



Nielsen Online

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## News Release

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### **WIKIPEDIA U.S. WEB TRAFFIC GROWS 8,000 PERCENT IN FIVE YEARS, DRIVEN BY SEARCH, ACCORDING TO NIELSEN ONLINE**

**NEW YORK – May 14, 2008** – Nielsen Online, a service of The Nielsen Company, today announced that four out of the five top referring Web sites to Wikipedia, which has grown nearly 8,000 percent over the last five years, are search engines, led by Google. In April, 61 percent of visitors from home and 66 percent of visitors from work to en.wikipedia.org were referred from Google (see Table 1). Yahoo! Search was the second most common referring site to English-language Wikipedia, referring 19 percent and 16 percent of visitors from home and work, respectively. Other search providers to make the top five referring destinations for Wikipedia were MSN/Windows Live Search and AOL Search.

**Table 1: Top Referring Sudomains for en.wikipedia.org for April 2008 (U.S.)**

Subdomain	Percent of Visitors at Home	Subdomain	Percent of Visitors at Work
www.google.com	61	www.google.com	66
search.yahoo.com	19	search.yahoo.com	16
www.wikipedia.org	11	www.wikipedia.org	9
search.msn.com	5	search.msn.com	6
aolsearch.aol.com	3	search.live.com	4

Source: Nielsen Online

Note: Referral traffic is not unduplicated. Visitors can be referred from more than one Web site during the month.

“Search providers dominate Wikipedia’s referring traffic because of its scope and value as an information resource,” said Michael Pond, media analyst, Nielsen Online. “The site’s rapid ascent, with audience levels comparable to popular brands such as eBay and MySpace, demonstrates the success of its collaborative nature – readers can edit entries and add information. This consumer involvement has led to an increase in blog mentions of Wikipedia, which builds the site’s relevance and credibility.”

In the past five years, Web traffic to Wikipedia has skyrocketed, increasing nearly 8,000 percent from April 2003 to April 2008. Year-over-year growth rates indicate surges where Wikipedia gained traction in the online marketplace (see Table 2).

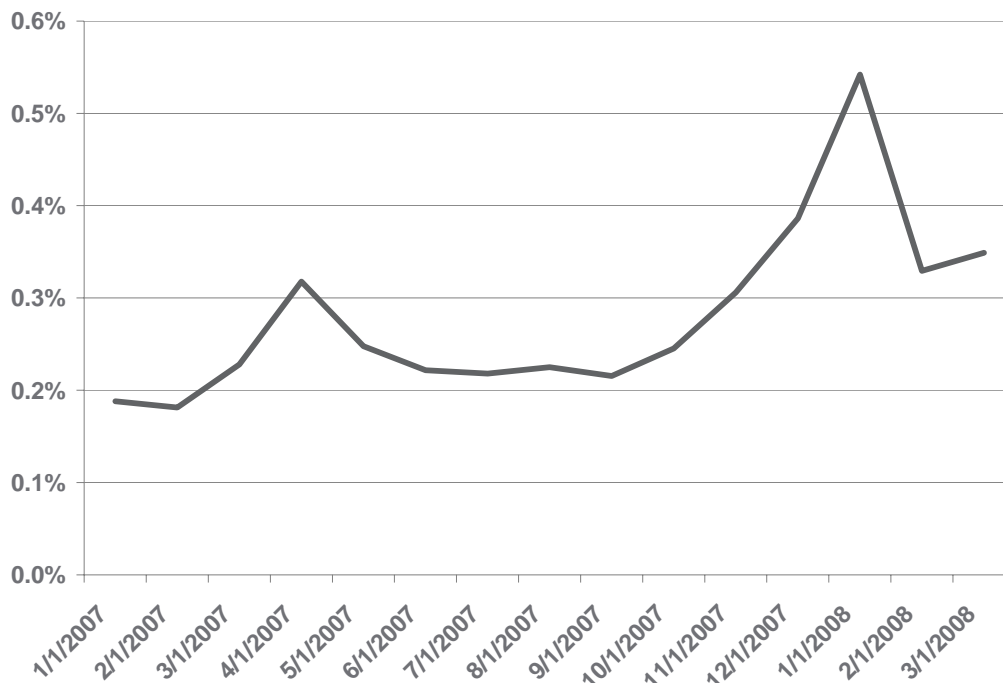
**Table 2: Web Traffic Growth at Wikipedia (U.S., Home and Work)**

April	Unique Audience (000)	YOY Growth
2003	700	NA
2004	2,082	197%
2005	6,753	224%
2006	25,970	285%
2007	45,934	77%
2008	55,820	22%

Source: Nielsen Online

“Wikipedia content is inherently conversational, driving buzz in the blogosphere,” continued Pond. “Bloggers refer to and link to Wikipedia content, potentially driving additional traffic and interest in the site with their readers.”

**Figure 1: Wikipedia Buzz Trend (Percent of Blog Posts referencing Wikipedia in English)**



Source: Nielsen Online, BuzzMetrics

**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](http://www.nielsen-online.com).



***About The Nielsen Company:***

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