



Nielsen Online

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News Release

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NIELSEN ONLINE PROVIDES TOPLINE U.S. DATA FOR MARCH 2009

New York, NY – April 14, 2009 – Nielsen Online, a service of The Nielsen Company, reports March 2009 data for the Top Parent Companies/Divisions and Top Web Brands, as well as average Internet usage.

Table 1: Top 10 Parent Companies/Divisions for March 2009 (U.S., Home and Work)

| Parent | Unique Audience (000) | Time Per Person (hh:mm:ss) |
|--------------------------|-----------------------|----------------------------|
| 1. Google | 137,620 | 2:07:05 |
| 2. Microsoft | 128,518 | 2:38:44 |
| 3. Yahoo! | 121,537 | 3:29:21 |
| 4. AOL LLC | 86,400 | 3:45:47 |
| 5. News Corp. Online | 81,745 | 1:15:33 |
| 6. Facebook | 69,151 | 3:16:08 |
| 7. InterActiveCorp | 66,460 | 0:16:13 |
| 8. eBay | 65,350 | 1:54:44 |
| 9. Amazon | 62,913 | 0:27:21 |
| 10. Wikimedia Foundation | 60,027 | 0:16:55 |

Source: Nielsen Online

Example: The data indicates that 60.0 million home and work Internet users visited at least one of the Wikimedia Foundation-owned sites or launched a Wikimedia Foundation-owned application during the month, and each person spent, on average, a total of 16 minutes and 55 seconds at one or more of their sites or applications.

The parent level is defined as a consolidation of multiple domains and URLs owned by a single company or division. The brand level is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content.

Table 2: Top 10 Web Brands for March 2009 (U.S., Home and Work)

| Brand | Unique Audience (000) | Time Per Person (hh:mm:ss) |
|---------------------|-----------------------|----------------------------|
| 1. Google | 129,894 | 1:31:36 |
| 2. Yahoo! | 120,735 | 3:29:24 |
| 3. MSN/Windows Live | 104,234 | 2:30:01 |
| 4. Microsoft | 103,693 | 0:45:41 |

| | | |
|--------------------------|--------|---------|
| 5. AOL Media Network | 86,400 | 3:45:47 |
| 6. YouTube | 84,267 | 0:54:37 |
| 7. Facebook | 69,151 | 3:16:08 |
| 8. Fox Interactive Media | 68,001 | 1:17:57 |
| 9. Wikipedia | 59,809 | 0:16:50 |
| 10. Amazon | 54,602 | 0:24:50 |

Source: Nielsen Online

Table 3: Average U.S. Internet Usage, Combined Home & Work, Month of March 2009

| | |
|---|-------------|
| Sessions/Visits per Person | 62 |
| Domains Visited per Person | 111 |
| Web Pages per Person | 2,554 |
| Duration of a Web Page Viewed | 0:00:56 |
| PC Time per Person | 75:19:22 |
| Active Digital Media Universe | 168,852,936 |
| Current Digital Media Universe Estimate | 230,819,672 |

Source: Nielsen Online

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. Also, visit our blog at www.nielsen-online.com/blog.

About The Nielsen Company:

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, 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 New York, USA. For more information, please visit, www.nielsen.com.

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