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## **FASTEST GROWING INSTANT MESSAGING DESTINATIONS OFFER ONLINE ACCESS TO CHAT OR MULTI-MEDIA CHAT FUNCTIONALITIES, ACCORDING TO NIELSEN//NETRATINGS**

**NEW YORK – July 26, 2007** – Nielsen//NetRatings, a global leader in Internet media and market research, announced today that the fastest growing instant messaging destination in the last 10 months was Meebo.com, a Web site where visitors can log in to several different instant messaging services without downloading an Internet application. Meebo's unique audience increased 354 percent, from 434,000 in August 2006 when it first fell above reporting cutoff to 2.0 million in June 2007 (see Table 1). Google Talk also saw triple digit growth in this time period, increasing 149 percent, from 904,000 to 2.3 million unique visitors. Both Meebo and Google Talk make it possible to chat anytime and anywhere you're online, a feature that seems to resonate with consumers.

**Table 1: Fastest Growing Instant Messaging Destinations for Aug-06 to Jun-07 (U.S., Home and Work – reflects Web traffic and use of Internet applications)**

Site/Application	Aug-06 UA (000)	Jun-07 UA (000)	Percent Change
Meebo	434	1,972	354%
IMVU	491	1,248	154%
Google Talk	904	2,252	149%
paltalk.com	355*	447	26%
Skype Messenger	2,199	2,635	20%

Source: Nielsen//NetRatings, July 2007

\*Indicates these estimates are calculated on small sample sizes and are subject to increased statistical variability as a result.

Other instant messaging destinations that made the fastest growing list offer additional multi-media chat functionalities to drive usage. IMVU, which grew 154 percent from August to June, allows users to create their own interactive avatars to communicate with their friends. Paltalk focuses on live video chat, while Skype's main attraction is voice over IP.

"Now that instant messaging has become an established form of communication, providers are seeking to distinguish themselves with expanded access and additional functionalities. These recent trends in traffic indicate that users are excited about seeing where the technology is going next," said Jason Lee, media analyst, Nielsen//NetRatings.

### **About Nielsen//NetRatings**

Nielsen//NetRatings, a service of The Nielsen Company, delivers leading Internet media and market research solutions. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

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