

# Hitwise News and Media Category Weekly Report

Hitwise Custom Report for News and Media











Based on US Internet usage  
for the week ending May 30, 2009

## 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	05/23
1.	Yahoo! News	news.yahoo.com	6.53% 	1
2.	The Weather Channel - US	www.weather.com	3.32% 	2
3.	CNN.com	www.cnn.com	3.01% 	3
4.	Google News	news.google.com	2.75% 	4
5.	MSNBC	www.msnbc.msn.com	2.44% 	5
6.	Drudge Report	www.drudgereport.com	2.20% 	6
△	USA Today	www.usatoday.com	2.08% 	9
▽	The New York Times	www.nytimes.com	1.83% 	7
▽	Fox News	www.foxnews.com	1.77% 	8
△	Weather Underground	www.weatherunderground.com	1.34% 	12

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 **05/30/2009**, that resulted in traffic to websites classified by Hitwise within the '**News and Media**' industry. For example, the most popular search term was '**weather**' representing **0.52%** of all search terms that delivered users to websites classified by Hitwise within the '**News and Media**' industry.

Displaying 1 to 20 of 113,870 search terms.

Rank	Search Term	Clicks
1.	weather	0.52%
2.	cnn	0.37%
3.	weather.com	0.33%
4.	fox news	0.22%
5.	cnn.com	0.22%
6.	drudge	0.21%
7.	drudge report	0.20%
8.	susan boyle	0.20%
9.	adam lambert	0.17%
10.	news	0.16%
11.	people	0.15%
12.	danica patrick_swimsuit	0.12%
13.	jon and kate plus 8	0.11%
14.	tv guide	0.11%
15.	weather channel	0.11%
16.	msnbc	0.11%
17.	bbc news	0.11%
18.	accuweather	0.10%
19.	yahoo	0.10%
20.	weather underground	0.09%

## About Hitwise

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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.

Hitwise, a subsidiary of Experian (FTS: EXPN) [www.experiangroup.com](http://www.experiangroup.com) and operates in the United States, United Kingdom, Australia, New Zealand, Hong Kong, and Singapore. More information about Hitwise is available at [www.hitwise.com](http://www.hitwise.com).

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