

Nielsen//NetRatings

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Italy: Top 10 Parent Companies Month of June 2008 Home Panel

Property Name	Unique Audience (000)	Reach %	Time Per Person
Google	14,733	78.57	01:00:19
Microsoft	13,761	73.38	03:45:60
Yahoo!	7,918	42.23	00:23:11
Telecom Italia	7,778	41.48	00:23:06
Wind Telecomunicazioni	7,243	38.63	00:36:30
eBay	7,242	38.62	00:56:32
Emule-Project.net	5,952	31.74	01:10:60
Wikimedia Foundation	5,814	31.01	00:08:56
Banzai	4,759	25.38	00:09:45
One Italia	4,568	24.36	00:11:31