



UK children's media literacy 2009 interim report

Annex: top 50 websites visited by children

Research Document

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Annex 1

Top 50 websites visited by children

1.1 Introduction

This annex provides tables of the 50 most popular websites as visited by children aged 6-11 years and 12-17 years in the months of August 2009, February 2009 and August 2008. These periods cover school-holiday and school term-time usage, in addition to providing year-on-year comparable data (August 2009 vs. August 2008).

It provides useful context to our media literacy report, showing the specific sites that children visit and how this has changed over the year.

1.2 Methodology

Data is sourced from Nielsen NetView and based on the internet usage of Nielsen's Online UK Home Panel. As of August 2009, this panel comprised 46,185 individuals (aged 2+) weighted to be representative of the UK's home internet users population. Internet activity is recorded via tracking software downloaded onto all panel members' desktop computers within the household.

The tables provide information based on unique audience website visits. Unique audience is defined by Nielsen NetView as the total number of unique persons that have visited a website or used an internet application at least once in the given month. Children visiting the same website or using the same internet application more than one time in the month are therefore counted only once in this measure.

Websites and Internet applications (files used in conjunction with the internet - such as Instant Messengers or Media Players) are counted within the tables. Websites are included at both 'brand' and 'channel' level. These are terms used by Nielsen NetView to group websites by their distinguishing properties in order to aid site classification. Table 1 sets out the definition supplied by Nielsen NetView.

Table 1: Definition of 'brand' and 'channel'

Brand

A Brand may be a branded subsidiary or a brand of a Property that has a consistent collection of branded content of the Internet. The Brand's individual identity must be conveyed consistently or prominently throughout the Brand as well as all Channels and domains, which are in its consolidation.

A Brand may consist of Channels, domains and URLs.

- Consistent and prominently displayed Brand identity and must have an obvious or apparent editorial consistency and an appropriate name or label.
- The Brand classification is flat and does not detail the hierarchal relationship between other Brands.
- A Brand will be placed into a Category and Subcategory for comparison.
- A Brand may be a subsidiary or operating unit if it is cohesively branded
- A network Property or network subsidiary (an operating unit composed of unrelated domains

under one umbrella, i.e. Everyone.net) will contain the unrelated domains at the Brand level.

Channel

A Channel is the lowest level of the hierarchical structure for Web properties. Channels can be loosely defined as destinations on the web where editorial consistency is focused on specific viewer interest such as auctions or weather. The Channels will be named according to user experience and content type.

- Each Channel must have an obvious or apparent editorial consistency and an appropriate name or label.
- A Channel is a mutually exclusive subset of audience interest within an owner's total offering. An overriding principle of content classification will cause the elimination of audience double counting.
- All Channels will be assigned to a "Category" and "Sub-category" in our category reports as defined by NetRatings with guidance from representatives of the Subsidiary or the Property when appropriate.

Source: Nielsen Netratings

Therefore, it is possible, that audiences are counted at both brand and channel level in the tables which follow.

For more information on the data methodology and measurement contained in this annex, please visit www.nielsen-online.com or contact clientserviceuk@nielsen.com

Table 2: August 2009 Top 50 websites accessed by children aged 6-11

No.	Web Entity	Level	Unique Audience [000]
1	Google	Brand	1,210
2	Google Search	Channel	1,162
3	MSN/WindowsLive/Bing	Brand	905
4	BBC	Brand	689
5	Windows Live Messenger	Channel	636
6	Facebook	Brand	609
7	Yahoo!	Brand	582
8	YouTube	Brand	580
9	eBay	Brand	423
10	Disney Online	Brand	411
11	Windows Live Hotmail	Channel	391
12	Google Image Search	Channel	335
13	AOL Media Network	Brand	312
14	Microsoft	Brand	310
15	Ask Search Network	Brand	300
16	Nickelodeon Kids and Family Network	Brand	284
17	BBC CBBC	Channel	271
18	Amazon	Brand	271
19	Apple	Brand	265
20	Club Penguin	Channel	262
21	Yahoo! Search	Channel	256
22	SPILL Group Network	Brand	241
23	Yahoo! Mail	Channel	240
24	Wikipedia	Brand	239
25	BBC CBeebies	Channel	211
26	BBC iPlayer	Channel	207
27	Windows Media Player	Channel	202
28	Ask.com	Channel	201
29	Bing Web	Channel	199
30	iTunes	Channel	178
31	Sky	Brand	178
32	MSN Homepage	Channel	174
33	Google Maps	Channel	170
34	MiniClip	Brand	167
35	Real Network	Brand	163
36	Yahoo! Homepage	Channel	160
37	BBC Homepage	Channel	155
38	Disney International	Channel	152
39	Fox Interactive Media	Brand	144
40	BBC News	Channel	141
41	BBC Sport	Channel	139
42	Argos	Brand	136
43	Virgin Media	Brand	131
44	Nick	Channel	127
45	Real	Channel	126
46	Moshi Monsters	Brand	123
47	Blogger	Brand	121
48	Bebo	Channel	119
49	Yahoo! Answers	Channel	119
50	Google Account	Channel	118

Source: The Nielsen Company, NetView: UK Home panel. Aug 2009. Ages 6-11 years. Internet Applications inc.

Table 3: February 2009 Top 50 websites accessed by children aged 6-11

No.	Web Entity	Level	Unique Audience [000]
1	Google	Brand	1,434
2	Google Search	Channel	1,379
3	MSN/Windows Live	Brand	1,004
4	BBC	Brand	851
5	MSN/Windows Live Messenger	Channel	724
6	YouTube	Brand	643
7	Yahoo!	Brand	641
8	Facebook	Brand	562
9	eBay	Brand	496
10	Google Image Search	Channel	470
11	Microsoft	Brand	453
12	Windows Live Hotmail	Channel	427
13	AOL Media Network	Brand	412
14	Disney Online	Brand	412
15	Ask Search Network	Brand	382
16	Amazon	Brand	374
17	Google Maps	Channel	343
18	Wikipedia	Brand	323
19	MSN Homepage	Channel	320
20	Windows Media Player	Channel	313
21	MiniClip	Brand	285
22	SPILL Group Network	Brand	277
23	MSN/Windows Live Search	Channel	268
24	BBC CBBC	Channel	255
25	Apple	Brand	248
26	Nickelodeon Kids and Family Network	Brand	248
27	BBC CBeebies	Channel	241
28	Yahoo! Search	Channel	234
29	Yahoo! Mail	Channel	229
30	Club Penguin	Channel	226
31	Ask.com	Channel	208
32	Fox Interactive Media	Brand	204
33	Sky	Brand	201
34	Blogger	Brand	195
35	Real Network	Brand	194
36	BBC News	Channel	183
37	iTunes	Channel	180
38	Yahoo! Homepage	Channel	177
39	iGoogle	Channel	174
40	Lycos Network Europe	Brand	172
41	Windows Live Services	Channel	169
42	BBC Homepage	Channel	165
43	Bebo	Channel	160
44	BBC Sport	Channel	158
45	Real	Channel	155
46	BBC Weather	Channel	149
47	Disney International	Channel	146
48	Gorilla Nation Websites	Brand	142
49	Virgin Media	Brand	142
50	Agame.com	Channel	134

Source: The Nielsen Company, NetView: UK Home panel. Feb 2009. Ages 6-11 years. Internet Applications inc.

Table 4: August 2008 Top 50 websites accessed by children aged 6-11

No.	Web Entity	Level	Unique Audience [000]
1	Google	Brand	1,037
2	Google Search	Channel	979
3	MSN/Windows Live	Brand	838
4	MSN/Windows Live Messenger	Channel	627
5	BBC	Brand	611
6	Yahoo!	Brand	532
7	YouTube	Brand	507
h8	eBay	Brand	427
9	AOL Media Network	Brand	411
10	Microsoft	Brand	397
11	Disney Online	Brand	328
12	Google Image Search	Channel	303
13	Windows Media Player	Channel	293
14	Windows Live Hotmail	Channel	286
15	Facebook	Brand	284
16	Amazon	Brand	256
17	BBC CBBC	Channel	255
18	Nickelodeon Kids and Family Network	Brand	254
19	Apple	Brand	239
20	MiniClip	Brand	235
21	Ask Search Network	Brand	234
22	SPILL Group Network	Brand	231
23	Yahoo! Search	Channel	223
24	Google Maps	Channel	222
25	Real Network	Brand	222
26	MSN Homepage	Channel	220
27	Yahoo! Mail	Channel	216
28	MSN/Windows Live Search	Channel	204
29	Yahoo! Homepage	Channel	191
30	Club Penguin	Channel	187
31	Wikipedia	Brand	182
32	Fox Interactive Media	Brand	180
33	BBC CBeebies	Channel	172
34	Bebo	Channel	167
35	Blogger	Brand	158
36	Real	Channel	156
37	Ask.com	Channel	155
38	BBC Homepage	Channel	152
39	Argos	Brand	148
40	Sky	Brand	146
41	Nick	Channel	140
42	iTunes	Channel	130
43	BBC News	Channel	129
44	AOL Sign Off	Channel	127
45	AOL Email	Channel	125
46	AOL Search	Channel	116
47	Yahoo! Messenger	Channel	109
48	Disney International	Channel	107
49	CBS Entertainment Network	Brand	102
50	Lycos Network Europe	Brand	101

Source: The Nielsen Company, NetView: UK Home panel. Aug 2008. Ages 6-11 years. Internet Applications inc.

Table 5: August 2009 Top 50 websites accessed by children aged 12-17

No.	Web Entity	Level	Unique Audience [000]
1	Google	Brand	2,096
2	Google Search	Channel	2,014
3	MSN/WindowsLive/Bing	Brand	2,007
4	Windows Live Messenger	Channel	1,703
5	Facebook	Brand	1,650
6	YouTube	Brand	1,422
7	Windows Live Hotmail	Channel	1,139
8	Yahoo!	Brand	1,109
9	AOL Media Network	Brand	987
10	Google Image Search	Channel	972
11	BBC	Brand	929
12	Microsoft	Brand	926
13	eBay	Brand	809
14	Apple	Brand	793
15	Windows Media Player	Channel	683
16	iTunes	Channel	657
17	Wikipedia	Brand	644
18	Bebo	Channel	622
19	Amazon	Brand	620
20	Fox Interactive Media	Brand	535
21	Ask Search Network	Brand	510
22	Google Maps	Channel	492
23	Yahoo! Answers	Channel	462
24	MSN Homepage	Channel	401
25	Yahoo! Search	Channel	400
26	Bing Web	Channel	395
27	Blogger	Brand	369
28	Yahoo! Mail	Channel	368
29	Real Network	Brand	368
30	Myspace.com	Channel	349
31	Zynga	Brand	346
32	Sky	Brand	323
33	BBC Sport	Channel	309
34	Yahoo! Homepage	Channel	306
35	Google Account	Channel	299
36	Apple Product Info & Support	Channel	295
37	Ask.com	Channel	291
38	BBC News	Channel	287
39	Real	Channel	285
40	CBS Entertainment Network	Brand	279
41	AOL Email	Channel	271
42	Virgin Media	Brand	266
43	Windows Live Profile	Channel	253
44	Nickelodeon Kids and Family Network	Brand	250
45	LimeWire	Brand	249
46	BBC Weather	Channel	246
47	Argos	Brand	246
48	IMDb - Internet Movie Database	Brand	244
49	BBC iPlayer	Channel	244
50	Glam Media	Brand	237

Source: The Nielsen Company, NetView: UK Home panel. Aug 2009. Ages 12-17 years. Internet Applications inc.

Table 6: February 2009 Top 50 websites accessed by children aged 12-17

No.	Web Entity	Level	Unique Audience [000]
1	Google	Brand	2,210
2	Google Search	Channel	2,154
3	MSN/Windows Live	Brand	2,130
4	MSN/Windows Live Messenger	Channel	1,831
5	YouTube	Brand	1,457
6	Facebook	Brand	1,326
7	Windows Live Hotmail	Channel	1,253
8	AOL Media Network	Brand	1,206
9	Google Image Search	Channel	1,115
10	BBC	Brand	1,067
11	Yahoo!	Brand	1,058
12	Microsoft	Brand	1,026
13	Bebo	Channel	892
14	Apple	Brand	822
15	Wikipedia	Brand	813
16	eBay	Brand	794
17	Windows Media Player	Channel	792
18	Fox Interactive Media	Brand	705
19	Google Maps	Channel	702
20	iTunes	Channel	672
21	MSN Homepage	Channel	640
22	Ask Search Network	Brand	612
23	Amazon	Brand	608
24	Myspace.com	Channel	545
25	Windows Live Services	Channel	516
26	MSN/Windows Live Search	Channel	481
27	Blogger	Brand	454
28	Real Network	Brand	452
29	Yahoo! Search	Channel	385
30	Yahoo! Mail	Channel	383
31	Real	Channel	377
32	Yahoo! Answers	Channel	370
33	BBC News	Channel	360
34	Lycos Network Europe	Brand	357
35	Yahoo! Homepage	Channel	343
36	CBS Entertainment Network	Brand	328
37	Glam Media	Brand	311
38	Sky	Brand	307
39	Apple Product Info & Support	Channel	306
40	LimeWire	Brand	294
41	Ask.com	Channel	284
42	BBC Weather	Channel	279
43	BBC Sport	Channel	277
44	Gorilla Nation Websites	Brand	275
45	Nickelodeon Kids and Family Network	Brand	274
46	Virgin Media	Brand	268
47	Fun Web Products Network	Channel	266
48	BBC Homepage	Channel	262
49	MiniClip	Brand	259
50	iGoogle	Channel	243

Source: The Nielsen Company, NetView: UK Home panel. Feb 2009. Ages 12-17 years. Internet Applications inc.

Table 7: August 2008 Top 50 websites accessed by children aged 12-17

No.	Web Entity	Level	Unique Audience [000]
1	MSN/Windows Live	Brand	1,664
2	Google	Brand	1,652
3	Google Search	Channel	1,608
4	MSN/Windows Live Messenger	Channel	1,457
5	YouTube	Brand	1,041
6	AOL Media Network	Brand	1,033
7	Windows Live Hotmail	Channel	890
8	Yahoo!	Brand	873
9	Bebo	Channel	837
10	BBC	Brand	765
11	Google Image Search	Channel	732
12	Microsoft	Brand	721
13	Facebook	Brand	679
14	eBay	Brand	666
15	Apple	Brand	666
16	Fox Interactive Media	Brand	644
17	Windows Media Player	Channel	579
18	iTunes	Channel	538
19	Wikipedia	Brand	515
20	Myspace.com	Channel	504
21	MSN Homepage	Channel	504
22	Google Maps	Channel	461
23	Amazon	Brand	400
24	Real Network	Brand	381
25	Blogger	Brand	354
26	Ask Search Network	Brand	352
27	LimeWire	Brand	330
28	Windows Live Spaces	Channel	323
29	Real	Channel	316
30	Yahoo! Mail	Channel	302
31	Yahoo! Search	Channel	299
32	Lycos Network Europe	Brand	295
33	CBS Entertainment Network	Brand	283
34	MSN/Windows Live Search	Channel	273
35	Sky	Brand	260
36	MiniClip	Brand	250
37	BBC Sport	Channel	247
38	AOL Email	Channel	243
39	Gorilla Nation	Brand	242
40	BBC Homepage	Channel	228
41	Yahoo! Answers	Channel	228
42	BBC News	Channel	228
43	Yahoo! Homepage	Channel	227
44	GameSpot	Channel	223
45	Nickelodeon Kids and Family Network	Brand	214
46	QuickTime	Channel	211
47	Ask.com	Channel	203
48	Lycos Europe Movie	Channel	200
49	BBC iPlayer	Channel	195
50	Argos	Brand	193

Source: The Nielsen Company, NetView: UK Home panel. Aug 2008. Ages 12-17 years. Internet Applications inc.