



Nielsen Online

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News Release

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

NEW YORK – April 14, 2008 - Nielsen Online, a service of The Nielsen Company, reports March 2008 data for the Top Sites by Parent Company and Top Brands.

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

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	128,026	1:43:21
2. Microsoft	123,911	2:21:42
3. Yahoo!	115,508	3:12:30
4. Time Warner	108,269	3:44:09
5. News Corp. Online	78,961	2:02:36
6. eBay	67,517	1:53:26
7. InterActiveCorp	65,698	0:23:22
8. Amazon	55,314	0:26:49
9. Wikimedia Foundation	54,591	0:18:37
10. Walt Disney Internet Group	50,962	0:42:17

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

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	119,674	1:15:40
2. Yahoo!	114,551	3:12:38
3. Microsoft	99,672	0:44:46
4. MSN/Windows Live	96,993	2:13:44
5. AOL Media Network	90,644	3:59:59
6. YouTube	71,273	0:50:34
7. Fox Interactive Media	70,389	2:07:30
8. eBay	57,220	1:58:31
9. Wikipedia	54,301	0:18:36
10. Apple	47,516	1:13:23

Example: The data indicates that 51.0 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 42 minutes and 17 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.



**Average U.S. Internet Usage, Combined Home & Work
Month of March 2008**

	Home & Work, March	Home & Work, February	% Change from February
Sessions/Visits per Person	60	58	3.5
Domains Visited per Person	105	104	1.0
Web Pages per Person	2,437	2370	2.8
Duration of a Web Page Viewed	0:00:52	0:00:53	-0.6
PC Time per Person	19:42:28	17:38:32	3.2
Active Digital Media Universe	164.6 million	162.3 million	1.4
Current Digital Media Universe Estimate	221.3 million	220.6 million	0.3

Data represents activity for the average Internet user at-home and at-work during the month.

**Active U.S. Audience Profile, Combined Home & Work
Month of March 2008**

Demographic	Unique Audience (000)	Composition (%)	Sessions per Month	Average PC Time Spent per Month	Average Web Pages Viewed Per Month
Male	80,084	48.65	62	70:46:57	2,622
Female	84,529	51.35	58	64:47:10	2,264
2 - 11	15,220	9.25	12	12:45:31	560
12 - 17	17,481	10.62	23	26:46:54	1,476
18 - 24	12,875	7.82	23	25:21:44	1,356
25 - 34	21,470	13.04	56	64:44:22	2,759
35 - 49	43,316	26.31	78	92:44:13	3,499
55+	37,440	22.74	80	85:14:47	2,296
65+	15,800	9.6	75	73:02:01	1,636

Data represents activity for the average Internet user among select demographic groups.

Example: The data indicates that of the 164.6 million users who were actively online during the month of March, 48.7% or 80.1 million were Male. The average male spent a total of nearly 70 hours and 47 minutes online, logged 62 sessions and viewed 2,622 Web pages during the month.

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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