



Nielsen Online

The Nielsen Company  
770 Broadway  
New York, NY 10003  
www.nielsen-online.com

## News Release

Media Contacts:

Suzy Bausch (415) 617-0181  
Michelle McGiboney (408) 941-2930  
pr.us@nielsen.com

### **OLYMPICS DRIVE A BANNER AUGUST FOR SPORTS WEB SITES AT WORK WITH 26 PERCENT YEAR-OVER-YEAR GROWTH, ACCORDING TO NIELSEN ONLINE**

#### **Women Visitors Drive Growth, Outpacing Male Audience Growth**

**New York, NY – October 2, 2008** – Nielsen Online, a service of The Nielsen Company, today reported a 26 percent year-over-year increase in unique visitors at work to online sports destinations, growing from 33.4 million unique visitors in August 2007 to 42.3 million unique visitors in August 2008, driven in large part by the 2008 Beijing Olympics and the kick-off of football season.

The custom Web property, NBC Olympics attracted significant traffic at work during the month, reaching 20 percent of the active at work Web population, slightly more than 13.8 million unique visitors. The breadth of Olympics content that NBC provided online contributed to people not only visiting the Web site, but also staying for extended periods of time, with the average visitor spending 57 minutes and 7 seconds over the course of the month.

**Table 1: August 2008 Data for NBC Olympics (U.S., Work Only)**

Site	Unique Audience (000)	Active Reach (%)	Time Per Person (hh:mm:ss)
NBC Olympics	13,803	20.4	0:57:07

Source: Nielsen Online Custom Analysis

“With broad interest in the Olympics, and the ramp up of the college and professional football seasons, August was a busy month for online sports fans. The Web offered 24/7 access to news, results and video, and fans demonstrated a healthy appetite for information about their favorite athletes and teams,” said Jon Gibs, vice president, media analytics, Nielsen Online.

Yahoo! Sports was the number one online sports destination at work in August 2008, with 18.7 million unique visitors, growing 112 percent year-over-year. Web properties, ESPN and FOX Sports on MSN took the No. 2 and 3 spots, with 11.9 million unique visitors and 7.7 million unique visitors, respectively. Among the top ten sports sites, Fantasy Sports Ventures Network was the fastest growing, increasing 285 percent from one million unique visitors to 3.9 million in August 2008 (see Table 2).

“The increasing popularity of fantasy football also helped drive the impressive growth for the sports category in August. Over the past few years, fantasy sports have been one of the key drivers of



consumer engagement in the sports category. In many cases, fantasy sports have become more popular than the sports coverage itself," said Gibs.

**Table 2: Top 10 Sports Web Sites for August 2008 (U.S., Work Only)**

Site	Aug-07 UA (000)	Aug-08 UA (000)	Percent Growth
Sports Category	33,405	42,252	26%
Yahoo! Sports	8,820	18,727	112%
ESPN	10,314	11,936	16%
FOX Sports on MSN	6,824	7,714	13%
SI Digital Sites	3,913	6,490	66%
CBS Sports	5,092	5,708	12%
NFL Internet Network	4,630	5,692	23%
MLB.com	5,521	5,486	-1%
AOL Sports	3,905	3,993	2%
Fantasy Sports Ventures Network	1,019	3,926	285%
Beijing2008.cn	N/A	3,026	N/A

Source: Nielsen Online

**Women Drive Growth Within Sports Category**

The number of female unique visitors at work to sports-related Web sites in August grew 37 percent, compared to the same period in 2007, outpacing the percent increase in male visitors by 76 percent. The number of women increased from 12 million unique visitors and a unique audience composition percentage of 36 percent in August 2007 to 16.4 million unique visitors and a unique audience composition percentage of 39 percent in August 2008 (see Table 3).

**Table 3: Unique Audience to Sports-Related Web Sites among Men and Women (U.S., Work Only)**

Gender	Aug-07 UA (000)	Aug-08 UA (000)	Percent Growth
Male	21,401	25,863	21%
Female	12,004	16,389	37%

Source: Nielsen Online

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

**Table 4: Top 10 Parent Companies/Divisions for August 2008 (U.S., Home and Work)**

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	131,186	2:03:08
2. Microsoft	124,271	2:27:31
3. Yahoo!	118,580	3:22:41
4. Time Warner (Division*)	100,221	3:24:30
5. News Corp. Online	79,871	1:51:40
6. InterActiveCorp	67,805	0:21:13
7. eBay	64,177	1:52:13
8. Amazon	54,819	0:27:03
9. Wikimedia Foundation	53,471	0:21:26
10. Walt Disney Internet Group	50,775	0:55:51

\*Time Warner division excludes Turner Network's audience.



Example: The data indicates that 50.8 million home and work Internet users visited at least one of the Walt Disney Internet Group-owned sites or launched an Walt Disney Internet Group-owned application during the month, and each person spent, on average, a total of 55 minutes and 51 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 5: Top 10 Web Brands for August 2008 (U.S., Home and Work)**

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	123,690	1:25:18
2. Yahoo!	117,702	3:22:31
3. MSN/Windows Live	103,953	2:21:25
4. Microsoft	93,558	0:38:39
5. AOL Media Network	93,070	3:33:46
6. YouTube	75,442	1:01:01
7. Fox Interactive Media	70,696	1:54:24
8. eBay	55,842	1:52:01
9. Wikipedia	52,987	0:21:24
10. Apple	48,766	1:10:42

***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).

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