



For Immediate Release:
NetRatings, Inc.

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NIELSEN//NETRATINGS REPORTS TOPLINE U.S. DATA FOR JULY 2007

Nielsen//NetRatings reports July 2007 data for the Top Sites by Parent Company and Top Brands. In addition, Nielsen//NetRatings reveals the Top Advertisers by Company for July 2007.

Nielsen//NetRatings Top 10 Web Sites by Parent Company and Top 10 Web Sites by Brand, July 2007

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Microsoft	121,499	2:07:26
2. Google	117,705	1:34:07
3. Yahoo!	111,390	2:58:43
4. Time Warner	104,946	4:05:58
5. News Corp. Online	76,705	2:26:30
6. eBay	68,203	1:44:26
7. InterActiveCorp	61,580	0:22:03
8. Amazon	50,747	0:26:23
9. Wikimedia Foundation	44,763	0:18:20
10. New York Times Company	44,704	0:15:43

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

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	111,609	1:08:08
2. Yahoo!	110,377	2:59:13
3. MSN/Windows Live	100,523	1:56:02
4. Microsoft	94,247	0:40:19
5. AOL Media Network	91,919	4:16:36
6. Fox Interactive Media	68,421	2:36:02
7. eBay	59,835	1:46:03
8. YouTube	55,135	0:49:59
9. Wikipedia	44,639	0:18:12
10. Amazon	43,090	0:23:44

Example: The data indicates that 44.7 million home and work Internet users visited at least one of the New York Times Company-owned sites or launched an New York Times Company-owned application during the month, and each person spent, on average, a total of 15 minutes and 43 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//NetRatings AdRelevance Top 10 Advertisers, July 2007

Top advertisers, ranked by estimated spending, are based on data from AdRelevance, Nielsen//NetRatings' 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. Low Rate Source	\$46,321,200	22,059,921
2. NexTag, Inc.	\$43,715,300	21,409,913
3. Experian Group Limited	\$43,405,900	15,674,399
4. Countrywide Financial Corporation	\$34,776,800	17,091,495
5. InterActiveCorp	\$27,873,800	6,784,473
6. Netflix, Inc.	\$18,813,600	5,572,255
7. AT&T Corp.	\$18,241,000	5,681,139
8. Privacy Matters	\$16,878,100	5,558,021
9. Verizon Communications, Inc.	\$15,715,000	4,016,248
10. Reunion.com L.L.C.	\$14,113,300	6,830,167



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 6.8 billion Reunion.com L.L.C. ads were rendered for viewing at the cost of approximately \$14.1 million during the surfing period.

About Nielsen//NetRatings

Nielsen//NetRatings, a service of The Nielsen Company, delivers leading Internet media and market research solutions. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

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