



Nielsen Online

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## News Release

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### WEB TRAFFIC TO TOP 10 ONLINE NEWSPAPERS GROWS 16 PERCENT YEAR-OVER-YEAR IN DECEMBER, ACCORDING TO NIELSEN ONLINE

#### Reader Sessions Increase 27 Percent

**New York, NY – January 26, 2008** – Nielsen Online, a service of The Nielsen Company, today reported a 16 percent year-over-year increase in unique visitors to the top 10 newspaper Web sites, growing from 34.6 million unique visitors in December 2007 to 40.1 million in December 2008.

NYTimes.com was the number one online newspaper destination in December 2008, with 18.2 million unique visitors. USATODAY.com and washingtonpost.com took the No. 2 and No. 3 spots, with 11.4 million and 9.5 million unique visitors, respectively (see Table 1).

**Table 1: Top 10 Newspaper Web Sites for December 2008 (U.S., Home and Work)**

Site	Dec-07 UA (000)	Dec-08 UA (000)	Percent Change
Top 10 Online Newspapers (unduplicated)	34,602	40,093	16
NYTimes.com	17,177	18,187	6
USATODAY.com	9,939	11,420	15
washingtonpost.com	8,478	9,470	12
LA Times	4,607	7,963	73
Wall Street Journal Online	5,409	7,235	34
Daily News Online Edition	2,956	5,883	99
Chicago Tribune	3,891	5,235	35
New York Post	2,851	4,557	60
Boston.com	4,364	4,086	-6
SFGate.com/San Francisco Chronicle	2,785	3,503	26

Source: Nielsen Online

“Nine of the top 10 newspaper Web sites experienced positive year-over-year growth,” commented Chuck Schilling, research director, agency & media, Nielsen Online. “News coverage in December ranged from how the 2008 holiday season would be affected by the weakening economy to Obama’s latest nomination for his administration, all of which helped to drive this impressive growth.”

**Online Newspaper Readers Visiting More Frequently**

Not only are more people visiting newspaper Web sites, but they are also visiting these sites more often than they were a year ago. The number of total visits to the top 10 newspaper sites increased 27 percent year-over-year, growing from 199.6 million in December 2007 to 252.7 million in December 2008 (see Table 2).

**Table 2: Total Sessions/Visits to the Top 10 Newspaper Web Sites in December 2008 (U.S., Home and Work)**

	Dec-07	Dec-08	Percent Change
Total Sessions/Visits (000)	199,563	252,677	27

“Despite the current troubles for the traditional newspaper industry, people are visiting newspaper sites more and more often to stay on top of current events,” said Schilling. “The challenge for newspaper publishers today is to learn how to capitalize on this active online readership and translate their increasing engagement into revenue.”

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Nielsen Online also reported December 2008 data for the Top Parent Companies/Divisions and Top Web Brands.

**Table 3: Top 10 Parent Companies/Divisions for December 2008 (U.S., Home and Work)**

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	133,854	2:00:12
2. Microsoft	125,826	2:24:00
3. Yahoo!	117,821	3:11:49
4. AOL LLC	86,080	3:41:02
5. News Corp. Online	78,081	1:29:19
6. eBay	68,272	1:38:32
7. Amazon	67,362	0:36:39
8. InterActiveCorp	63,493	0:19:08
9. Apple Computer	56,881	1:25:49
10. Facebook	55,217	2:07:58

Source: Nielsen Online

Example: The data indicates that 55.2 million home and work Internet users visited at least one of the Facebook-owned sites or launched a Facebook-owned application during the month, and each person spent, on average, a total of 2 hours, 7 minutes and 58 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 4: Top 10 Web Brands for December 2008 (U.S., Home and Work)**

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	126,199	1:25:10
2. Yahoo!	116,906	3:12:05
3. MSN/Windows Live	103,229	2:07:49

4. Microsoft	96,711	0:50:37
5. AOL Media Network	86,080	3:41:02
6. YouTube	80,704	0:54:37
7. Fox Interactive Media	67,959	1:30:56
8. Amazon	61,084	0:34:31
9. eBay	57,434	1:39:39
10. Apple	56,881	1:25:49

Source: Nielsen Online

**Table 5: Average U.S. Internet Usage, Combined Home & Work, Month of December 2008**

Sessions/Visits per Person	59
Domains Visited per Person	108
Web Pages per Person	2,353
Duration of a Web Page Viewed	0:00:55
PC Time per Person	68:23:22
Active Digital Media Universe	166,120,474
Current Digital Media Universe Estimate	225,748,755

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](http://www.nielsen-online.com). Also, visit our blog at [www.nielsen-online.com/blog](http://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](http://www.nielsen.com).

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