



Nielsen Online

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News Release

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

NEW YORK – June 10, 2008 - Nielsen Online, a service of The Nielsen Company, reports May 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, May 2008

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	127,636	1:48:41
2. Microsoft	123,333	2:16:00
3. Yahoo!	115,605	3:13:23
4. Time Warner	107,778	3:24:16
5. News Corp. Online	79,058	1:45:31
6. eBay	66,240	1:46:12
7. InterActiveCorp	64,627	0:20:33
8. Wikimedia Foundation	57,343	0:17:18
9. Amazon	55,365	0:27:45
10. New York Times Company	51,148	0:17:27

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

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	121,991	1:15:27
2. Yahoo!	114,661	3:13:38
3. Microsoft	97,663	0:44:04
4. MSN/Windows Live	97,626	2:06:54
5. AOL Media Network	89,736	3:37:37
6. Fox Interactive Media	70,250	1:50:01
7. YouTube	69,329	0:55:51
8. Wikipedia	57,285	0:17:10
9. eBay	55,633	1:50:51
10. Apple	50,531	1:06:02

Example: The data indicates that 51.1 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 17 minutes and 27 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 May 2008

	Home & Work, May	Home & Work, April	% Change from April
Sessions/Visits per Person	59	59	0.0
Domains Visited per Person	105	104	1.0
Web Pages per Person	2,335	2,361	-1.1
Duration of a Web Page Viewed	0:00:53	0:00:53	-0.5
PC Time per Person	66:02:45	67:49:39	-2.6
Active Digital Media Universe	166.5 million	164.5 million	1.2
Current Digital Media Universe Estimate	222.3 million	221.8 million	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 May 2008

Demographic	Unique Audience (000)	Composition (%)	Sessions per Month	Average PC Time Spent per Month	Average Web Pages Viewed Per Month
Male	79,672	47.86	61	68:49:26	2,442
Female	86,781	52.14	57	63:30:11	2,238
2 - 11	15,357	9.23	11	12:06:38	462
12 - 17	17,516	10.52	23	26:52:55	1,432
18 - 24	13,038	7.83	23	25:13:57	1,361
25 - 34	21,713	13.04	56	68:55:43	2,792
35 - 49	44,349	26.64	77	88:32:31	3,325
55+	37,200	22.35	78	82:19:03	2,178
65+	16,087	9.66	75	73:57:34	1,657

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

Example: The data indicates that of the 166.5 million users who were actively online during the month of May, 47.9 percent or 79.7 million were male. The average male spent a total of nearly 68 hours and 50 minutes online, logged 61 sessions and viewed 2,442 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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