



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

<b>Property Name</b>	<b>Unique Audience (000)</b>	<b>Reach %</b>	<b>Time Per Person</b>
Google	17,510	81.83	01:11:06
Microsoft	16,371	76.51	03:48:56
Telecom Italia	10,125	47.32	00:31:06
Yahoo!	9,671	45.20	00:36:28
eBay	9,521	44.50	01:04:08
Wind Telecomunicazioni	8,692	40.62	00:42:33
Wikimedia Foundation	7,131	33.32	00:09:10
Emule-Project.net	6,473	30.25	01:21:55
Banzai	6,040	28.23	00:10:16
RCS MediaGroup	5,250	24.53	00:27:16