



NEWS RELEASE

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THE NIELSEN COMPANY ISSUES TOP TEN U.S. LISTS FOR 2009

New York, NY, December 11, 2009 – Today The Nielsen Company released a year-end look at the most popular trends among Americans during 2009. The Nielsen Company delivers the most comprehensive media and marketing measurement systems in the world. Included in this release are the following media and consumer spending trends:

- Television
- Internet
- Movies
- DVDs
- Music
- Mobile
- Books
- Consumer Purchasing Trends
- Advertisers
- Video Games

The Top Tens below show year-to-date results for each media and consumer related category measured by The Nielsen Company. Measurement dates may vary depending on the category.

TELEVISION

Top 10 TV Programs - Regularly Scheduled

Rank	Programs	Network	% of Homes in U.S. (Rating)
1	American Idol-Wednesday	FOX	14.4
2	American Idol-Tuesday	FOX	13.8
3	Dancing with the Stars	ABC	12.0
4	NBC Sunday Night Football	NBC	11.7
5	Dancing with the Stars - Results Show	ABC	9.9
6	NCIS: Los Angeles	CBS	9.8
7	NCIS	CBS	9.4
8	NFL Regular Season L	ESPN	8.8
8	Sunday Night NFL Pre-kick	NBC	8.8
10	The Good Wife	CBS	8.5

Source: The Nielsen Company

*Top primetime programs: Note Data from Jan 01, 2009- November 29, 2009, regularly scheduled programs. Household Ratings include Live and Same Day timeshifted viewing. Excludes programs with less than 4 telecasts and programs under 5 minutes



Top 10 TV Programs - Single Telecast

Rank	Telecasts	Network	Date Aired	% of Homes in U.S. (Rating)
1	Super Bowl XLIII	NBC	02/01/2009	42.0
2	Super Bowl Pre-Kick	NBC	02/01/2009	35.2
3	Super Bowl Kick-Off	NBC	02/01/2009	29.6
4	Super Bowl Post	NBC	02/01/2009	25.7
5	AFC Championship On CBS	CBS	01/18/2009	22.0
6	Fox NFC Championship	FOX	01/18/2009	21.9
7	Academy Awards	ABC	02/22/2009	20.6
8	AFC Divisional Playoff	CBS	01/11/2009	19.6
9	Fox NFC Playoff	FOX	01/11/2009	18.7
10	Fox NFC Wildcard Game	FOX	01/04/2009	17.6

Source: The Nielsen Company

*Top Telecasts: Note Data from Jan 01, 2009- November 29, 2009. Household Ratings include Live and Same Day timeshifted viewing. Excludes telecasts under 5 minutes.

Top 10 "Timeshifted" Primetime TV Programs

Rank	Programs	Network	% Increase of Timeshifted Viewing
1	Battlestar Galactica	SYFY	59.4
2	Mad Men	AMC	57.7
3	Damages	FX	56.3
4	Rescue Me	FX	53.2
5	True Blood	HBOM	46.9
5	Stargate Universe	SYFY	46.9
7	Sanctuary	SYFY	45.9
7	Heroes	NBC	45.9
9	Terminator: The Sarah Connor Chronicles	FOX	45.5
10	10 Things I Hate About You	FAM	44.9
10	Dollhouse	FOX	44.9
10	Melrose Place	CW	44.9

Source: The Nielsen Company

*Primetime TSV%: Data from Jan 01, 2009- November 15, 2009, regularly scheduled programs. Percent increase in rating is based on absolute difference between Live Household Ratings and Live+7. A program must reach at least a 1.0 live+7 HH rating and have at least 4 telecasts.



INTERNET

Top 10 Online Web Brands (U.S. Home & Work)

Rank	Brand	Avg Monthly Unique Audience (000)
1	Google	147,301
2	Yahoo!	134,179
3	MSN/WindowsLive/Bing	112,389
4	YouTube	100,211
5	Facebook	94,459
6	Microsoft	92,086
7	AOL Media Network	91,548
8	Fox Interactive Media	68,951
9	Wikipedia	59,226
10	Apple	58,503

Source: The Nielsen Company
Note: Data from June – October 2009

MOVIES

Top 10 Box Office - All Theatrical - thru Nov. 30, 2009

Rank	Title	Distributor	Cumulative Total US\$	Open Date
1	Transformers: Revenge of the Fallen	Paramount	402,111,870	6/24/2009
2	Harry Potter and the Half-Blood Prince	Warner Bros.	301,948,049	7/15/2009
3	Up	Disney	293,004,164	5/29/2009
4	The Hangover	Warner Bros.	277,283,642	6/5/2009
5	Star Trek	Paramount	257,730,019	5/8/2009
6	Twilight Saga: New Moon	Summit	255,363,052	11/20/2009
7	Monsters vs. Aliens	Paramount	198,351,526	3/27/2009
8	Ice Age: Dawn of the Dinosaurs	Fox	196,573,705	7/1/2009
9	X-Men Origins: Wolverine	Fox	179,883,157	5/1/2009
10	Night at the Museum: Battle of the Smithsonian	Fox	177,243,721	5/22/2009

Source: The Nielsen Company / The Hollywood Reporter
Note: Data from Jan. 5, 2009 – Dec. 6, 2009 US and Canada Only. Traditionally, box office sales see significant increases during the holidays.



DVDs

Top 10 DVD Sales

Rank	Title	Distributor	Release Date
1	Twilight	Universal Home Entertainment	3/21/2009
2	Transformers: Revenge of the Fallen	Paramount Home Entertainment	10/20/2009
3	Up	Disney/Buena Vista Home Video	11/10/2009
4	Madagascar: Escape 2 Africa	Paramount Home Entertainment	2/6/2009
5	Dark Knight	Warner Home Video	12/9/2008
6	Gran Torino	Warner Home Video	6/9/2009
7	Star Trek	Paramount Home Entertainment	11/17/2009
8	Bolt	Disney/Buena Vista Home Video	3/24/2009
9	Marley & Me	20th Century Fox Home Ent	3/31/2009
10	Quantum of Solace	20th Century Fox Home Ent	3/24/2009

Source: The Nielsen Company

Note: Data from Jan. 5, 2009 – Nov. 29, 2009; several key 4Q titles have not yet been released as of Dec 8. Note: Based on Aggregate Disc unit sales (DVD, Blu-ray, etc.) from Jan 4 2009 thru Nov 29 2009. Does not include data from Wal*Mart. Most other sell-through retailers are included.

MUSIC

Top 10 Albums

Rank	Title	Artist
1	Fearless	Taylor Swift
2	I am...Sasha Fierce	Beyonce
3	Dark Horse	Nickelback
4	Twilight	Soundtrack
5	Hannah Montana: The Movie	Soundtrack
6	Circus	Britney Spears
7	808s & Heartbreak	Kanye West
8	The Fame	Lady Gaga
9	Relapse	Eminem
10	The E.N.D.	The Black Eyed Peas

Source: Billboard 200 / The Nielsen Company

Note: Data from Billboard issue dates Dec 6, 2008 issue through November 28, 2009 (sales data from Nov. 17, 2008 through November 15, 2009).



Top 10 Most Digitally Downloaded Songs

Rank	Song	Artist
1	Boom Boom Pow	The Black Eyed Peas
2	Poker Face	Lady Gaga
3	Just Dance	Lady Gaga featuring Colby O'Donis
4	Right Round	Flo Rida
5	I Gotta Feeling	The Black Eyed Peas
6	Single Ladies (Put a Ring On It)	Beyonce
7	Gives You Hell	The All-American Rejects
8	Love Story	Taylor Swift
9	Heartless	Kanye West
10	I'm Yours	Jason Mraz

Source: Billboard Hot Digital Songs / The Nielsen Company
Note: Data from Billboard issue dates Dec 6, 2008 issue through November 28, 2009
(Sales data from Nov. 17, 2008 through November 15, 2009).

Top 10 Most Listened to Songs on the Radio

Rank	Song	Artist	Total Audience Impressions
1	Love Story	Taylor Swift	2,443,842,000
2	You Belong With Me	Taylor Swift	2,337,557,500
3	I'm Yours	Jason Mraz	2,315,292,700
4	Knock You Down	Keri Hilson featuring Kanye West & Ne-Yo	2,297,595,900
5	Boom Boom Pow	The Black Eyed Peas	2,226,753,900
6	Just Dance	Lady Gaga featuring Colby O'Donis	2,170,436,000
7	Blame It	Jamie Foxx featuring T-Pain	2,168,787,500
8	I Gotta Feeling	The Black Eyed Peas	2,062,437,900
9	Poker Face	Lady Gaga	2,060,294,500
10	Live Your Life	T.I. featuring Rihanna	2,025,875,900

Source: Billboard Hot 100 Airplay / The Nielsen Company
Note: Data from Billboard issue dates Dec 6, 2008 issue through November 28, 2009
(airplay tracking dates of Nov. 17, 2008 through November 15, 2009).



Top 10 Mastertones

Rank	Title	Artist
1	Kiss Me Thru the Phone	Soulja Boy Tell'em featuring Sammie
2	Blame It	Jamie Foxx featuring T-Pain
3	Dead and Gone	T.I. featuring Justin Timberlake
4	Heartless	Kanye West
5	Boom Boom Pow	The Black Eyed Peas
6	Day 'N' Nite	Kid Cudi
7	All Summer Long	Kid Rock
8	Birthday Sex	Jeremih
9	Whatever You Like	T.I.
10	Right Round	Flo Rida

Source: Billboard Hot Master Ringtones / The Nielsen Company
 Note: Data from Billboard issue dates Dec 6, 2008 issue through November 28, 2009
 (Sales data from Nov. 17, 2008 through November 15, 2009).

MOBILE

Top 10 Mobile Phones in Use (U.S.) – January -October 2009

Rank	Handset	Embedded base of All Subscribers
1	Apple 3G iPhone	4.0%
2	RIM BlackBerry 8300 Series (Curve, 8310, 8320, 8330, 8350i)	3.7%
3	Motorola RAZR V3 series (V3, V3c, V3m, V3i, V3i DG, V3)	2.3%
4	LG VX9100 (enV2)	2.1%
5	LG Voyager	1.7%
6	Samsung SPH-M540 (Rant)	1.5%
7	RIM BlackBerry 9530 series (Storm)	1.4%
8	LG VX9700 (Dare)	1.3%
9	LG Vu series (CU915, CU920)	1.3%
10	RIM BlackBerry 8100 series (Pearl, 8110, 8120, 8129)	1.2%

Source: The Nielsen Company

Top 10 Websites Accessed Over Mobile Phones (U.S.) – January – September 2009

Rank	Website
1	Google Search
2	Yahoo! Mail
3	Gmail
4	Weather Channel
5	Facebook
6	MSN Hotmail
7	Google Maps
8	ESPN
9	AOL Email
10	CNN News

Source: The Nielsen Company, Nielsen Mobile NetView (January 2009-September 2009)

**Top 10 Brands Accessed Over Mobile Phones (U.S.) –
January – September 2009**

Rank	Brand
1	Yahoo!
2	Google
3	MSN/WindowsLive/Bing
4	AOL Media Network
5	Weather Channel
6	Facebook
7	CNN Digital Network
8	Fox Interactive Media
9	ESPN
10	Apple

Source: The Nielsen Company, Nielsen Mobile NetView (January 2009-September 2009)

Top 10 Mobile Video Channels (U.S.)

Rank	Brand
1	YouTube
2	FOX
3	The Weather Channel
4	Comedy Central
5	CBS
6	ABC
7	MTV
8	NBC
9	ESPN
10	E!

Source : The Nielsen Company, Nielsen Mobile Video Report 2009 YTD, Q1 2009-Q3 2009.
Rankings based on average audience 2009 YTD.

BOOKS

Top 10 Book Sales - Adult Fiction - 2009

Rank	Title	Format	Author	Publisher	Publication Date
1	The Lost Symbol	Hardcover	Dan Brown	Doubleday Books	9/1/2009
2	The Shack	Trade Paperback	William P. Young	Windblown Media	7/1/2008
3	The Time Traveler's Wife	Trade Paperback	Audrey Niffenegger	Harvest Books	7/1/2004
4	The Associate	Hardcover	John Grisham	Doubleday Books	1/1/2009
5	The Guernsey Literary and Potato Peel Pie Society	Trade Paperback	Mary Ann Shaffer	Dial Press	5/1/2009
6	The Help	Hardcover	Kathryn Stockett	Putnam Adult	2/1/2009
7	The Girl With The Dragon Tattoo	Trade Paperback	Stieg Larsson	Vintage Books USA	6/1/2009
8	The Host	Hardcover	Stephenie Meyer	Little Brown And Company	5/1/2008
9	Olive Kitteridge	Trade Paperback	Elizabeth Strout	Random House Trade	10/1/2008
10	The Associate	Mass Market Paperback	John Grisham	Dell Publishing Company	9/1/2009

Source: The Nielsen Company. Data does not include sales from Wal-Mart, Sam's, BJ's or libraries.
 Note: Sales from December 28, 2008 – November 29, 2009.

Top 10 Book Sales - Adult Non Fiction - 2009

Rank	Title	Format	Author	Publisher	Publication Date
1	Act Like A Lady, Think Like A Man: What Men Really Think About Love, Relationships Intimacy, And Commitment	Hardcover	Steve Harvey	Amistad Press	2/1/2009
2	Glenn Beck's Common Sense: The Case Against An Out-Of-Control Government, Inspired By Thomas Paine	Trade Paperback	Glenn Beck	Threshold Editions	6/1/2009
3	Liberty And Tyranny: A Conservative Manifesto	Hardcover	Mark R. Levin	Threshold Editions	3/1/2009
4	Outliers: The Story Of Success	Hardcover	Malcolm Gladwell	Little Brown And Company	11/1/2008
5	Going Rogue: An American Life	Hardcover	Sarah Palin	HarperCollins	11/1/2009
6	Three Cups Of Tea: One Man's Mission To Promote Peace ... One School At A Time	Trade Paperback	Greg Mortenson	Penguin Books	2/1/2007
7	Eat This, Not That! Supermarket Survival Guide: The No-Diet Weight Loss Solution	Trade Paperback	David Zinczenko	Rodale Press	12/1/2008
8	The Last Lecture	Hardcover	Randy Pausch	Hyperion Books	1/1/2008
9	Have a Little Faith: A True Story	Hardcover	Mitch Albom	Hyperion Books	9/1/2009
10	Arguing with Idiots: How to Stop Small Minds and Big Government	Hardcover	Glenn Beck	Threshold Editions	9/1/2009

Source: The Nielsen Company. Data does not include sales from Wal-Mart, Sam's, BJ's or libraries.
 Note: Sales from December 28, 2008 – November 29, 2009.



Top 10 Audio Book Sales - Includes Adult and Juvenile - 2009

Rank	Title	Author	Publisher	Publication Date
1	The Lost Symbol [Unabridged]	Dan Brown	Random House Audio	9/1/2009
2	The Secret [Unabridged]	Rhonda Byrne	Simon & Schuster Audio	11/1/2006
3	The Shack	William P. Young	Oasis Audio	6/1/2008
4	Twilight [Unabridged]	Stephenie Meyer	Listening Library	10/1/2005
5	Liberty And Tyranny: A Conservative Manifesto	Mark R. Levin	Simon & Schuster Audio	3/1/2009
6	The Associate [Unabridged]	John Grisham	Random House Audio	1/1/2009
7	The Lost Symbol [Abridged]	Dan Brown	Random House Audio	9/1/2009
8	Glenn Beck's Common Sense: The Case Against An Out-Of-Control Government, Inspired By Thomas Paine	Glenn Beck	Simon & Schuster Audio	6/1/2009
9	New Moon [Unabridged]	Stephenie Meyer	Listening Library	10/1/2006
10	Excuses Begone!: How To Change Lifelong, Self-Defeating Thinking Habits	Wayne W. Dyer	Hay House	5/1/2009

Source: The Nielsen Company. Data does not include sales from Wal-Mart, Sam's, BJ's or libraries.
 Note: Sales from December 28, 2008 – November 29, 2009.

Top 10 Book Sales – Juvenile - 2009

Rank	Title	Format	Author	Publisher	Publication Date
1	New Moon	Trade Paperback	Stephenie Meyer	Little, Brown Young Readers	5/1/2008
2	Breaking Dawn	Hardcover	Stephenie Meyer	Little, Brown Young Readers	8/1/2008
3	Eclipse	Hardcover	Stephenie Meyer	Little, Brown Young Readers	8/1/2007
4	Twilight	Trade Paperback	Stephenie Meyer	Megan Tingley Books	9/1/2006
5	The Last Straw	Hardcover	Jeff Kinney	Harry N. Abrams, Inc	1/1/2009
6	Dog Days	Hardcover	Jeff Kinney	Harry N. Abrams, Inc	10/1/2009
7	Diary Of A Wimpy Kid	Hardcover	Jeff Kinney	Harry N. Abrams, Inc	4/1/2007
8	The Last Olympian	Hardcover	Rick Riordan	Hyperion Books	5/1/2009
9	Eclipse	Trade Paperback	Stephenie Meyer	Little, Brown Young Readers	8/1/2009
10	Diary Of A Wimpy Kid Do-It-Yourself	Hardcover	Jeff Kinney	Harry N. Abrams, Inc	10/1/2008

Source: The Nielsen Company. Data does not include sales from Wal-Mart, Sam's, BJ's or libraries.
 Note: Sales from December 28, 2008 – November 29, 2009.

Consumer Purchasing Trends

Top 10 Consumer Packaged Goods (CPG) Percentage of Growth by Dollar Sales

Rank	Category	% Dollar Growth
1	Canning & Freezing Supplies	27.6
2	Seasonal General Merchandise	15.7
3	Dry Vegetables & Grains	13.5
4	Flour	10.9
5	Canned Vegetables	10.3
6	Tobacco & Accessories	10.2
7	Sugar & Sugar Substitutes	9.5
8	Motor/Vehicle Care/Accessories	9.3
9	Pasta	9.3
10	Baking Mixes	8.9

Source: The Nielsen Company

Total U.S. – Food/Drug/Mass Merchandiser Stores (including Walmart); 52 weeks ending 10/31/09 (versus prior year) – UPC-coded items only w/ minimum \$100 million in sales

Top 10 Consumer Package Goods (CPG) Percentage of Growth by Unit Volume

Rank	Category	% Unit Growth
1	Canning & Freezing Supplies	10.7
2	Fresh Meat	7.1
3	Frozen Novelties	6.6
4	Cheese	5.2
5	Vitamins	5.2
6	Wine	5.0
7	Baking Mixes	4.9
8	Pasta	4.5
9	Dry Mix Prepared Foods	4.4
10	Yogurt	4.3

Source: The Nielsen Company

Total U.S. – Food/Drug/Mass Merchandiser Stores (including Walmart); 52 weeks ending 10/31/09 (versus prior year) – UPC-coded items only w/ minimum \$100 million in sales

ADVERTISING

Top 10 Product Categories by Ad Spending

Rank	Product Category	Ad Dollars Spent (millions)
1	Automotive	\$5,392.8
2	Pharmaceutical	\$3,236.9
3	Quick Service Restaurants	\$3,073.6
4	Wireless Telephone services	\$2,545.7
5	Department Stores	\$2,472.3
6	Motion Picture	\$2,457.3
7	Dealerships	\$2,414.7
8	Direct Response Products	\$1,840.1
9	Restaurant	\$1,193.3
10	Furniture Stores	\$1,069.7

Source: The Nielsen Company

Note: Data from Jan 1-Sept 30, 2009. Based on spending estimates in the following media: Network TV, National Cable TV, Spot TV, Syndicated TV, Spanish-Language TV, Nat'l/Local Magazine, Network/Spot Radio, Outdoor, Coupons (CPGs only), Nat'l/Local Newspapers (display ads only), Nat'l/Local Sunday Supplements, and Internet.

Top 10 Best-Liked TV Commercials

Rank	Brand	Ad Description (seconds)	Likeability Index
1	Budweiser	Clydesdale fetches a large tree branch (:30)	217
2	Starburst	Man and llama feed candy to each other (:30)	204
3	Doritos	Man throws snow globe into vending machine (:30)	193
4	Cottonelle	Puppy is pampered at spa (:30)	191
5	Pedigree	Adoption Drive; people with unusual and large pets (:30)	190
6	Budweiser	Clydesdale travels to find Daisy (:60)	186
7	Starburst	Man talks to a Scotch-Korean; pack of contradictions (:30)	180
8	E*Trade	Baby talks smack about golf opponent (:30)	180
9	Dawn	1 Bottle equals \$1 to save wildlife (:15)	175
10	M&Ms	Red candy runs on grocery store checkout conveyor belt (:30)	171

Source: The Nielsen Company. Note: Data from Jan. 1 – Nov. 30, 2009, Broadcast Primetime. Only ads launching since Jan 1 are considered. *Among Persons 13+ (or Adults 21+ for alcohol ads).



Top 10 Most Effective Product Placements on Brand Opinion

Rank	Brand	Ad Description	Program (Network)	Brand Opinion Index
1	Subway	Contestants eat at restaurant; trainers describe "Fresh Fit" meals	The Biggest Loser (NBC, 2/10 - 11/03/09)	344
2	Kids Crooked House	Company assembles kids playhouses in the Gosselin's yard	Jon & Kate Plus 8 (TLC, 6/22 - 9/21/09)	300
3	Vaseline	Sponsor of miniseries and contest; Clarissa wears Aloe Fresh	Maneater (LIFE, 5/30 - 6/1/09)	290
4	Food & Wine Magazine	Gail Simmons is identified as working for the magazine	Top Chef Masters (Bravo, 6/10 - 8/20/09)	285
5	Cheerios	Cereal is recommended as a healthy food; sponsor of challenges	The Biggest Loser (NBC, 2/3 - 11/24/09)	266
6	Whole Foods Market	Contestants shop for ingredients to use in challenges	Top Chef Masters (Bravo, 6/10 - 8/20/09)	261
7	CVS Pharmacy	Company donates money and provides supplies to families	Extreme Makeover: Home Edition (ABC, 1/11 - 11/8/09)	259
8	Mood Designer Fabrics	Designers shop at store for supplies for their challenges	Project Runway (LIFE, 8/20 - 11/19/09)	259
9	GE	Alex and Simon install Monogram appliances in their remodeled kitchen	The Real Housewives of New York City (Bravo, 4/28 - 7/7/09)	253
10	Glad	Company provides prize to winner; products are used during challenges	Top Chef (Bravo, 1/7 - 11/25/09)	242

Source: The Nielsen Company. Note: Data from Jan. 1, 2009- Nov. 30, 2009. Broadcast and Cable Networks Primetime (includes A&E, Bravo, Discovery, ESPN, FX, Lifetime, NAN, TBS, TLC, TNT and USA). The placements delivered the greatest percentage of viewers who both recalled and cited an improved opinion of the integrated brand. *Among Persons 13+.

Top 10 Programs with Product Placement Activity

Rank	Program	Network	Total # of Occurrences
1	The Jay Leno Show	NBC	1,015
2	WWE Monday Night Raw	USA	787
3	The Biggest Loser	NBC	704
4	American Idol	FOX	553
5	Extreme Makeover: Home Edition	ABC	483
6	The Celebrity Apprentice	NBC	428
7	Top Chef: Las Vegas	BRAVO	412
8	America's Next Top Model	CW	380
9	Project Runway	Lifetime	350
10	Dancing With The Stars	ABC	331

Source: The Nielsen Company. Note: Data from Jan 1 - Nov 29, 2009, Broadcast and Cable Networks Primetime (includes A&E, Bravo, Discovery, ESPN, FX, Lifetime, NAN, TBS, TLC, TNT, and USA). First-run episodes only. As a result of coding enhancements implemented in 2009, occurrence counts now reflect the total number of show segments in which a brand/product appears or is mentioned

VIDEO GAMES

Top 10 PC Game Titles in the U.S.

Rank	Game Title	Publisher	AU%	Avg Minutes Played Per Week
1	World of Warcraft	Blizzard Entertainment	0.771	683
2	The Sims	Electronic Arts Inc.	0.153	232
3	The Sims 2	Electronic Arts Inc.	0.128	295
4	RuneScape	Jagex Ltd.	0.08	496
5	Halo: Combat Evolved	Microsoft Game Studios	0.077	263
6	Call of Duty 4: Modern Warfare	Activision	0.071	361
7	Left 4 Dead	Electronic Arts Inc.	0.068	319
8	Call of Duty	Activision	0.066	302
9	Diablo II	Blizzard Entertainment	0.066	344
10	Fallout 3	Bethesda Softworks	0.065	388

Source: The Nielsen Company

Note: Data from Jan 5, 2009 – Nov. 29, 2009. AU% - Active User Percent. The percentage of PC players who were playing the game in the average minute (any given minute) of persons who owned and played the given game.

Video Game Console Usage

Rank	Console	Usage Minutes %
1	Xbox 360	23.1%
2	PlayStation 2	20.4%
3	Wii	19.0%
4	PlayStation 3	10.2%
5	Xbox	6.0%
6	GameCube	2.3%
	Other	19.0%

Source: The Nielsen Company

Note: Data from Jan – Sept 2009. Usage Minutes % is the percent of all measured console minutes. 'Other' consists of any other console systems found in the home.



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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 approximately 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

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