

NETREPORTER

Where will the information take you?

Client News/July 2009

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Expanded U.S. NetView Panel

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DATA RELEASE DATES:

AdRelevance (June)	July 8
NetView (June)	July 11
MegaView Online Retail (June)	July 10
VideoCensus (June)	July 10
@Plan (Fall '09)	August 24

PRODUCT TRAINING SCHEDULE

@Plan	AdR	NetView
7/28	7/23	7/21
8/6	8/4	7/30
	8/13	8/11
VideoCensus		
	8/5	

To register for an upcoming training class, [click here](#).

UPCOMING ENGAGEMENTS

MDRx Physician Relationship Management

July 20-21
Philadelphia
Speaker:
- Melissa Davies

OMMA Metrics & Measurement

July 31
San Francisco
Speakers:
- Jim Oliver
- Bill Stephenson

Methodology Leaps and Bounds



Shiven Ramji
VP, Product Leadership

Why Size—and Quality—Matters

Last week, we launched NetView's first data of record using our expanded panel and enhanced platform. As you've probably read from our newsletters over the past several months, this is the result of many months of beta testing, close collaboration with clients and industry bodies like the MRC, and significant investment in innovation and transparency by Nielsen.

With this launch, **we've introduced the largest panel for online audience measurement in the U.S.** No other measurement provider can match the representativeness, depth and breadth of this panel—and in fact, the total NetView sample now exceeds 225,000 with more than 30,000 Web sites fully covered.

Our MegaView Search, Megaview Retail and VideoCensus products will also benefit from the expanded panel and enhanced platform.

Already launched successfully in eight of our NetView countries—including France, Japan, UK, Germany, Switzerland, Italy and Spain—over the course of the last two years, this platform meets head-on the industry's need for more accurate, reliable, high-quality data. This deeper level of analysis will deliver better demographic granularity and Reach/Frequency analysis—supporting more sophisticated media planning capabilities and enabling superior targeting of online consumers.

The benefits of this release include:

- **Greater breadth** – increasing fully-reported sites from about 3,000 to more than 30,000, so you can effectively target audiences on smaller sites
- **Greater depth** – our panel size has increased from about 30,000 to more than 225,000, so we're now able to provide even deeper levels of analysis for many sites, including greater demographic granularity and Reach/Frequency analysis for sites that previously had too small a sample audience to be fully reported
- **Higher quality** – blending a high-quality probability sample with a larger online sample provides greater stability of audience metrics, particularly for smaller sites and for the Work universe
- **Broader coverage and representation** – we've integrated Nielsen's high-quality TV/Internet Convergence Panel, so you'll now see increased coverage of previously hard-to-measure households, such as cell phone-only households, Hispanic households and secondary PCs in the household.

We're thrilled to finally have the data of record launched and in use in the U.S. Over the coming months, you'll notice even more evidence of the power of this enhanced panel in our reporting. If you have any questions or comments, please feel free to [contact me](#)—I'd like to hear your thoughts.

Read more about the [NetView](#) service, and see our full [press release](#)

Niche Sites that Matter

Top Pet-Friendly Destinations, Top Vampire Sites: Bow-Ow

With an increase in reported sites—going from 3,000 to more than 30,000, we're now able to drill down into smaller, more niche sites than ever before. Here's a few tidbits we're able to pull out of our hat this month:

Top Vampire Sites				
Brand or Channel	Unique Audience (June '09)	Time Per Person (hh:mm:ss)	Total Page Views (000)	Web Pages Per Person
Twilight Movie Site	553,000	0:02:45	1,243	2
Vampire Wars on Facebook	386,000	0:12:23	28,324	73
Vampire Wars on MySpace	272,000	0:37:13	49,556	182
Vampirefreaks.com	225,000	0:17:59	12,280	55

HostingCon 2009

August 10-12
Washington DC

Speaker:

- Pete Blackshaw

ad:tech Chicago

September 1-2
Chicago

Speakers:

- David Wiesenfeld
- Jon Gibs
- Paul Kultgen
- Jessica Hogue

Advertising to Kids 2.0

October 7
New York

Speaker:

- Pete Blackshaw

Digital Hollywood

October 19-22
Santa Monica

Speakers:

- David Gill
- Bill Stephenson
- Richard Sussman

Social Networking

World Forum

November 9-10
Santa Clara

Speaker:

- Pete Blackshaw



Connecting the Dots

Note: Next month, Connecting the Dots will move to the Nielsen Wire

Recent Posts

- [▶ The Battle for Online Video Heats Up](#)
- [▶ The Iran Election and Social Media: The New News Revolution](#)
- [▶ Addressing Quality: A History Lesson for Chrysler & Fiat](#)
- [▶ Measuring Buzz to Impact the Business and Drive ROI](#)
- [▶ Listening: Back to the Future of Consumer Research](#)
- [▶ It Ain't Over 'til the Fat Lady Sings](#)
- [▶ Experiential Buzz Provides Emotionally-Charged Insights into the GM Brand](#)
- [▶ One Not So Small Step for Nielsen: One Giant Leap in Web Measurement](#)
- [▶ Latest Pew Internet Project Study: Americans Increasingly Turn to the Web for](#)

The Twilight Saga	211,000	0:15:44	7,550	36
Twilight Guide	209,000	0:06:52	2,073	10
truebloodwiki.hbo.com	142,000	0:28:42	5,995	42
watchtrueblood.net	120,000	0:02:06	610	5
Twilighters.org	105,000	0:25:34	4,321	41
Vampfangs.com	78,000	0:10:55	1,861	24

Source: Nielsen NetView, June 2009, U.S. Home and Work

Top Pet-Friendly Travel Sites		
Brand or Channel	Unique Audience (000)	Time Per Person (hh:mm:ss)
dogfriendly.com	159	0:05:10
petswelcome.com	79	0:03:113
Official Pet hotels	71	0:11:48
BringFido.com	70	0:05:04
Pet Friendly Travel	57	0:02:56
gopetfriendly.com	8	0:03:17

Source: Nielsen NetView, June 2009, U.S. Home and Work

Look for more niche reporting in the months to come!

Client Commentary

Enhanced Panel Has Clients Talking

Our clients are never at a loss for words, and this methodology launch has been no exception. Here's what a few of our clients are saying:

"We are excited to see Nielsen take this leap forward in the evolution of online measurement. In combination with increasing the number of sites, the new audience methodology will help ensure that a truly representative panel of the Internet is being measured, which can help improve online advertising effectiveness."

- John Neitzel, Group Research Manager, Microsoft Advertising

"This enhanced methodology builds on Nielsen's trademark approach of combining methodological rigor with creativity and innovation. This release gives us the rich data for both media planning and campaign effectiveness analyses we need—we fully expect to gain fresh in-depth insights into online behaviors and to uncover audience trends that previously passed below the radar,"

- Yaakov Kimelfeld, Ph.D., SVP, Digital Research and Analytics Director, MediaVest Worldwide

"Nielsen's methodology enhancements will deliver an improved level of reporting of all key online metrics and online entities, and—most importantly—serve as the basis for a more comprehensive 360-degree multimedia measurement toolset. Nielsen's unique market position, which allows the measurement of consumer behavior on platforms such as television, mobile and—now to a larger extent—online, gives them a great opportunity to track the ever-changing media landscape. This is a much awaited and much appreciated upgrade from Nielsen."

- Judit Nagy, VP of Research, Fox Audience Network

Webinar Series: Upcoming Topics

August	Consumers in Control: The Rise of Online Grocery Shopping After a few stops and starts, we're seeing a resurgence of consumer confidence and interest in online grocery shopping. What are the key factors that drive people to shop online, who are they and what else do they do online? What opportunities exist for online retailers? We'll take a look at how the U.S. market is shaping up, and what we can learn from the very active UK market.
September	Going Mobile: Next-generation smartphone technology adoption

More to come on these and other topics soon.

Data Center: Social Media

[Responsible Online Research](#)

[FOX News features Jon Gibs to discuss Social Networking Trends](#)

[FDA Turns to Social Media to Create Transparency](#)

BlogPulse

BlogPulse.com is a free online blog tracking service, which tracks and analyzes millions of blogs daily for trends, issues, news, events, people, blogs and more.

[Learn more.](#)

Online Download Library

Missed a Webinar or need to better understand what's going on in your online world?

[Consumers in Control: Social Media Strategies for Retailers and Brands](#)

[The Path to Listening-Centered Marketing: "Listening" vs. "Asking"](#)

[The Auto Industry: Road to Recovery?](#)

[The Digital Lives of Power Moms](#)

There's much more in the [Nielsen Webinar Library](#).

nielsen Links

[Nielsen.com](#)

[Nielsen Wire](#)

[Nielsen NetRatings](#)

[Nielsen BuzzMetrics](#)

[Nielsen Mobile](#)

nielsen Reports

[Visit Nielsen's entire report library here](#)

[Consumer Insights](#)

[How Teens Use Media](#)

[A2/M2: Three Screen Report \(First Quarter 2009\)](#)

[Role Reversal - Mr. Mom Goes Shopping](#)

[Auto Industry's Wild Ride is Getting Smoother](#)

[Now You're Speaking My Language](#)

[Cost-Savings Innovation in a Downturn](#)

[Organized Chaos: Global Data Harmonization](#)

Social Media Quick Take: The Battle for Top Spot Continues

Traffic to MySpace Music Grows Nearly 200% since Launch

As Myspace.com continues its strategic move toward becoming an "entertainment portal," the growth to Myspace Music should help cement their presence in this space. Since the site's launch in September 2008, unique visitors to the music.myspace.com subdomain have increased 190 percent -- growing from more than 4 million unique visitors to just over 12 million in June 2009. Year-over-year traffic to the URL has increased 1,017 percent:

Top Online Music Destinations Ranked by Unique Audience	
Site	Unique Viewers (000)
AOL Music	22,686
Yahoo!Music	20,571
music.myspace.com*	12,130
MTV Networks Music	11,177
MSN Music	8,095
Pandora.com	4,658
Rhapsody	4,429
Live Nation Network	4,321
Sony Music Entertainment	3,932

Source: Nielsen NetView, June 2009, U.S. Home and Work

Twitter Continues to Leapfrog Toward the Top

Among the top 10 social media sites, Twitter.com was again the fastest growing, increasing nearly 2,000 percent year-over-year, from 1 million unique visitors in June 2008 to 21 million unique visitors in June 2009—making Twitter the fourth most visited member communities site in June.

Facebook continued to lead as the top U.S. social networking site for the sixth month in a row, with more than 87 million unique visitors in June 2009.

Top Online Member Communities Destinations Ranked by Unique Audience			
Site	June 08	June 09	YOY
Member Communities Category	108,341	138,635	28%
Facebook	29,292	87,254	198%
Myspace.com	59,549	62,831	6%
Blogger	40,553	42,922	6%
Twitter.com	1,033	20,950	1928%
WordPress.com	17,201	16,922	-2%
Classmates Online	15,474	16,224	5%
LinkedIn	9,583	11,417	19%
Six Apart TypePad	11,189	10,079	-10%
Yahoo! Groups	9,801	8,364	-15%
Tagged.com	2,867	7,625	166%

Source: Nielsen NetView, June 2009, U.S. Home and Work

Top Streamers and Video Viewers

With just over 120 million total video streams, Myspace.com was the top social media site when ranked by streams in June; it was also the top social networking site when ranked by unique viewers of video content, with nearly 13 million viewers for the month

Facebook was the fastest growing social media site by both total video streams and unique viewers of video. Total streams increased 434 percent year-over-year—from 10 million streams to 54 million streams—while unique viewers of video increased 397 percent, from more than 2 million in June '08 to 12 million in June '09.

Top Member Communities Sites Ranked by Total Video Streams		
Site	Total Streams (000)	Unique Viewers (000)
Myspace.com	120,077	12,861
Facebook	54,016	12,023
Stickham	13,868	459
FunnistStuff.net	11,030	673
Ning	5,500	1,094

Source: Nielsen NetView, June 2009, U.S. Home and Work

[Click here](#) to see the complete "Social Media Quick Take" report.



[Click here](#) for our contacts page. You can also e-mail us at sales.us@nielsen.com

Press Center

Recent Press Releases

- [07/16/09](#) Traffic to Myspace Music Grows 190 Percent since September 2008 Launch, According to Nielsen
- [07/13/09](#) Nielsen Online Provides Topline U.S. Data for June 2009
- [07/13/09](#) Nielsen Launches Largest, Most Representative Online Audience Measurement Panel in U.S.
- [07/06/09](#) Time Spent Online Among Kids Increases 63 Percent in the Last Five Years, According to Nielsen
- [06/29/09](#) Apple was the Top Hardware Manufacturer Site in May 2009, According to Nielsen
- [06/17/09](#) Consumer Goods Industry Increases Online Display Ad Spending by 57 Percent during the Last Two Years, According to Nielsen
- [06/16/09](#) Nielsen Announces May U.S. Search Share Rankings, Total Searches Increase 20 Percent Year-Over-Year
- [06/15/09](#) Time Spent Viewing Video Online per Viewer Up 49 Percent Year-Over-Year in May 2009, According to Nielsen
- [06/09/09](#) Holidays, Movies and Political Figures Keep People Blogging in May

Visit the [Nielsen Wire](#) for a complete press roundup of all Nielsen news and reports.

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* The music.myspace.com subdomain within the MySpace channel has been included for comparison only and is not an official entity in the music category

About Nielsen

The Nielsen Company's online and mobile solutions deliver comprehensive, independent measurement and analysis of digital audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior. Nielsen enables clients to make informed business decisions about their digital and mobile strategies. For more information, please visit <http://www.nielsen-online.com>. Also, visit our blog at <http://www.nielsen-online.com/blog>.

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