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3-25-18 Shibuya
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News Release

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**GOOGLE VISITORS JUMP BY 20% OVER SEPTEMBER 2007,
80% OVER SEPTEMBER 2006**

**SEARCH SERVICE TRAFFIC LEAPS, INCREASE IN NON-SEARCH SERVICE USERS
ALSO PROVIDES BOOST**

**Nielsen Online NetView Audience Measurement Service Report
on Japan Internet Ratings for September 2008**

TOKYO — October 28, 2008 — NetRatings Japan Inc., a global leader in Internet media and market research, today announced a report on the results of its Nielsen Online Audience Measurement Service (NetView AMS) for September 2008.

The report indicates that Google's property, which encompass all domains owned by the company, attracted 30.9 million visits in September, representing a nearly 20% rise over September 2007, and a just-over 80% rise compared to September 2006 traffic. Google property traffic has risen steadily since the company acquired YouTube in November 2006, topping 30 million visits for the first time in March this year and continuing to hover around 30 million ever since. Japan was once the only country in which traffic to Google was relatively low, but since November 2007, it has steadily ranked second behind Yahoo! Japan. (see Figure 1, overleaf)

The addition of new content through acquisitions such as YouTube is not the only factor behind the jump in Google traffic, since visitors to Google's flagship search service also increased from 13.75 million in September 2006 to 21.06 million in September 2008, a rise of nearly 53%. Among Google's non-search services, Google Maps too has seen traffic rise 171% from 2.9 million in September 2006 to 7.95 million in September 2008; and Gmail, 358% from 290,000 to 1.32 million over the same period. Use of other Google non-search services has also risen considerably as word about them has spread, contributing to the big rise in overall traffic to the Google property. (see Figure 2, overleaf)

Figure 1. Property rankings for accesses from home for September 2006–September 2008

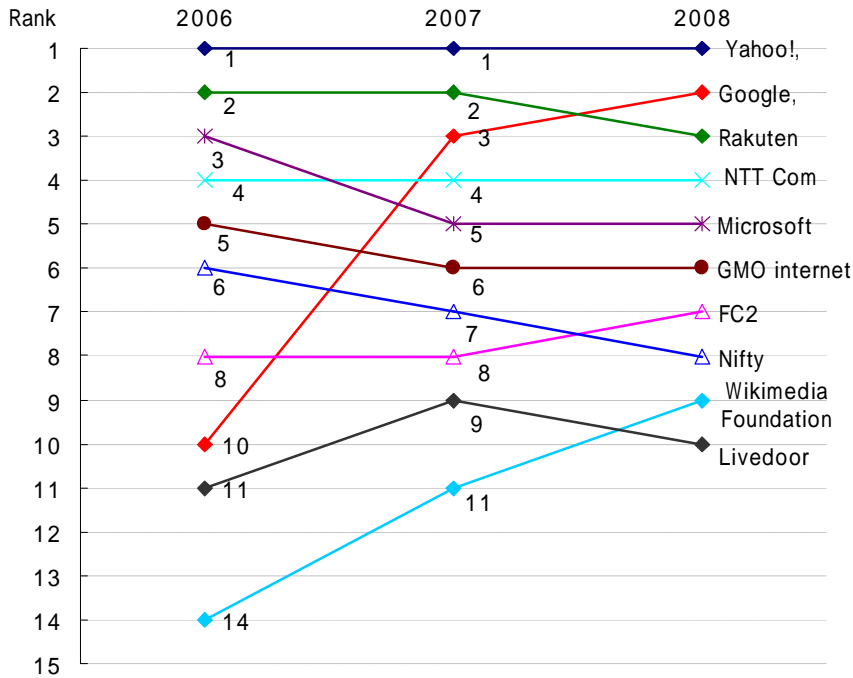
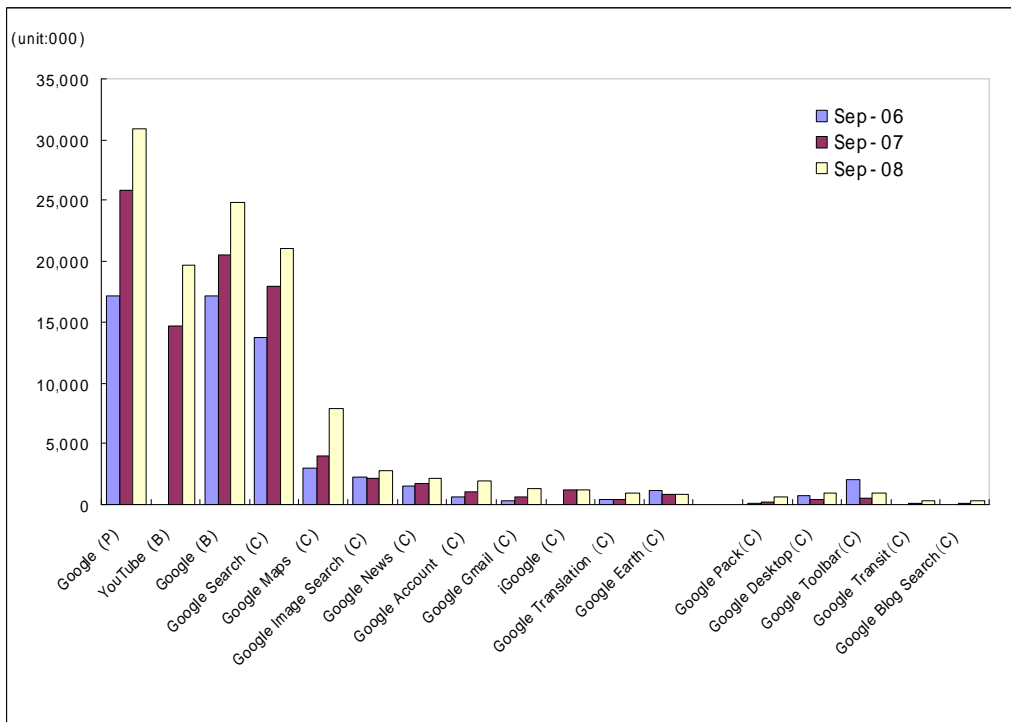


Figure 2. Accesses from home to specific Google services for September 2006, September 2007 and September 2008



	Sep-06	Sep-07	Sep-08
Google (P)	17,128	25,837	30,910
YouTube (B)	-	14,692	19,708
Google (B)	17,128	20,503	24,838
Google Search (C)	13,754	17,974	21,061
Google Maps (C)	2,940	3,997	7,953
Google Image Search (C)	2,217	2,166	2,746
Google News (C)	1,537	1,738	2,115
Google Account (C)	594	1,024	1,993
Google Gmail (C)	289	574	1,324
iGoogle (C)	-	1,197	1,192

Key: (P): Property, (B): Brand, (C): Specific channels. (Visitors in thousands)

“As nowhere else in the world, Yahoo! Japan continues to hold the top share of Japan’s Internet market; but the marked rise in Google users over the past few years is beginning to change the situation,” said NetRatings President and Chief Analyst Masashi Hagihara. “However, if you compare the time per visitor spent on each property per month, a big difference remains, with Yahoo! Japan usage standing at 3hr 24min compared to Google’s 1hr 11min. We expect to see these two leading properties engage in increasingly fierce battle over market share moving forward.”

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), 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

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