



Nielsen Online

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News Release

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NIELSEN ONLINE REPORTS TOPLINE U.S. DATA FOR OCTOBER 2007

Nielsen Online, a service of The Nielsen Company, reports October 2007 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen Online reveals the Top Advertisers by Company for October 2007.

Nielsen Online Top 10 Web Sites by Parent Company and Top 10 Web Sites by Brand, October 2007

Table 1. Top 10 Parent Companies, Combined Home & Work (U.S.)

| Parent | Unique Audience (000) | Time Per Person (hh:mm:ss) |
|----------------------------|-----------------------|----------------------------|
| 1. Google | 120,780 | 1:31:13 |
| 2. Microsoft | 119,619 | 2:06:15 |
| 3. Yahoo! | 110,482 | 3:28:07 |
| 4. Time Warner | 102,435 | 3:52:15 |
| 5. News Corp. Online | 74,798 | 1:56:44 |
| 6. eBay | 63,363 | 2:08:38 |
| 7. InterActiveCorp | 62,756 | 0:27:27 |
| 8. Amazon | 51,341 | 0:26:07 |
| 9. Wikimedia Foundation | 50,760 | 0:17:08 |
| 10. New York Times Company | 49,217 | 0:18:43 |

Table 2. Top 10 Brands, Combined Home & Work (U.S.)

| Brand | Unique Audience (000) | Time Per Person (hh:mm:ss) |
|--------------------------|-----------------------|----------------------------|
| 1. Google | 114,845 | 1:06:20 |
| 2. Yahoo! | 109,950 | 3:28:02 |
| 3. Microsoft | 96,189 | 0:39:10 |
| 4. MSN/Windows Live | 93,143 | 2:01:36 |
| 5. AOL Media Network | 89,740 | 4:02:39 |
| 6. Fox Interactive Media | 65,170 | 2:04:44 |
| 7. YouTube | 57,158 | 0:46:25 |
| 8. eBay | 54,498 | 2:12:51 |
| 9. Wikipedia | 50,422 | 0:16:59 |
| 10. Amazon | 44,747 | 0:24:01 |

Example: The data indicates that 49.2 million home and work Internet users visited at least one of the New York Times Company-owned sites or launched a New York Times Company-owned application during the month, and each person spent, on average, a total of 18 minutes and 43 seconds at one or more of their sites or applications.

A parent company is defined as a consolidation of multiple domains and URLs owned by a single entity. A brand is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content.



Nielsen Online AdRelevance Top 10 Advertisers, October 2007

Top Advertisers, ranked by estimated spending, are based on data from AdRelevance, Nielsen Online's advertising research service. An impression is counted as the number of times an ad is rendered for viewing.

Top 10 Advertisers by Estimated Spending (U.S.)

| Advertiser | Total Estimated Spending | Impressions (000) |
|--------------------------------------|--------------------------|-------------------|
| 1. NexTag Inc. | \$53,322,200 | 26,212,544 |
| 2. Countrywide Financial Corporation | \$45,845,600 | 22,469,335 |
| 3. InterActiveCorp | \$38,016,300 | 10,680,893 |
| 4. Netflix Inc. | \$36,842,600 | 9,522,440 |
| 5. Experian Group Limited | \$33,714,400 | 12,614,449 |
| 6. AT&T Corp. | \$21,480,500 | 6,097,913 |
| 7. General Motors Corporation | \$19,799,200 | 3,911,188 |
| 8. Verizon Communications Inc. | \$15,710,900 | 2,884,766 |
| 9. HSBC Holdings plc | \$15,527,300 | 7,523,070 |
| 10. Low Rate Source | \$13,397,900 | 6,491,634 |

Estimated spending reflects CPM-based advertising online, and excludes search-based advertising, paid fee services, performance-based campaigns, sponsorships, barter, partnership advertising, advertorials, promotions and e-mail. Impressions reported exclude house ads, which are ads that run on an advertiser's own or related property and co-branding relationships.

Example: An estimated 6.5 billion Low Rate Source ads were rendered for viewing at the cost of approximately \$13.4 million during the surfing period.

About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and 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 information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), trade shows and business publications (*Billboard*, *The Hollywood Reporter*, *Adweek*). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.

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