



Nielsen Online

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News Release

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NIELSEN PROVIDES TOPLINE U.S. DATA FOR JUNE 2009

New York, NY – July 13, 2009 – Nielsen reports June 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 June 2009 (U.S., Home and Work)

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	155,606	2:31:08
2. Microsoft	139,099	2:12:20
3. Yahoo!	134,304	3:15:55
4. AOL LLC	92,705	2:43:10
5. News Corp. Online	90,308	1:54:59
6. Facebook	87,254	4:39:33
7. InterActiveCorp	67,283	0:20:05
8. eBay	67,208	1:17:59
9. Apple Computer	59,663	1:19:33
10. Amazon	59,552	0:25:41

Source: Nielsen NetView

Example: The data indicates that 59.6 million home and work Internet users visited at least one of the Amazon-owned sites or launched an Amazon-owned application during the month, and each person spent, on average, a total of 25 minutes and 41 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 June 2009 (U.S., Home and Work)

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	147,778	1:48:58
2. Yahoo!	133,139	3:15:59
3. MSN/WindowsLive/Bing	111,352	2:02:11
4. Microsoft	96,071	0:49:50

5. AOL Media Network	92,705	2:43:10
6. YouTube	87,686	1:12:57
7. Facebook	87,254	4:39:33
8. Fox Interactive Media	72,724	2:14:21
9. Apple	59,663	1:19:33
10. Wikipedia	54,867	0:17:05

Source: Nielsen NetView

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

Sessions/Visits per Person	51
Domains Visited per Person	88
Web Pages per Person	2,569
Duration of a Web Page Viewed	65:10:25
PC Time per Person	0:00:57
Active Digital Media Universe	195,974,309
Current Digital Media Universe Estimate	234,275,000

Source: Nielsen NetView

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.