



Nielsen Online

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Media Alert

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XBOX MOST BUZZED ABOUT GAME CONSOLE SO FAR THIS HOLIDAY SEASON, ACCORDING TO NIELSEN ONLINE

New York, NY – December 11, 2008 – Nielsen Online, a service of the Nielsen Company, reported today that Microsoft’s Xbox 360 garnered the largest share of online buzz among the top game consoles, with 41.6 percent of messages mentioning Xbox, Wii or Playstation between November 1st and December 9th. Wii and PlayStation ranked No. 2 and 3 with 29.8 and 28.6 percent of game console messages, respectively.

Table 1: Share of Game Console Buzz

Game Console	Percent of Buzz
Xbox	41.6
Wii	29.8
PlayStation	28.6

Source: Nielsen Online, BuzzMetrics

*Based on messages posted to all blogs between November 1 and December 9, 2008. Percentages are based on total number of messages mentioning at least one of the three consoles.

Among selected gift ideas, TV-related terms dominated buzz, with 52.5 percent of gift-related messages, followed by DVDs, with a 24.4 percent share and toys with 11.3 percent.

Table 2: Share of Gift-Related Buzz (among selected topics)

Gift	Percent of Buzz
TV	52.5
DVD	24.4
Toys	11.3
Laptop	8.4
GPS	3.4

Source: Nielsen Online, BuzzMetrics

*Based on messages posted to all blogs between November 1 and December 9, 2008. Percentages are based on total number of messages mentioning at least one of the above gifts.

Consumers looking for discounts should check out the top message boards citing messages with the

word “coupon” or “coupons,” ranked below.

Table 3: Top Message Boards ranked by Share of Messages Mentioning “Coupons”

Board
http://forums.slickdeals.net
http://www.fatwallet.com
http://www.redflagdeals.com
http://www.weightwatchers.com
http://www.disboards.com
http://messageboards.ivillage.com
http://www.terismessageboard.com
http://www.cheapassgamer.com
http://boards.cruisecritic.com
http://forums.gottadeal.com

Source: Nielsen Online, BuzzMetrics

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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.