



Nielsen Online

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News Release

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NIELSEN ONLINE REPORTS TOPLINE U.S. DATA FOR FEBRUARY 2008

NEW YORK – March 11, 2008 - Nielsen Online, a service of The Nielsen Company, reports February 2008 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen Online reveals the Top Advertisers by Company for February 2008.

Nielsen Online Top 10 Web Sites by Parent Company and Top 10 Web Sites by Brand, February 2008

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	122,273	1:55:47
2. Microsoft	121,287	2:16:54
3. Yahoo!	113,017	3:14:24
4. Time Warner	104,863	3:47:33
5. News Corp. Online	75,212	1:53:17
6. eBay	65,917	1:51:02
7. InterActiveCorp	62,478	0:24:05
8. Amazon	55,389	0:26:01
9. Wikimedia Foundation	51,438	0:19:32
10. Walt Disney Internet Group	50,763	0:41:22

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

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	114,573	1:29:15
2. Yahoo!	112,466	3:13:56
3. Microsoft	95,877	0:43:32
4. MSN/Windows Live	95,355	2:09:30
5. AOL Media Network	89,443	3:58:22
6. YouTube	70,076	0:47:40
7. Fox Interactive Media	64,977	2:01:16
8. eBay	56,604	1:55:27
9. Wikipedia	51,219	0:19:26
10. Amazon	47,678	0:23:34

Example: The data indicates that 50.8 million home and work Internet users visited at least one of the Walt Disney Internet Group-owned sites or launched a Walt Disney Internet Group-owned application during the month, and each person spent, on average, a total of 41 minutes and 22 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, February 2008

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.	\$58,908,000	29,001,642
2. Experian Group Limited	\$54,110,300	24,983,807
3. Netflix, Inc.	\$37,325,600	12,018,955
4. InterActiveCorp	\$31,365,700	7,340,837
5. Vonage Holdings Corp	\$23,608,100	10,502,164
6. Verizon Communications, Inc.	\$19,525,600	3,911,431
7. General Motors Corporation	\$17,895,200	2,979,960
8. Apollo Group, Inc.	\$12,828,600	4,522,496
9. AT&T Corp.	\$12,294,200	2,729,374
10. Scottrade, Inc.	\$11,902,600	2,321,756

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 2.3 billion Scottrade, Inc. ads were rendered for viewing at the cost of approximately \$11.9 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), mobile measurement, 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.