



**Italy: Top 10 Parent Companies**  
**Month of September2008**  
**Home/Work Panel**

<b>Property Name</b>	<b>Unique Audience (000)</b>	<b>Reach %</b>	<b>Time Per Person</b>
Google	23,382	84.52	01:34:46
Microsoft	21,406	77.38	04:09:54
Telecom Italia	14,090	50.93	00:41:34
Yahoo!	13,449	48.62	00:44:38
eBay	13,283	48.01	01:33:55
Wind Telecomunicazioni	12,117	43.80	00:58:19
Wikimedia Foundation	10,288	37.19	00:10:44
Banzai	8,475	30.63	00:11:42
RCS MediaGroup	7,941	28.71	00:36:33
Kataweb Network	7,868	28.44	00:32:20