



Nielsen Online

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## News Release

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### NIELSEN ONLINE REPORTS TOPLINE U.S. DATA FOR JANUARY 2008

NEW YORK – February 14, 2008 - Nielsen Online, a service of The Nielsen Company, reports January 2008 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen Online reveals the Top Advertisers by Company for January 2008.

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

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	124,279	1:37:35
2. Microsoft	121,920	2:22:33
3. Yahoo!	113,874	3:19:43
4. Time Warner	104,837	3:57:38
5. News Corp. Online	75,831	2:02:49
6. eBay	65,758	2:04:37
7. InterActiveCorp	65,691	0:24:37
8. Amazon	59,833	0:27:47
9. Wikimedia Foundation	56,049	0:18:32
10. New York Times Company	51,624	0:20:26

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

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	117,841	1:11:03
2. Yahoo!	112,784	3:20:18
3. Microsoft	98,289	0:51:16
4. MSN/Windows Live	95,397	2:07:59
5. AOL Media Network	90,058	4:10:21
6. YouTube	67,509	0:47:15
7. Fox Interactive Media	65,849	2:10:14
8. eBay	56,199	2:09:55
9. Wikipedia	55,587	0:18:32
10. Amazon	51,220	0:25:32

Example: The data indicates that 51.6 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 20 minutes and 26 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, January 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.	\$65,499,600	32,234,244
2. Experian Group Limited	\$61,078,500	27,374,968
3. Netflix, Inc.	\$49,495,000	18,156,467
4. InterActiveCorp	\$40,334,200	8,703,911
5. Vonage Holdings Corp	\$16,842,100	6,723,719
6. Verizon Communications, Inc.	\$13,948,900	2,874,022
7. Scottrade, Inc.	\$13,784,600	2,577,922
8. Countrywide Financial Corporation	\$13,405,100	6,003,292
9. Echostar Communications Corporation	\$13,299,100	4,361,679
10. Apollo Group, Inc.	\$12,677,700	4,177,749

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 4.2 billion Apollo Group, Inc. ads were rendered for viewing at the cost of approximately \$12.7 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](http://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](http://www.nielsen.com).

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*Editor's Note: Please source all data to Nielsen Online.*