



The Nielsen Company  
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# NEWS RELEASE

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**THE NIELSEN COMPANY ISSUES TOP TEN U.S. LISTS FOR 2008**

**New York, NY, December 12, 2008** – Today The Nielsen Company released a year-end look at the most popular trends among Americans during 2008. The Nielsen Company delivers and integrates the most comprehensive media and marketing measurement systems in the world. Included in this release are the following media and consumer spending trends:

- Television
- Internet
- Movies
- DVDs
- Music
- Mobile
- Books
- Consumer Purchasing Trends
- Advertisers
- Video Games

The Top Tens below show year-to-date results for each media and consumer related category measured by The Nielsen Company. Measurement dates may vary depending on the category.

**TELEVISION**

**Top 10 TV Programs - Regularly Scheduled**

Rank	Programs	Network	% of Homes in U.S. (Rating)
1	AMERICAN IDOL-TUESDAY	FOX	15.5
2	AMERICAN IDOL-WEDNESDAY	FOX	15.3
3	DANCING WITH THE STARS	ABC	12.3
4	DANCING W/STARS RESULTS	ABC	11.4
5	MENTALIST, THE	CBS	10.0
5	NBC SUNDAY NIGHT FOOTBALL	NBC	10.0
7	CSI	CBS	8.1
8	NCIS	CBS	8.0
9	60 MINUTES	CBS	7.6
9	SURVIVOR: GABON	CBS	7.6

Source: The Nielsen Company  
 Note Data from Jan 01, 2008- Dec 7, 2008. Household Ratings include Live and Same Day timeshifted viewing. Excludes telecasts under 5 minutes.



### Top 10 TV Programs - Single Telecast

Rank	Telecasts	Network	Date Aired	% of Homes in U.S. (Rating)
1	FOX SUPER BOWL XLII	FOX	02/03/2008	43.1
2	FOX SUPER BOWL POST GAME	FOX	02/03/2008	30.1
3	FOX NFC CHAMPIONSHIP	FOX	01/20/2008	29.0
4	SUMMER OLYMPICS TUE PRIME 1	NBC	08/12/2008	20.0
5	FOX NFC PLAYOFF-PST-SUN	FOX	01/13/2008	18.8
5	SUMMER OLYMPICS OPEN CEREM	NBC	08/08/2008	18.8
7	ACADEMY AWARDS	ABC	02/24/2008	18.7
8	SUMMER OLYMPICS SUN PRIME 1	NBC	08/10/2008	18.1
9	AFC DIVISIONAL PLAYOFF	CBS	01/12/2008	17.9
9	SUMMER OLYMPICS THU PRIME 1	NBC	08/14/2008	17.9

Source: The Nielsen Company

Note Data from Jan 01, 2008- Dec 7, 2008. Household Ratings include Live and Same Day timeshifted viewing. Excludes telecasts under 5 minutes.

### Top 10 "Timeshifted" Primetime TV Programs

Rank	Programs	Network	% Increase in Viewership
1	HEROES	NBC	35%
2	FRINGE	FOX	26%
3	LOST	ABC	25%
4	BONES	FOX	21%
5	GREY'S ANATOMY-THU 9PM	ABC	20%
6	HOUSE	FOX	18%
7	SURVIVOR: GABON	CBS	18%
8	AMERICAN IDOL-TUESDAY	FOX	13%
9	MENTALIST, THE	CBS	13%
10	AMERICAN IDOL-WEDNESDAY	FOX	12%

Source: The Nielsen Company

Data from Jan 01, 2008- Nov 23, 2008. Percent Increase in viewership is based on absolute difference between Live Household Ratings and Live+7.

## INTERNET

### Top 10 Websites in the U.S

Rank	Brand	Avg Monthly Unique Audience (000)
1	Google	120,498
2	Yahoo!	114,872
3	MSN/Windows Live	98,414
4	Microsoft	95,479
5	AOL Media Network	90,193
6	YouTube	72,623
7	Fox Interactive Media	68,780
8	eBay	54,680
9	Wikipedia	54,505
10	Apple	49,303

Source: The Nielsen Company

Note: Data from January – October 2008

### Top U.S. Markets for Content Downloaders\*

Rank	Market	% of Adults who downloaded online content the past month
1	San Francisco/Oakland/San Jose DMA	32
2	San Diego DMA	31
3	Austin DMA	31
4	Washington, D.C. DMA	30
5	Salt Lake City DMA	29
6	Syracuse DMA	29
7	Phoenix DMA	28
8	Columbus DMA	28
9	Seattle/Tacoma DMA	28
10	Norfolk/Portsmouth/Newport News DMA	28
	National Average	24

Source: Scarborough Research, Scarborough USA+ Release 1 2008

\* Content Downloaders: Adults who downloaded any of the following online during the past 30 days: podcasts , video games, music/other audio clips, movies, other video or TV programs



## MOVIES

### Top 10 Box Office - All Theatrical - thru Dec 7, 2008

Rank	Title	Distributor	Cumulative Total US\$	Open Date
1	THE DARK KNIGHT	Warner Bros.	530,540,885	07/18/2008
2	IRON MAN	Paramount	318,313,199	05/02/2008
3	INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL	Paramount	317,023,851	05/22/2008
4	HANCOCK	Sony	227,946,274	07/02/2008
5	WALL-E	Disney	223,704,223	06/27/2008
6	KUNG FU PANDA	Paramount	215,434,591	06/06/2008
7	MADAGASCAR: ESCAPE 2 AFRICA	Paramount	165,653,852	11/07/2008
8	DR. SEUSS' HORTON HEARS A WHO	Fox	154,529,439	03/14/2008
9	SEX AND THE CITY	Warner Bros.	152,647,258	05/30/2008
10	QUANTUM OF SOLACE	Sony	151,620,134	11/14/2008

Source: The Nielsen Company / The Hollywood Reporter

Note: Data from Jan 1 – Dec 7, 2008, US and Canada Only. Traditionally, box office sales see significant increases during the holidays.

## DVDs

### Top 10 DVD Sales

Rank	Title	Distributor	Release Date
1	Iron Man	Paramount Home Entertainment	9/30/08
2	I Am Legend	Warner Home Video	3/18/08
3	Alvin and the Chipmunks	Twentieth Century Fox Home Ent	4/1/08
4	Enchanted	Disney/Buena Vista Home Video	3/18/08
5	National Treasure 2 : Book of Secrets	Disney/Buena Vista Home Video	5/20/08
6	Wall-E	Disney/Buena Vista Home Video	11/18/08
7	Indiana Jones and the Kingdom of the Crystal Skull	Paramount Home Entertainment	10/14/08
8	Sex and the City - The Movie	Warner Home Video	9/23/08
9	Bee Movie	Paramount Home Entertainment	3/11/08
10	American Gangster	Universal Home Entertainment	2/19/08

Source: The Nielsen Company

Note: Data from Jan 1 – Dec 7, 2008; several key 4Q titles have not yet been released as of Dec 7. Based on aggregate disc (incl. Blu-ray & HD DVD) unit sales. Does not include sales from Wal-Mart. Most other sell-through retailers are included.

## **MUSIC**

### **Top 10 Albums**

<b>Rank</b>	<b>Title</b>	<b>Artist</b>
1	As I Am	Alicia Keys
2	Noel	Josh Groban
3	Tha Carter III	Lil Wayne
4	Long Road Out of Eden	Eagles
5	Taylor Swift	Taylor Swift
6	Rock N Roll Jesus	Kid Rock
7	Viva La Vida or Death and All His Friends	Coldplay
8	NOW 26	Various Artists
9	Carnival Ride	Carrie Underwood
10	The Ultimate Hits	Garth Brooks

Source: Billboard 200 / The Nielsen Company

Note: Data from Billboard issue dates Dec 1, 2007 issue through November 29, 2008 (sales data from Nov. 12, 2007 through November 16, 2008).

### **Top 10 Most Digitally Downloaded Songs**

<b>Rank</b>	<b>Song</b>	<b>Artist</b>
1	Low	Flo Rida Featuring T-Pain
2	Bleeding Love	Leona Lewis
3	Lollipop	Lil Wayne Featuring Static Major
4	I Kissed a Girl	Katy Perry
5	Viva La Vida	Coldplay
6	Love Song	Sara Bareilles
7	Apologize	Timbaland Featuring OneRepublic
8	No Air	Jordin Sparks Duet With Chris Brown
9	Disturbia	Rihanna
10	4 Minutes	Madonna Featuring Justin Timberlake

Source: Billboard Hot Digital Songs / The Nielsen Company

Note: Data from Billboard issue dates Dec 1, 2007 issue through November 29, 2008 (sales data from Nov. 12, 2007 through November 16, 2008).

### **Top 10 Most Listened to Songs on the Radio**

<b>Rank</b>	<b>Song</b>	<b>Artist</b>	<b>Total Listeners</b>
1	No One	Alicia Keys	3,084,014,000
2	Low	Flo Rida Featuring T-Pain	3,025,670,000
3	Bleeding Love	Leona Lewis	2,754,498,000
4	Apologize	Timbaland Featuring OneRepublic	2,508,246,000
5	Lollipop	Lil Wayne Featuring Static Major	2,365,270,000
6	With You	Chris Brown	2,348,062,000
7	Love in this Club	Usher Featuring Young Jeezy	2,280,490,000
8	No Air	Jordin Sparks Duet With Chris Brown	2,170,133,000
9	Sexy Can I	Ray J & Yung Berg	1,926,995,000
10	Take A Bow	Rihanna	1,920,855,000

Source: Billboard Hot 100 Airplay / The Nielsen Company

Note: Data from Billboard issue dates Dec 1, 2007 issue through November 29, 2008 (airplay tracking dates of Nov. 12, 2007 through November 16, 2008).

**Top U.S. Markets for Adults who Live in a HHLD that Has an MP3 Player**

Rank	Market	% of adults who live in a Household with an MP3 Player
1	Washington, D.C. DMA	40
2	Salt Lake City DMA	39
3	San Francisco/Oakland/San Jose DMA	38
4	Providence/New Bedford DMA	36
5	Chicago DMA	36
6	Seattle/Tacoma DMA	35
7	New York DMA	35
8	Denver DMA	35
9	Honolulu DMA	34
10	San Diego DMA	34
	National Average	30

Source: Scarborough Research, Scarborough USA+ Release 1 2008

**MOBILE**

**Top 10 Mobile Phones in Use (U.S.) – Q3 2008**

Rank	Handset	Embedded base of All Subscribers
1	Motorola RAZR V3 series (V3, V3c, V3m, V3i, V3i DG, V3)	9.3%
2	Motorola MotoKRZR series (K1m, K1)	2.0%
3	LG VX8300 series	1.6%
4	Apple iPhone	1.5%
5	LG VX8500 series (Chocolate, VX8500, VX8550)	1.2%
5	RIM BlackBerry 8100 series (Pearl, 8110, 8120, 8129)	1.2%
7	Nokia 6101 series (6101, 6102, 6102i)	1.1%
8	LG VX8350	1.0%
9	Motorola V325 series (V325, V323, V325i, V323i)	0.9%
9	Nokia 6010 series	0.9%

Source: The Nielsen Company, Q3 2008

### Top 10 Mastertones

Rank	Title	Artist
1	LOLLIPOP	Lil Wayne Featuring Static Major
2	LOW	Flo Rida Featuring T-Pain
3	WHATEVER YOU LIKE	T.I.
4	I KISSED A GIRL	Katy Perry
5	LOVE IN THIS CLUB	Usher Featuring Young Jeezy
6	WITH YOU	Chris Brown
7	BLEEDING LOVE	Leona Lewis
8	BUST IT BABY PART 2	Plies Featuring Ne-Yo
9	NO ONE	Alicia Keys
10	TAKE A BOW	Rihanna

Source: Billboard Hot RingMasters / The Nielsen Company

Note: Data from Billboard issue dates Dec 1, 2007 issue through November 29, 2008 (sales data from Nov. 12, 2007 through November 16, 2008). Master Ringtones play 20-30 seconds of the originally recorded song and are tracked separately from polyphonic ringtones which are digital replications of songs.

### Top 10 Websites Accessed Over Mobile Phones (U.S.) – October 2008

Rank	Brand	Unique Audience (000)
1	Yahoo! Mail	15,249
2	Google Search	10,520
3	Gmail	9,511
4	Weather Channel	8,706
5	ESPN	7,610
6	MSN Hotmail	7,428
7	Google Maps	6,849
8	AOL Email	5,978
9	CNN News	5,369
10	Facebook	5,010

Source: The Nielsen Company, October 2008



## BOOKS

### Top 10 Book Sales - Adult Fiction - 2008

Rank	Title	Author	Format	Publisher	Publication Date
1	The Shack	William P. Young	Trade Paperback	Hachette Book Group	7/1/2008
2	The Appeal	John Grisham	Hardcover	Random House	1/1/2008
3	The Host	Stephenie Meyer	Hardcover	Hachette Book Group	5/1/2008
4	The Friday Night Knitting Club	Kate Jacobs	Trade Paperback	Penguin Books	1/1/2008
5	Water for Elephants	Sara Gruen	Trade Paperback	Workman Publishing	5/1/2007
6	The Kite Runner	Khaled Hosseini	Trade Paperback Mass Market	Penguin Books	1/1/2003
7	Playing for Pizza	John Grisham	Paperback	Random House	7/1/2008
8	Fearless Fourteen	Janet Evanovich	Hardcover	MacMillan	6/1/2008
9	The Lucky One	Nicholas Sparks	Hardcover	Hachette Book Group	9/1/2008
9	7th Heaven	James Patterson	Hardcover	Hachette Book Group	2/1/2008

Source: The Nielsen Company. Data does not include sales from Wal-Mart, Sam's, BJ's, airports or libraries.

Note: Sales from December 31, 2007 – November 30, 2008. Traditionally, book sales see increases during the holidays.

### Top 10 Book Sales - Adult Non Fiction - 2008

Rank	Title	Author	Format	Publisher	Publication Date
1	A New Earth	Eckhart Tolle	Trade Paperback	Penguin Books	2/1/2008
2	The Last Lecture	Randy Pausch	Hardcover	Hyperion	4/1/2008
3	Eat Pray Love	Elizabeth Gilbert	Trade Paperback	Penguin Books	2/1/2007
4	Three Cups of Tea	Greg Mortenson	Trade Paperback	Penguin Books	2/1/2007
5	The Secret	Rhonda Byrne	Hardcover	Simon & Schuster	11/1/2006
6	Eat This Not That!	David Zinczenko	Trade Paperback	MacMillan	1/1/2008
7	The Audacity of Hope	Barack Obama	Trade Paperback	Random House	11/1/2007
8	Skinny Bitch	Kim Barnouin	Trade Paperback	Pereus Books	1/1/2006
9	Dreams from My Father	Barack Obama	Trade Paperback	Random House	8/1/2004
10	The Power of Now	Eckhart Tolle	Trade Paperback	PGW TR	8/1/2004

Source: The Nielsen Company. Data does not include sales from Wal-Mart, Sam's, BJ's, airports or libraries.

Note: Sales from December 31, 2007 – November 30, 2008. Traditionally, book sales see increases during the holidays.

### Top 10 Audio Book Sales - Includes Adult and Juvenile - 2008

Rank	Title	Author	Publisher	Publication Date
1	A New Earth	Eckhart Tolle	Penguin Books	2/1/2008
2	The Secret	Rhonda Byrne	Simon & Schuster	11/1/2006
3	The Last Lecture	Randy Pausch	Hyperion	4/1/2008
4	Become a Better You: 7 Keys to Improving ...	Joel Osteen	Simon & Schuster	10/1/2007
5	The Audacity of Hope	Barack Obama	Random House	11/1/2007
6	The Appeal (unabridged)	John Grisham	Random House	1/1/2008
7	When You Are Engulfed in Flames	David Sedaris	Hachette Book Group	6/1/2008
8	Twilight	Stephenie Meyer	Random House	10/1/2005
9	The Power of Now	Eckhart Tolle	PGW TR	10/1/2001
10	The Shack	William P. Young	Oasis	6/1/2008

Source: The Nielsen Company. Data does not include sales from Wal-Mart, Sam's, BJ's, airports or libraries.

Note: Sales from December 31, 2007 – November 30, 2008. Traditionally, book sales see increases during the holidays.



## Consumer Purchasing Trends

### Top 10 Consumer Packaged Goods (CPG) Purchased by U.S. Homes

Rank	Category	Percent of homes who purchased each category within past year
1	Bread and Baked Goods	99%
2	Paper Products	99%
3	Snacks	98%
4	Condiments, Gravies, and Sauces	98%
5	Candy	97%
6	Milk, Cream, Eggnog, Shakes & Drinks	97%
7	Cheese	97%
8	Fresh Produce	96%
9	Packaged Meat-Refrigerated	96%
10	Carbonated Beverages	96%

Source: The Nielsen Company

Note: The percentage of U.S. households who purchased at least once during 52-weeks ending June 28, 2008. Manufacturer prepackaged, UPC items only.

### Top 10 Consumer Package Goods (CPG) Sold in U.S. Retail Stores \*

Rank	Category	Dollars Sold (in Billions)
1	Bread and Baked Goods	\$18.3
2	Carbonated Beverages	\$18.2
3	Fresh Produce	\$16.5
4	Milk, Cream, Eggnog, Shakes & Drinks	\$16.3
5	Paper Products	\$14.8
6	Snacks	\$14.6
7	Packaged Meat-Refrigerated	\$13.2
8	Cheese	\$13.1
9	Prepared Foods-Frozen	\$11.3
10	Pet Food	\$10.9

Source: The Nielsen Company. Manufacturer prepackaged, UPC items only.

\*Total U.S. - Food/Drug/Mass Merchandiser Stores, including Walmart; 52-weeks ending November 1, 2008.

**Top U.S. Markets for Adults Who Spent More than \$500+ Online Last Year**

Rank	Market	% of Adults who spent \$500 + online the past year
1	Washington, D.C. DMA	39
2	San Francisco/Oakland/San Jose DMA	35
3	Seattle/Tacoma DMA	34
4	Honolulu DMA	33
5	Phoenix DMA	32
6	Boston DMA	32
7	San Diego DMA	32
8	Austin DMA	31
9	Baltimore DMA	31
10	Denver DMA	31
	National Average	25

Source: Scarborough Research, Scarborough USA+ Release 1 2008

**ADVERTISING**

**Top 10 Advertisers – by U.S. Spending on Traditional Media**

Rank	Parent Company	Ad Dollars Spent
1	Procter & Gamble Co	\$2,342,319,397
2	General Motors Corp	1,441,747,399
3	AT&T Inc	1,317,893,377
4	Verizon Communications Inc	1,125,700,512
5	Johnson & Johnson	1,059,109,138
6	Time Warner Inc	878,355,332
7	Toyota Motor Corp	819,377,026
8	General Electric Co	807,869,688
9	Ford Motor Co	742,708,529
10	Pepsico Inc	730,503,931

Source: The Nielsen Company

Note: Data from Jan 1-Sept 30, 2008. Based on spending estimates in the following media: Network TV, National Cable TV, Spot TV, Syndicated TV, Spanish-Language TV, Nat'l/Local Magazine, Network/Spot Radio, Outdoor, Coupons (CPGs only), Nat'l/Local Newspapers (display ads only), Nat'l/Local Sunday Supplements.

**Top 10 Best-Liked TV Commercials**

Rank	Brand	Ad Description	Likeability Index*
1	NFL	Ephraim Salaam describes how Chester Pitts became an NFL player (:60)	216
2	Budweiser	Dalmatian trains Hank the Clydesdale for hitch team (:60)	208
3	Gecko	Gecko on subway train with older man (:30)	192
4	AMP Energy	Dale Earnhardt Jr. knocks out a gorilla in different places (:30)	191
5	M&M's	Pink peanut M&M is attacked by squirrels in park (:15)	186
6	Bridgestone	Squirrel and other forest animals scream as car approaches (:30)	185
7	Lowe's	Jimmie Johnson fixes things, including school bus, using Kobalt tools (:30)	185
8	Slim Jim	Couple at wedding is attacked by man's mini evil twin (:15)	181
9	Bud Light	Bud Light is brewed to give you the ability to breath fire (:30)	175
10	Macy's	Celebrities read "Yes, Virginia, there is a Santa Claus" (:30)	170

Source: The Nielsen Company. Note: Data from Jan 1 – Nov 30, 2008, Broadcast Networks Primetime. Only ads launching since Jan 1 are considered. \*Among Persons 13+

**Top 10 Most Effective Product Placements on Brand Opinion**

Rank	Brand	Ad Description	Program (Network)	Brand Opinion Index*
1	CVS Pharmacy	Company pays bills and provides supplies to families	Extreme Makeover: Home Edition (ABC, 3/16 - 11/9/08)	299
2	TRESemme	Company provides prize to winner; sponsor of hair salon	Project Runway (Bravo, 1/2 - 10/20/08)	256
3	El Pollo Loco	Jeff and team eat lunch from fast-food restaurant	Flipping Out (Bravo, 6/24 - 8/12/08)	254
4	Bluefly.com	Winner can sell line through online retailer; sponsor of accessories wall	Project Runway (Bravo, 1/2 - 10/20/08)	254
5	Sears	Retailer provides tools, appliances and supplies for homes	Extreme Makeover: Home Edition (ABC, 1/6 - 11/30/08)	253
6	Glad	Company provides prize to winner; products are used during challenges	Top Chef (Bravo, 3/12 - 11/28/08)	251
7	Whole Foods Market	Contestants shop for ingredients to use in challenges	Top Chef (Bravo, 3/12 - 11/28/08)	248
8	Food & Wine Magazine	Winner will be featured in magazine and showcase food at festival	Top Chef (Bravo, 3/12 - 11/28/08)	245
9	GQ Magazine	Winning model will receive a fashion pictorial in men's magazine	Make Me a Supermodel (Bravo, 1/10 - 4/3/08)	244
10	Hugo Boss	Patti's clients shop with style expert at clothing store	The Millionaire Matchmaker (Bravo, 2/12 - 4/7/08)	241

Source: The Nielsen Company. Note: Data from Jan 1 – Nov 30, 2008, Broadcast and Cable Networks Primetime (includes A&E, Bravo, Discovery, ESPN, FX, Lifetime, NAN, TBS, TLC, TNT and USA). The placements delivered the greatest percentage of viewers who both recalled and cited an improved opinion of the integrated brand. \*Among Persons 13+.



**Top 10 Programs with Product Placement Activity, Broadcast Network TV**

<b>Rank</b>	<b>Program</b>	<b>Network</b>	<b>Total # of Occurrences</b>
1	BIGGEST LOSER	NBC	6248
2	AMERICAN IDOL	FOX	4636
3	EXTREME MAKEOVER HOME EDITION	ABC	3371
4	AMERICAS TOUGHEST JOBS	NBC	2807
5	ONE TREE HILL	CW	2575
6	DEAL OR NO DEAL	NBC	2292
7	AMERICAS NEXT TOP MODEL	CW	2241
8	LAST COMIC STANDING	NBC	1993
9	KITCHEN NIGHTMARES	FOX	1853
10	HELLS KITCHEN	FOX	1807

Source: The Nielsen Company

Note: Data from Jan 1 – Nov 30, 2008



## VIDEO GAMES

### Top 10 PC Game Titles in the U.S.

Rank	Game Title	Publisher	AU%	Avg Minutes Played Per Week
1	World of Warcraft	Blizzard Entertainment	0.723	671
2	Call of Duty 4: Modern Warfare	Activision	0.163	403
3	Halo: Combat Evolved	Microsoft Game Studios	0.092	295
4	Sims, The	Electronic Arts Inc.	0.09	213
5	Sims 2, The	Electronic Arts Inc.	0.086	291
6	RuneScape	Jagex Ltd.	0.084	451
7	Diablo II	Blizzard Entertainment	0.065	313
8	Team Fortress 2	Valve	0.063	371
9	Counter-Strike	Sierra Studios	0.062	282
10	Counter-Strike: Source	Valve	0.061	426

Source: The Nielsen Company

Note: Data from Jan – Oct 2008. AU% is the percent of PC Gamers playing title in the average minute.

### Top 10 Mobile Games by Revenue Share (U.S.) - Q3 2008

Rank	Game	Share of Revenue
1	Tetris	7.0%
2	Bejeweled	4.0%
3	Guitar Hero III	3.6%
4	Wheel of Fortune	2.6%
5	PAC-MAN	2.5%
5	The Oregon Trail	1.9%
7	Ms. PAC-MAN	1.7%
8	Are You Smarter Than A 5th Grader?	1.6%
9	Tetris Mania	1.6%
9	Surviving High School	1.2%

Source: The Nielsen Company. Based on carrier-billed revenue at the top four U.S. carriers. Post-paid, personally liable lines only.

### Video Game Console Usage

Rank	Console	Usage Minutes %
1	PlayStation 2	31.7
2	Xbox 360	17.2
3	Wii	13.4
4	Xbox	9.7
5	PlayStation 3	7.3
6	GameCube	4.6
7	Other	16.2

Source: The Nielsen Company

Note: Data from Jan – Oct 2008. Usage Minutes % is the percent of all measured console minutes. 'Other' consists of any other console systems found in the home.



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### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

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