



Nielsen Online

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News Release

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NEARLY 80 PERCENT OF U.S. ADULT ONLINE CONSUMERS MADE INTERNET PURCHASE IN PREVIOUS SIX MONTHS, ACCORDING TO NIELSEN ONLINE

Travel, Credit Cards and Home Banking Top Online Transaction Categories

New York, NY – November 12, 2008 – Nielsen Online, a service of the Nielsen Company, today announced that 78 percent of adult online consumers made a purchase over the Web in the previous six months, according to @Plan, Winter 2008/2009 Release.

The No. 1 online transaction category was travel, with 38 percent of adult online consumers making at least one travel purchase on the Web in the previous six months (see Table 1). Credit card account management and home banking took the No. 2 and 3 spots, with 36 percent and 35 percent of consumers conducting transactions, respectively. @Plan is based on a quarterly survey of approximately 36,000 U.S. Internet users age 18 and older.

Table 1: Top 10 Online Transaction Categories for U.S. Adults Online

Category	Composition Percent	Reach (in 000's)
Online Travel - Any (p/online/6 mo.)	38	54,417
Credit Cards - Manage Account (t/online/6 mo.)	36	51,731
Home Banking (t/online/6 mo.)	35	49,899
Clothes/Shoes/Acc. - Any (p/online/6 mo.)	28	40,075
Books (p/online/6 mo.)	26	37,001
Hotel/Motel Reservations (p/online/6 mo.)	18	26,055
Auctions (p/online/6 mo.)	16	23,449
Event Tickets (p/online/6 mo.)	14	20,820
Insurance - Any (t/online/6 mo.)	11	16,385
Computer Software - Any (p/online/6 mo.)	11	15,580

Source: Nielsen Online, @Plan, Winter 2008/2009 Release (U.S., 18+)

Note: "p" = "purchase" and "t" = "transaction"

"Most consumers see online retail as a primary benefit of the Internet," said Nachi Lolla, research director, commerce, Nielsen Online. "The sheer convenience of being able to comparison shop from your home or office has become all but irresistible. Possible early concerns about online security have been sufficiently addressed, and consistent on-time delivery and reasonable shipping costs

have bolstered consumer confidence. The challenge for retailers is no longer how to lure shoppers online, but how to differentiate their brand among all others. Heading into this competitive holiday shopping season, selection, price and customer service are the key areas retailers can shine.”

Table 2: Top 10 Online Retailers Ranked by Unique Audience, October 2008 (U.S., Home and Work)

Brand	Unique Audience (000)	Time per Person (hh:mm:ss)
eBay	49,213	1:47:26
Amazon	48,261	0:22:45
Wal-Mart Stores	25,312	0:13:55
Target	23,827	0:09:36
Netflix	14,284	0:34:58
Dell	14,272	0:14:13
Best Buy	12,446	0:10:57
Sears	11,752	0:07:33
The Home Depot	11,053	0:09:52
JCPenney	10,703	0:16:09

Source: Nielsen Online

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

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

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	128,667	1:57:26
2. Microsoft	121,819	2:35:43
3. Yahoo!	117,715	3:22:08
4. AOL LLC	88,028	3:34:41
5. News Corp. Online	78,135	1:36:45
6. eBay	60,543	1:40:32
7. InterActiveCorp	60,092	0:17:20
8. Wikimedia Foundation	57,254	0:20:07
9. Amazon	55,560	0:25:38
10. Walt Disney Internet Group	53,381	0:39:22

Source: Nielsen Online

Example: The data indicates that 53.4 million home and work Internet users visited at least one of the Walt Disney Internet Group-owned sites or launched a Walt Disney Internet Group-owned application during the month, and each person spent, on average, a total of 39 minutes and 22 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 October 2008 (U.S., Home and Work)

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	122,325	1:23:07
2. Yahoo!	116,078	3:23:29

3. MSN/Windows Live	102,494	2:23:27
4. Microsoft	92,348	0:45:54
5. AOL Media Network	88,028	3:34:41
6. YouTube	77,480	0:53:25
7. Fox Interactive Media	67,182	1:37:12
8. Wikipedia	56,896	0:20:07
9. Apple	49,340	0:58:34
10. eBay	49,213	1:47:26

Source: Nielsen Online

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

Sessions/Visits per Person	59
Domains Visited per Person	105
Web Pages per Person	2,372
Duration of a Web Page Viewed	0:00:55
PC Time per Person	69:47:28
Active Digital Media Universe	163,556,056
Current Digital Media Universe Estimate	224,808,795

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 Online.