



Nielsen Online

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Media Alert

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HOLIDAYS, MOVIES AND POLITICAL FIGURES KEEP PEOPLE BLOGGING IN MAY, ACCORDING TO NIELSEN

Swine Flu Drops from Most Talked About Topic in April to No. 8 in May

New York, NY – June 9, 2009 – Memorial Day, Star Trek and Barack Obama topped Nielsen's monthly index of most blogged news stories for May 2009, according to the just released top 10 most-blogged topics report (see Table 1).

Conversations about Memorial Day ranged from the hottest retail sales during the holiday to plans for the weekend. So what were bloggers doing? Maybe they were at the movies. Two of the top 10 topics in May were the new movie releases, *Star Trek* and *Terminator Salvation*.

Political figures were also widely discussed in May, with Barack Obama being the No. 3 most talked about topic for the month. Bloggers buzzed about the president's desire to pass a new credit card reform law, his planned trip to the Middle East, and his visit to the University of Notre Dame. In fact, his visit to Notre Dame was so widely discussed that the phrase, Notre Dame, became the 5th most talked about subject in May. President Obama's May 26th nomination of Judge Sonia Sotomayor to the U.S. Supreme Court was also widely discussed among bloggers. Former Vice President Dick Cheney also emerged as the fourth most blogged-about topic.

Table 1: Top 10 Blogged Topics, May 2009

Rank	Phrase
1	Memorial Day
2	Star Trek
3	Barack Obama
4	Dick Cheney
5	Notre Dame
6	Cinco de Mayo
7	Mobile Phones
8	Flu Virus
9	Sonia Sotomayor
10	Terminator Salvation



Source: Nielsen BuzzMetrics Custom Analysis

Bloggers Still Buzzing about the Flu

While Swine Flu was top of mind for many bloggers in April, it fell to No. 8 in May. Bloggers continued to discuss the latest cases and growing number of infected; however, there were also many conversations that discussed how the initial panic surrounding the epidemic was over-inflated and unnecessary.

About Nielsen:

The Nielsen Company's online and mobile solutions deliver comprehensive, independent measurement and analysis of digital audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior. Nielsen enables clients to make informed business decisions about their digital and mobile strategies. For more information, please visit www.nielsen-online.com. Also, visit our blog at www.nielsen-online.com/blog.

About Nielsen BuzzMetrics Methodology:

Nielsen BuzzMetrics uncovers and integrates data-driven insights culled from nearly 100 million blogs, social networks, groups, boards and other CGM platforms using a robust harvesting system pulling from a range of online media. For more information about Nielsen methodology, visit <http://en-us.nielsen.com/main/measurement/online>.