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Media Alert

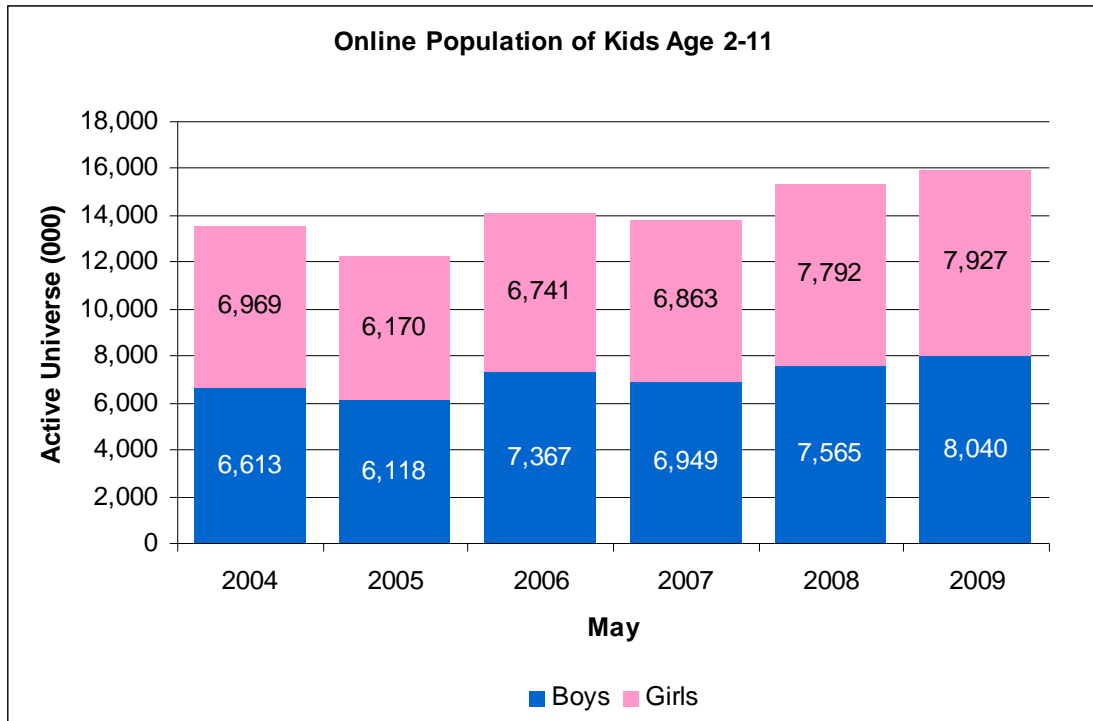
Nielsen Online Data Quick Take: Kids Online

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TIME SPENT ONLINE AMONG KIDS INCREASES 63 PERCENT IN THE LAST FIVE YEARS, ACCORDING TO NIELSEN

16 Million Strong and Growing: Growth Rate of Kids Online Outpaces Overall Internet Population

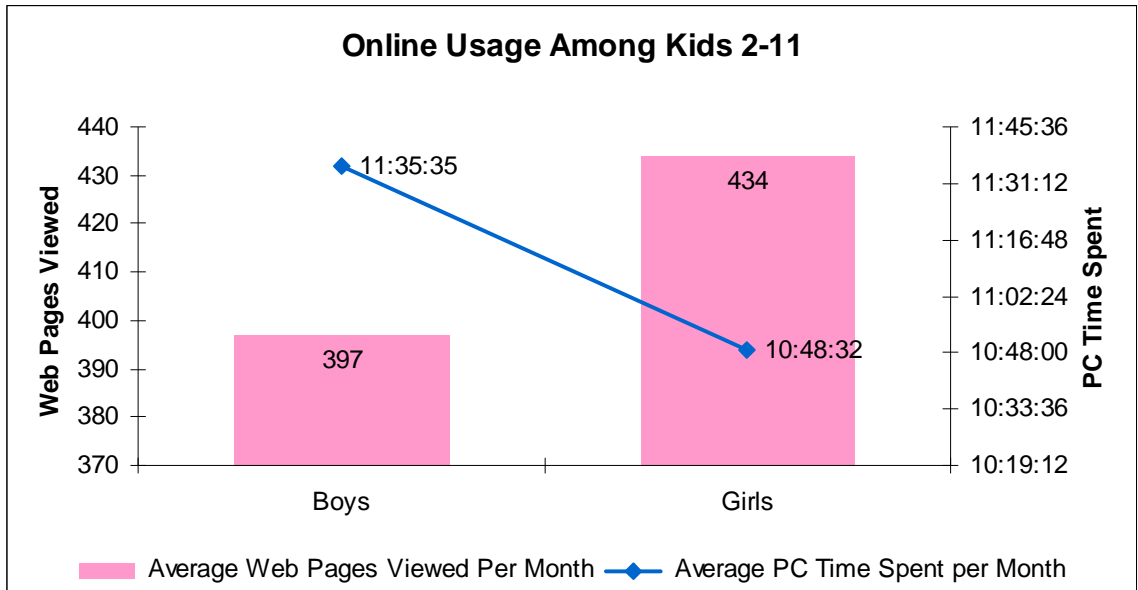
- In May 2009, children aged 2-11 comprised nearly 16 million, or 9.5 percent, of the active online universe
- Since 2004, the number of kids online has increased 18 percent, as compared to 10 percent for the total active universe, with a fairly even split between boys and girls. The growth of children online outpaces the overall growth of children in the U.S., where kids under 14 are projected decrease by 1 percent from 2004 to 2010 (according to the U.S. Census Bureau, from 7/04 – 7/10 projection)



Source: Nielsen NetView

Kids Go Cuckoo for Time on the Web

- Time spent online among children aged 2-11 increased 63 percent in the last five years, from nearly 7 hours in May 2004 to more than 11 hours online in May 2009. Time spent among kids outpaced the increase for the overall population, which grew 36 percent in the last five years
- Boys spent 7 percent more time online than girls; while girls viewed 9 percent more Web pages than boys did in May 2009.



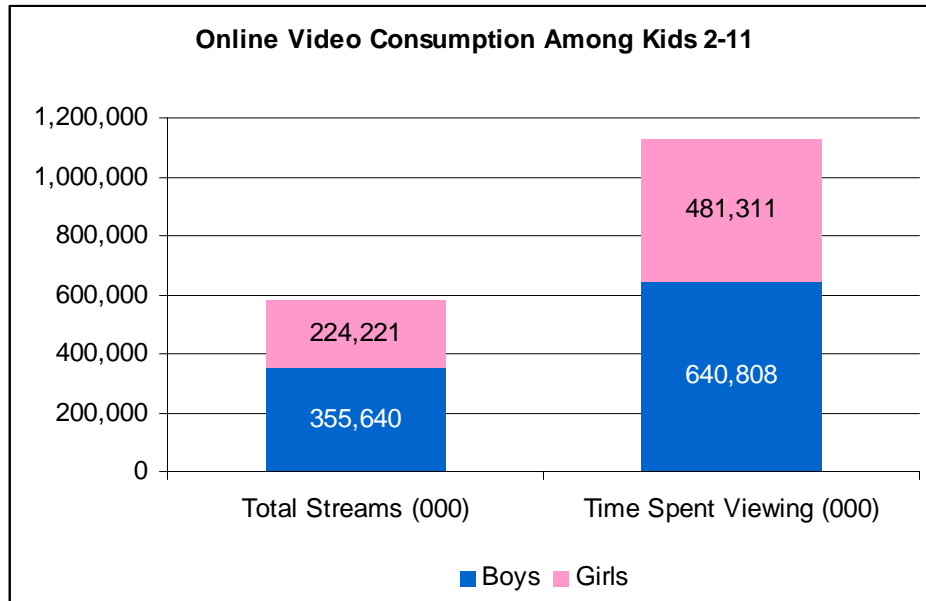
Source: Nielsen NetView

Online Parents Keep the Camera Rolling

- According to Nielsen’s @Plan Summer 2009 data, 26.3 percent of the online adult population, or 38.2 million, have children 11 years old or younger in the household – a 7 percent increase from Summer 2008
- Online adults with children under age 12 in the household were 1.7 times more likely to purchase a digital camcorder and 1.5 times more likely to purchase groceries online than average

Jack Spends More Time Viewing Videos than Jill

- Online video viewership among 2-11 year olds was split evenly between boys and girls, with 5.1 million boys and 5.2 million girls viewing video online in May
- Online video consumption between boys and girls was not so even. In May 2009, boys led in viewing and time spent: consuming 61 percent of video streams among children and comprising 57 percent of the time spent viewing videos



Source: VideoCensus

- Boys still love Pokémon and girls still love Barbie: Nearly 48 percent of video viewers on the Pokémon Web brand were boys between the ages of 2 to 11, while 38 percent of video viewers on the Barbie Web brand were girls aged 2-11

Demo / Top Video Site	Unique Viewer Composition %	Unique Viewer Composition Index
Boys / Pokémon	47.9	1,244
Girls / Barbie	38.2	988

Source: Nielsen VideoCensus

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.com. Also, visit our blog at www.nielsen-online.com/blog

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