.com.

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.