



Nielsen Online

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## News Release

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### **ONLINE VIEWERS AT TV NETWORK WEB SITES INCREASE AN AVERAGE OF 155 PERCENT IN SEPTEMBER, ACCORDING TO NIELSEN ONLINE**

#### **Nielsen Online Releases Topline VideoCensus Data for September**

**New York, NY – November 6, 2008** – Nielsen Online, a service of The Nielsen Company, today announced that all four television networks enjoyed month-over-month growth in online video viewers in September, coinciding with the season premieres of many popular and new television shows (see Table 1). NBC.com had the largest increase in video viewers, growing 312 percent month-over-month, followed by FOX Broadcasting and ABC.com, with 165 percent and 105 percent growth, respectively.

“A combination of series and season premiers, political news and parodies, and coverage of the financial crisis all contributed to increased online video viewing for the television networks in September,” said Jon Gibs, vice president, media analytics, Nielsen Online. “Consumers are increasingly relying on the Web to catch up on content they missed when it aired on television and the networks are beginning to capitalize on this trend. Case in point - anyone who didn’t see Tina Fey’s impersonation of Sarah Palin on ‘Saturday Night Live’ had to log on and watch it or risk having nothing to say around the proverbial water cooler.”

**Table 1: Online Video Metrics for Television Network Web Properties, September 2008**

Name	Unique Viewers (000)	Unique Viewer Percent Change from August
NBC.com	5,557	312
ABC.COM	5,246	105
CBS Television	3,296	38
FOX Broadcasting	1,371	165

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

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**Table 2: Time Spent per Viewer at Network Web Properties, September 2008**

Name	Minutes Spent per Viewer
FOX Broadcasting	114.3
CBS Television	48.4
ABC.COM	45.5
NBC.com	34.6

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

### Comic Relief Online?

The television network Web properties were not the only ones to see significant growth in online video viewing in September. The glum economic situation may be driving Web visitors online for comic relief – total video streams increased in a variety of entertainment categories last month (see Table 3).

**Table 3: September's Top 5 Fastest Growing Entertainment Categories – Total Streams (000)**

Name	Aug-08	Sep-08	Percent Change
Entertainment - Online Games	30,267	50,814	68
Entertainment - Events	3,132	5,094	63
Entertainment - Books	1,179	1,902	61
Entertainment - Music	107,461	161,369	50
Entertainment - Broadcast Media	180,171	269,798	50

Source: Nielsen Online

Nielsen Online today also provided overall online video usage and top brands ranked by video streams for September 2008. The overall number of unique viewers increased 6 percent month-over-month, while total streams increased ten percent.

**Table 4: Overall Online Video Usage (U.S.)**

	Aug-08	Sep-08	Percent Change
Unique Viewers (000)	117,916	125,061	6
Total Streams (000)	8,061,706	8,885,068	10
Streams per Viewer	68.4	71.1	4
Time per Viewer (min)	183.9	197.2	7

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

**Table 5: Top Online Brands ranked by Video Streams**

Brand	Total Streams (000)	Unique Viewers (000)
YouTube	5,354,392	81,881
Yahoo!	264,266	29,908
Fox Interactive Media	242,444	19,258
MSN/Windows Live	164,776	10,980
Nickelodeon Kids and Family Network	162,971	6,152
Hulu	142,261	6,324
ESPN	127,794	8,434
CNN Digital Network	117,708	9,451
MTV Networks Music	97,207	4,762
Disney Online	87,193	9,146

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.



***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.*

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