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Media Alert

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GOOGLE'S CHROME BROWSER ATTRACTS NEARLY TWO MILLION U.S. VISITORS DURING FIRST WEEK OF AVAILABILITY, NIELSEN ONLINE REPORTS

Chrome Launch Ignites Browser Buzz

New York, NY – Sept. 17, 2008 – Nielsen Online, a service of the Nielsen Company, today reported that between Sept. 1 and Sept. 7, 2008, more than 1.9 million unique visitors in the U.S., 73 percent of them male, visited the “Thank You” page associated with Google Chrome, Google’s new Web browser. Nearly 1.4 percent of all U.S. users who went online during the week from home or work visited the page, which typically indicates a download. In addition, consumers immediately – and in great numbers – took to blogosphere to discuss the new offering,

Men dominated traffic to the Chrome “Thank You” page, with males 35-49 accounting for 39 percent of overall traffic. Female visitors were more likely to be in the 18-34 age group.

Table 1: Audience Highlights for Google Chrome “Thank You” Page URL, Sept. 1 – Sept. 7 (U.S. Home and Work)

Thank You Page Visitors	Unique Audience (000)	Composition	Index
Total	1,933	100%	100
Males	1,419	73%	153
Females	514	27%	51
Males 35-49	757	39%	273
Females 18-34	274	14%	152

Source: Nielsen Online, NetView Custom Analysis

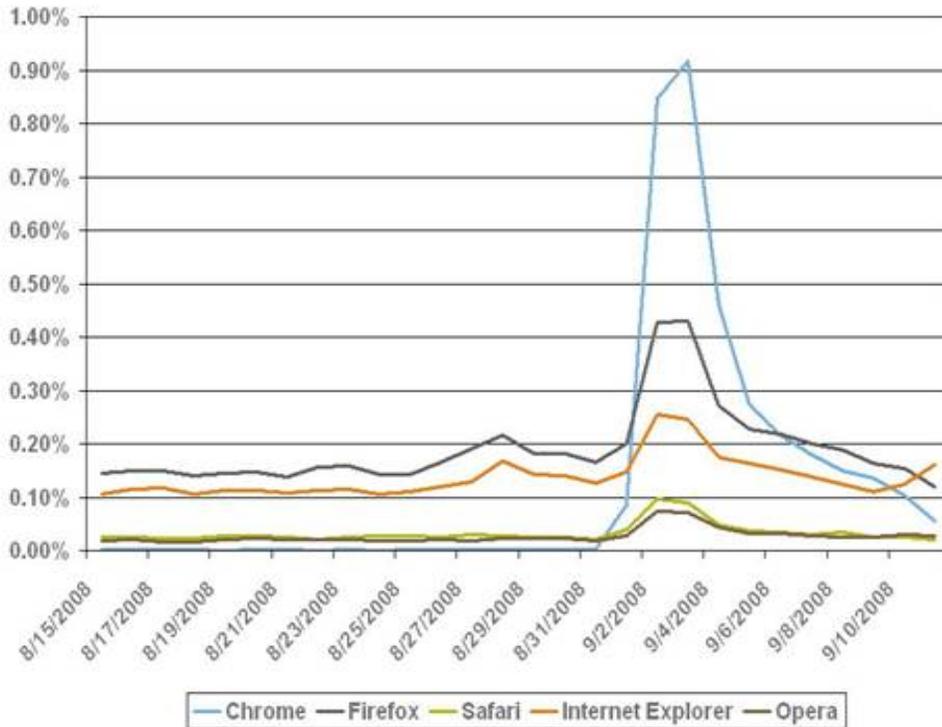
Online Buzz

Buzz about Chrome spiked on Sept. 2nd, the first day of availability, and peaked the following day, with 0.92 percent of online consumer discussion, outpacing buzz about competitor browsers: Firefox (0.4 percent), Internet Explorer (0.2 percent), Safari (0.09 percent) and Opera (0.07 percent).

“The interest in all things ‘Google’ was apparent in the online discussion surrounding the somewhat unexpected Chrome launch,” said Jon Stewart, research director, technology and search, Nielsen Online. “The browser was mentioned in nearly one percent of all online discussions the day after its launch – a respectable slightly-more-than-half of what the highly anticipated iPhone 3G generated when it launched earlier this summer.”



Chart 1: Browser Discussion Shown as a Percent of all Message Posts on Blogs, Boards, Forums and Usenet Newsgroups, Aug. 15 – Sept. 12



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.

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