

Italy: Top 10 Parent Companies
Month of August 2008
Home Panel

Property Name	Unique Audience (000)	Reach %	Time Per Person
Google	16,768	81.22	01:07:10
Microsoft	15,410	74.64	02:43:08
Telecom Italia	9,827	47.60	00:27:46
eBay	8,978	43.48	00:53:15
Yahoo!	8,696	42.12	00:33:30
Wind Telecomunicazioni	8,012	38.80	00:34:12
Wikimedia Foundation	6,237	30.21	00:07:58
Emule-Project.net	6,181	29.94	01:15:45
Kataweb Network	5,353	25.93	00:19:40
RCS MediaGroup	5,045	24.44	00:21:28