



Nielsen Online

The Nielsen Company
770 Broadway
New York, NY 10003
www.nielsen-online.com

News Release

Media Contacts:

Suzy Bausch 408-941-2965

Michelle McGiboney 408-941-2930

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

NEW YORK – May 15, 2008 - Nielsen Online, a service of The Nielsen Company, reports April 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, April 2008

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	128,188	1:46:39
2. Microsoft	122,059	2:17:01
3. Yahoo!	117,065	3:08:40
4. Time Warner	105,566	3:40:04
5. News Corp. Online	76,453	1:49:21
6. eBay	67,047	1:52:41
7. InterActiveCorp	64,098	0:21:27
8. Wikimedia Foundation	56,259	0:17:51
9. Amazon	55,677	0:26:30
10. Walt Disney Internet Group	49,721	0:43:05

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

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	120,790	1:18:30
2. Yahoo!	115,824	3:09:22
3. Microsoft	97,554	0:43:48
4. MSN/Windows Live	93,992	2:11:43
5. AOL Media Network	90,565	3:51:06
6. YouTube	72,026	0:48:03
7. Fox Interactive Media	68,590	1:52:18
8. Wikipedia	55,820	0:17:52
9. eBay	55,137	2:00:31
10. Apple	48,792	1:08:48

Example: The data indicates that 49.7 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 43 minutes and 5 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 April 2008**

	Home & Work, April	Home & Work, March	Percent Change from March
Sessions/Visits per Person	59	60	-1.7
Domains Visited per Person	104	105	-1.0
Web Pages per Person	2,361	2,437	-3.1
Duration of a Web Page Viewed	0:00:53	0:00:52	2.0
PC Time per Person	67:49:39	67:42:28	0.2
Active Digital Media Universe	164.5 mil	164.6 mil	-0.1
Current Digital Media Universe Estimate	221.8 mil	221.3 mil	0.2

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 April 2008**

Demographic	Unique Audience (000)	Composition (%)	Sessions per Month	Average PC Time Spent per Month	Average Web Pages Viewed Per Month
Male	79,763	48.48	61	70:05:57	2,483
Female	84,768	51.52	57	65:41:23	2,246
2 - 11	15,228	9.26	10	11:09:49	451
12 - 17	17,584	10.69	21	25:01:59	1,254
18 - 24	11,632	7.07	25	28:08:59	1,482
25 - 34	21,059	12.8	56	69:22:06	2,828
35 - 49	44,411	26.99	77	91:11:39	3,354
55+	37,089	22.54	79	84:59:55	2,264
65+	15,904	9.67	72	72:47:50	1,574

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

Example: The data indicates that of the 164.5 million users who were actively online during the month of April, 48.5 percent or 79.8 million were male. The average male spent a total of nearly 70 hours and six minutes online, logged 61 sessions and viewed 2,483 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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