

Hitwise News and Media Category Weekly Report

Hitwise Custom Report for News and Media

Based on US Internet usage
for the week ending October 25, 2008

Hitwise News and Media Category Weekly Report











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Top 10 News and Media Category Websites Ranked By US Market Share of Visits

Note - the Hitwise data featured is based on US market share of visits, which is the percentage of online traffic to the domain or category, from the Hitwise sample of 10 million US Internet users. Hitwise ranks over 1 million unique websites on a daily basis, including sub-domains of larger websites. Hitwise categorizes websites into industries on the basis of subject matter and content, as well as market orientation and competitive context. These rankings are based on individual urls and not network aggregations of websites.

*The market share of visits percentage for weather.com, cnn.com and nytimes.com does not include traffic to sub domains of these websites which are reported on separately.

Source: Hitwise

Rank	Website	Domain	Market Share	10/18
1.	Yahoo! News	news.yahoo.com	7.48% 	1
2.	CNN.com	www.cnn.com	3.97% 	2
3.	MSNBC	www.msnbc.msn.com	3.14% 	3
4.	The Weather Channel - US	www.weather.com	2.69% 	4
5.	Google News	news.google.com	2.43% 	5
6.	Drudge Report	www.drudgereport.com	2.31% 	6
7.	The New York Times	www.nytimes.com	1.99% 	7
8.	Fox News	www.foxnews.com	1.98% 	8
9.	People Magazine	www.people.com	1.51% 	9
10.	Yahoo! Weather	weather.yahoo.com	1.14% 	10

Note: DNR = Did Not Rank

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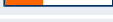
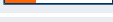
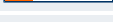

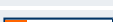

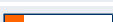
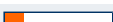
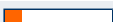
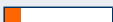
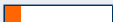

Top Search Terms for News and Media Category

Note - the search term data is based on the volume of all US searches resulting in traffic to the News and Media category from the Hitwise sample of 10 million users for the past week.

Source: Hitwise

The following report lists the most popular search terms for the **1 week** ending **10/25/2008**, that resulted in traffic to websites classified by Hitwise within the '**News and Media**' industry. For example, the most popular search term was '**cnn**' representing **0.69%** of all search terms that delivered users to websites classified by Hitwise within the '**News and Media**' industry.

Displaying 1 to 20 of 120,536 search terms.

Rank	Search Term	Clicks
1.	cnn	0.69% 
2.	fox news	0.47% 
3.	weather	0.41% 
4.	jennifer hudson	0.37% 
5.	drudge	0.31% 
6.	drudge report	0.31% 
7.	msnbc	0.30% 
8.	huffington post	0.28% 
9.	news	0.24% 
10.	cnn.com	0.20% 
11.	presidential polls	0.18% 
12.	real clear politics	0.15% 
13.	weather.com	0.15% 
14.	new york times	0.14% 
15.	tv guide	0.13% 
16.	abc news	0.12% 
17.	cnn news	0.12% 
18.	sarah palin	0.11% 
19.	obama	0.11% 
20.	politico	0.10% 

About Hitwise

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,500 global clients with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers.

Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology captures the anonymous online usage, search, and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into our easy to use, web-based service, designed to help marketers better plan, implement, and report on a range of online marketing programs.

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