



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

<b>Property Name</b>	<b>Unique Audience (000)</b>	<b>Reach %</b>	<b>Time Per Person</b>
Google	18,891	86.62	01:42:34
Microsoft	17,332	79.47	03:25:58
Telecom Italia	11,848	54.32	00:38:58
eBay	10,921	50.08	01:17:50
Facebook	10,885	49.91	04:56:10
Yahoo!	10,558	48.41	00:45:04
Wind Telecomunicazioni	10,087	46.25	00:58:59
Wikimedia Foundation	8,839	40.53	00:11:17
Banzai	7,858	36.03	00:13:10
RCS MediaGroup	7,061	32.38	00:27:59