



Italy: Top 10 Parent Companies
Month of January 2009
Home Panel

Property Name	Unique Audience (000)	Reach %	Time Per Person
Google	14,758	84.64	01:22:59
Microsoft	13,613	78.08	03:18:33
Telecom Italia	8,963	51.40	00:29:08
Facebook	8,440	48.40	04:00:47
eBay	8,261	47.38	01:04:38
Yahoo!	7,861	45.08	00:34:20
Wind Telecomunicazioni	7,440	42.67	00:46:12
Wikimedia Foundation	6,485	37.20	00:10:58
Banzai	5,877	33.71	00:13:42
Emule-Project.net	5,345	30.65	01:17:42