



OPA Internet Activity Index
U.S. Home/Work Combined

Share of Time

Segment	May-03	Jun-03	Jul-03	Aug-03	Sep-03	Oct-03	Nov-03	Dec-03	Jan-04	Feb-04	Mar-04	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	Jan-05	Feb-05	Mar-05
Commerce	16.1%	15.8%	15.9%	15.7%	15.4%	16.5%	17.1%	18.2%	17.0%	17.7%	17.6%	16.4%	16.4%	15.7%	15.2%	16.1%	15.2%	15.8%	17.0%	18.6%	17.8%	18.5%	17.8%
Communications	47.3%	47.9%	47.9%	46.6%	46.0%	45.2%	44.5%	44.1%	44.2%	43.4%	43.4%	43.1%	42.9%	43.3%	41.6%	41.4%	39.8%	39.8%	40.1%	39.2%	40.0%	39.9%	40.3%
Content	33.6%	33.0%	33.1%	33.8%	34.6%	35.3%	34.6%	34.0%	34.9%	35.0%	35.6%	35.9%	36.1%	36.5%	38.9%	38.3%	41.0%	40.2%	38.7%	38.1%	37.7%	37.0%	37.4%
Search	3.0%	3.3%	3.1%	4.0%	4.0%	3.0%	3.8%	3.7%	3.8%	3.9%	3.5%	4.6%	4.6%	4.4%	4.2%	4.1%	4.0%	4.3%	4.3%	4.2%	4.5%	4.6%	4.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Month-over-Month Change in Share of Time

Segment	May-03	Jun-03	Jul-03	Aug-03	Sep-03	Oct-03	Nov-03	Dec-03	Jan-04	Feb-04	Mar-04	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	Jan-05	Feb-05	Mar-05
Commerce		-1.9%	0.6%	-1.3%	-1.9%	7.1%	3.6%	6.4%	-6.6%	4.1%	-0.6%	-6.8%	0.0%	-4.3%	-3.2%	5.9%	-5.6%	3.9%	7.6%	9.4%	-4.3%	3.9%	-3.8%
Communications		1.3%	0.0%	-2.7%	-1.3%	-1.7%	-1.5%	-0.9%	0.2%	-1.8%	0.0%	-0.7%	-0.5%	0.9%	-3.9%	-0.5%	-3.9%	0.0%	0.8%	-2.2%	2.0%	-0.2%	1.0%
Content		-1.8%	0.3%	2.1%	2.4%	2.0%	-2.0%	-1.7%	2.6%	0.3%	1.7%	0.8%	0.6%	1.1%	6.6%	-1.5%	7.0%	-2.0%	-3.7%	-1.6%	-1.0%	-1.9%	1.1%
Search		10.0%	-6.1%	29.0%	0.0%	-25.0%	26.7%	-2.6%	2.7%	2.6%	-10.3%	31.4%	0.0%	-4.3%	-4.5%	-2.4%	-2.4%	7.5%	0.0%	-2.3%	7.1%	2.2%	-2.2%

Time Per Person

Segment	May-03	Jun-03	Jul-03	Aug-03	Sep-03	Oct-03	Nov-03	Dec-03	Jan-04	Feb-04	Mar-04	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	Jan-05	Feb-05	Mar-05
Commerce	2:00:47	1:59:29	2:03:54	2:05:31	2:02:49	2:10:23	2:12:07	2:17:12	2:19:26	2:17:52	2:23:27	2:08:06	2:03:13	2:00:47	2:03:45	2:11:18	2:07:39	2:12:59	2:20:28	2:29:47	2:31:30	2:28:13	2:29:50
Communications	5:11:39	5:26:59	5:32:29	5:26:31	5:25:02	5:22:06	5:10:46	5:03:04	5:29:58	5:08:05	5:18:28	5:05:25	4:50:16	5:00:05	5:06:08	5:10:05	4:52:30	5:01:04	4:58:46	4:47:41	5:13:13	4:50:28	5:10:35
Content	3:28:15	3:31:00	3:39:11	3:45:26	3:53:03	3:57:12	3:45:41	3:39:56	3:59:03	3:50:10	4:04:19	3:56:48	3:46:07	3:52:27	4:25:00	4:21:16	4:40:47	4:43:08	4:26:40	4:16:09	4:33:09	4:08:45	4:26:26
Search	0:22:48	0:25:15	0:24:45	0:30:10	0:30:29	0:24:10	0:28:31	0:27:57	0:30:30	0:29:22	0:27:19	0:34:10	0:32:33	0:32:31	0:33:53	0:32:18	0:32:20	0:34:13	0:33:54	0:32:39	0:37:11	0:35:28	0:36:57

Unique Audience

Segment	May-03	Jun-03	Jul-03	Aug-03	Sep-03	Oct-03	Nov-03	Dec-03	Jan-04	Feb-04	Mar-04	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	Jan-05	Feb-05	Mar-05
Commerce	92,293	96,258	98,794	96,024	96,248	98,184	100,977	103,499	109,253	109,904	111,235	109,485	109,443	107,264	105,792	107,721	103,936	106,229	107,863	109,246	111,323	107,454	111,529
Communications	105,269	106,831	110,501	109,440	108,686	109,041	111,707	113,582	119,731	120,693	123,582	121,052	121,253	118,864	117,048	117,300	118,871	118,400	119,820	119,563	120,817	118,238	121,937
Content	111,764	113,992	115,898	114,917	113,864	115,505	119,802	120,847	130,658	130,040	132,055	130,009	131,091	129,277	126,468	128,655	127,577	127,350	129,584	130,511	130,582	127,753	131,770
Search	92,643	96,013	95,542	100,597	99,416	96,314	105,131	103,857	111,758	112,847	115,302	115,536	114,890	111,692	107,886	112,411	108,364	111,807	113,372	111,723	113,815	111,020	114,899

Total Time in Hours

Segment	May-03	Jun-03	Jul-03	Aug-03	Sep-03	Oct-03	Nov-03	Dec-03	Jan-04	Feb-04	Mar-04	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	Jan-05	Feb-05	Mar-05
Commerce	185791	191686	204009	200877	197014	213360	222345	236668	253892	252534	265943	233750	224752	215927	218194	235729	221123	235443	252519	272720	281090	265440	278512
Communications	546784	582200	612328	595567	588776	585368	578582	573715	658452	619723	655946	616186	586594	594485	597203	606212	579495	594105	596637	573271	630696	572404	631192
Content	387912	400872	423380	431768	442267	456628	450620	442971	520565	498847	537719	513101	494031	500839	558567	560219	597026	600950	575928	557174	594474	529642	585132
Search	35204	40405	39411	50577	50508	38793	49966	48379	56810	55232	52494	65791	62328	60530	60925	60514	58396	63760	64055	60795	70533	65625	70758
Total	1155693	1215165	1279130	1278791	1278566	1294150	1301514	1301735	1489720	1426337	1512103	1428829	1367706	1371783	1434891	1462675	1456041	1494260	1489140	1463961	1576795	1433113	1565597



Online Publishers Association

Share of Time

Segment	Apr-05	May-05	Jun-05	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Jun-06	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06
Commerce	17.3%	18.4%	17.5%	17.4%	17.0%	16.9%	17.9%	18.7%	19.3%	17.5%	17.7%	17.7%	17.1%	16.4%	16.1%	16.6%	16.1%	15.0%	15.5%	17.2%	18.0%
Communications	40.0%	41.0%	41.3%	42.0%	42.4%	41.9%	41.1%	41.5%	40.7%	39.4%	38.5%	38.0%	37.5%	38.9%	39.6%	38.5%	39.3%	35.1%	34.2%	33.7%	33.0%
Content	38.0%	36.0%	36.9%	36.1%	36.1%	36.7%	36.2%	35.0%	35.6%	37.6%	38.4%	38.8%	40.0%	39.2%	39.0%	39.6%	39.6%	45.1%	45.4%	44.4%	44.3%
Search	4.6%	4.7%	4.3%	4.5%	4.4%	4.6%	4.8%	4.8%	4.5%	5.4%	5.5%	5.4%	5.4%	5.5%	5.3%	5.2%	5.0%	4.8%	4.9%	4.8%	4.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Month-over-Month Change in Share

Segment	Apr-05	May-05	Jun-05	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Jun-06	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06
Commerce	-2.8%	6.4%	-4.9%	-0.6%	-2.3%	-0.6%	5.9%	4.5%	3.2%	-9.3%	1.1%	0.0%	-3.4%	-4.1%	-1.8%	3.1%	-3.0%	-6.8%	3.3%	11.0%	4.7%
Communications	-0.7%	2.5%	0.7%	1.7%	1.0%	-1.2%	-1.9%	1.0%	-1.9%	-3.2%	-2.3%	-1.3%	-1.3%	3.7%	1.8%	-2.8%	2.1%	-10.7%	-2.6%	-1.5%	-2.1%
Content	1.6%	-5.3%	2.5%	-2.2%	0.0%	1.7%	-1.4%	-3.3%	1.7%	5.6%	2.1%	1.0%	3.1%	-2.0%	-0.5%	1.5%	0.0%	13.9%	0.7%	-2.2%	-0.2%
Search	2.2%	2.2%	-8.5%	4.7%	-2.2%	4.5%	4.3%	0.0%	-6.3%	20.0%	1.9%	-1.8%	0.0%	1.9%	-3.6%	-1.9%	-3.8%	-4.0%	2.1%	-2.0%	-2.1%

Time Per Person

Segment	Apr-05	May-05	Jun-05	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Jun-06	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06
Commerce	2:24:33	2:30:42	2:21:29	2:21:25	2:30:08	2:21:10	2:26:45	2:34:11	2:33:25	2:38:46	2:32:46	2:45:24	2:23:41	2:19:21	2:10:23	2:20:07	2:19:58	2:26:02	2:31:56	2:54:17	2:57:53
Communications	4:59:58	5:05:12	5:03:10	5:06:58	5:29:15	5:11:57	5:00:42	5:10:01	4:58:15	5:27:38	5:01:43	5:22:47	4:48:17	4:58:15	4:53:02	4:58:11	5:10:15	4:57:16	5:00:07	5:11:06	5:02:46
Content	4:25:53	4:09:26	4:13:49	4:08:28	4:27:42	4:16:36	4:09:50	4:04:27	4:08:01	4:51:22	4:37:18	5:06:59	4:44:08	4:34:28	4:28:23	4:40:56	4:52:25	5:57:22	6:07:57	6:21:49	6:12:12
Search	0:36:43	0:36:41	0:33:48	0:34:53	0:37:07	0:35:57	0:37:28	0:37:26	0:34:51	0:46:34	0:43:51	0:47:32	0:42:10	0:42:44	0:41:02	0:40:48	0:42:02	0:43:38	0:46:01	0:45:05	0:44:10

Unique Audience

Segment	Apr-05	May-05	Jun-05	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Jun-06	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06
Commerce	105,884	109,042	111,583	110,194	110,595	108,030	111,035	113,091	115,153	117,234	112,413	115,581	123,791	127,184	125,283	126,122	128,928	116,266	119,161	124,716	126,354
Communications	118,010	120,020	123,155	122,573	125,476	121,644	123,999	124,722	124,932	127,645	123,791	127,184	134,368	136,519	135,391	138,365	138,945	133,464	133,427	136,987	135,849
Content	126,437	129,031	131,661	130,062	131,554	129,232	131,453	133,189	131,608	137,083	134,368	136,519	121,796	123,454	122,321	124,757	123,752	142,875	144,292	146,902	148,378
Search	111,935	114,321	116,093	115,599	116,123	114,591	117,385	118,578	117,052	124,029	121,796	123,454	115,581	114,614	113,720	117,777	115,390	123,574	125,887	133,617	132,719

Total Time in Hours

Segment	Apr-05	May-05	Jun-05	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Jun-06	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06
Commerce	255092	273876	263119	259720	276733	254170	271573	290612	294438	310214	286215	318619	296446	295384	272246	294529	300760	282977	301742	362263	374603
Communications	589982	610503	622274	627098	688551	632449	621443	644434	621017	697012	622498	684212	645603	678612	661236	687633	718463	661240	667396	710277	685510
Content	560293	536409	556961	538601	586951	552683	547354	542632	544015	665690	621006	698483	576770	564734	547150	584141	603119	850981	884868	934829	920439
Search	68497	69894	65399	67208	71834	68659	73300	73979	67987	96260	89012	97803	81228	81630	77771	80088	80837	89865	96548	100398	97695
Total	1473867	1490684	1507754	1492628	1624070	1507962	1513671	1551658	1527460	1769177	1618733	1799118	1600048	1620361	1558405	1646392	1703180	1885066	1950556	2107768	2078249



Online Publishers Association

Share of Time

Segment	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07
Commerce	16.1%	15.8%	15.6%	15.3%	14.4%	13.8%	14.1%	14.1%	14.6%
Communications	33.7%	33.6%	33.2%	33.0%	33.0%	32.0%	30.4%	31.7%	31.0%
Content	45.5%	45.9%	46.5%	46.9%	47.9%	49.6%	50.9%	49.5%	49.6%
Search	4.7%	4.7%	4.8%	4.7%	4.7%	4.5%	4.6%	4.7%	4.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Month-over-Month Change in Share

Segment	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07
Commerce	-10.6%	-1.9%	-1.3%	-1.9%	-5.9%	-4.2%	2.2%	0.0%	3.5%
Communications	2.1%	-0.3%	-1.2%	-0.6%	0.0%	-3.0%	-5.0%	4.3%	-2.2%
Content	2.7%	0.9%	1.3%	0.9%	2.1%	3.5%	2.6%	-2.8%	0.2%
Search	0.0%	0.0%	2.1%	-2.1%	0.0%	-4.3%	2.2%	2.2%	2.1%

Time Per Person

Segment	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07
Commerce	3:06:06	2:46:09	2:56:36	2:45:36	2:30:10	2:29:21	2:37:46	2:41:57	2:39:14
Communications	5:50:09	5:19:37	5:36:36	5:28:14	5:16:02	5:17:05	5:09:32	5:28:23	5:01:13
Content	7:20:53	6:43:32	7:18:55	7:12:58	7:03:26	7:29:21	7:52:32	7:51:40	7:25:41
Search	0:50:38	0:46:11	0:49:43	0:47:25	0:46:40	0:45:48	0:47:54	0:49:57	0:48:05

Unique Audience

Segment	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07
Commerce	120950	121652	120662	124379	125244	124167	125186	123691	120420
Communications	134816	134218	135037	135127	136037	135723	137739	136956	135465
Content	144520	145195	145124	145542	147415	148371	150821	148790	146208
Search	130275	130181	130973	131891	132250	132616	134808	133382	131958

Total Time in Hours

Segment	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07
Commerce	375146	336873	355147	343287	313458	309072	329170	333863	319580
Communications	786763	714972	757555	739217	716538	717256	710582	749569	680071
Content	1061944	976515	1061622	1050248	1040339	1111176	1187799	1169651	1086041
Search	109937	100203	108525	104230	102860	101230	107622	111040	105749
Total	2333790	2128564	2282850	2236983	2173197	2238736	2335173	2364124	2191443

Share of Time

Segment	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09
Commerce	14.6%	15.0%	17.0%	17.5%	16.1%	15.4%	15.5%	15.6%	14.9%	14.6%	14.1%	13.5%	13.1%	12.8%	14.3%	16.0%	14.1%	13.4%	13.2%	13.3%	12.8%	11.0%	10.9%
Communications	31.0%	31.4%	30.1%	28.6%	28.7%	29.9%	28.8%	29.2%	29.4%	28.9%	28.2%	29.0%	28.7%	28.0%	26.5%	25.9%	26.5%	27.4%	27.0%	26.4%	26.3%	25.2%	24.4%
Content	42.1%	41.1%	40.1%	40.7%	42.7%	42.2%	43.0%	42.6%	43.0%	42.3%	43.4%	43.2%	44.6%	45.3%	44.5%	43.2%	42.8%	41.1%	41.5%	41.3%	41.1%	40.6%	39.6%
Search	4.8%	4.9%	4.9%	5.2%	5.0%	5.2%	5.0%	5.2%	5.0%	5.4%	5.3%	5.3%	5.3%	5.2%	5.0%	5.3%	5.3%	5.4%	5.5%	5.3%	5.3%	4.7%	4.5%
Community	7.5%	7.6%	7.9%	7.9%	7.5%	7.2%	7.6%	7.4%	7.7%	8.8%	9.0%	8.9%	8.3%	8.7%	9.7%	9.7%	11.3%	12.6%	12.8%	13.7%	14.5%	18.5%	20.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Month-over-Month Change in Share of Time

Segment	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09
Commerce		2.7%	13.3%	2.9%	-8.0%	-4.3%	0.6%	0.6%	-4.5%	-2.0%	-3.4%	-4.3%	-3.0%	-2.3%	11.7%	11.9%	-11.9%	-5.0%	-1.5%	0.8%	-3.8%		-0.9%
Communications		1.3%	-4.1%	-5.0%	0.3%	4.2%	-3.7%	1.4%	0.7%	-1.7%	-2.4%	2.8%	-1.0%	-2.4%	-5.4%	-2.3%	2.3%	3.4%	-1.5%	-2.2%	-0.4%		-3.2%
Content		-2.4%	-2.4%	1.5%	4.9%	-1.2%	1.9%	-0.9%	0.9%	-1.6%	2.8%	-0.5%	1.6%	-1.8%	-2.9%	-0.9%	-4.0%	1.0%	-0.5%	-0.5%		-2.5%	
Search		2.1%	0.0%	6.1%	-3.8%	4.0%	-3.8%	4.0%	-3.8%	8.0%	-1.9%	0.0%	0.0%	-1.9%	-3.8%	6.0%	0.0%	1.9%	1.9%	-3.6%	0.0%		-4.3%
Community		1.3%	3.9%	0.0%	-5.1%	-4.0%	5.6%	-2.6%	4.1%	14.3%	2.3%	-1.1%	-6.7%	4.8%	11.5%	0.0%	16.5%	11.5%	1.6%	7.0%	5.8%		11.4%

Time Per Person

Segment	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09
Commerce	2:39:14	2:52:36	3:10:33	3:11:49	3:06:16	2:55:19	2:53:57	2:50:21	2:42:36	2:36:59	2:38:14	2:34:27	2:30:29	2:27:59	2:44:40	3:00:50	2:53:44	2:35:02	2:45:32	2:41:14	2:27:27	2:32:49	2:40:40
Communications	5:01:13	5:24:09	5:08:09	4:46:01	5:07:33	5:06:57	4:59:09	4:46:21	4:48:42	4:41:37	4:49:56	5:01:51	4:58:52	4:51:42	4:39:28	4:38:08	5:07:19	4:56:59	5:05:16	4:49:30	4:32:32	5:15:54	5:28:02
Content	6:21:29	6:29:00	6:17:30	6:14:25	6:57:02	6:41:32	6:45:10	6:24:47	6:27:25	6:20:15	6:53:50	6:56:04	7:09:01	7:13:39	7:11:34	6:59:24	7:26:47	6:40:21	7:10:31	6:58:08	6:35:10	7:44:36	8:07:05
Search	0:48:05	0:51:02	0:50:34	0:52:44	0:53:17	0:55:06	0:51:50	0:50:49	0:49:27	0:52:37	0:55:16	0:54:48	0:53:56	0:52:17	0:55:31	1:00:10	0:57:07	1:00:50	0:56:18	0:54:55	0:59:15	1:01:20	
Community	1:48:20	1:50:45	1:55:00	1:55:52	1:53:52	1:50:19	1:56:12	1:46:43	1:46:14	2:01:43	2:09:08	2:07:31	1:55:59	2:00:30	2:15:34	2:17:33	2:44:42	2:54:36	3:01:29	3:14:26	3:09:53	4:54:22	5:43:03

Unique Audience

Segment	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09
Commerce	120420	121658	125089	127449	126714	124742	129002	126294	127574	128160	131052	131449	126708	126120	131368	132573	133462	130052	130633	128640	129866	151077	151927
Communications	135465	135314	136850	139685	136710	138525	139323	140672	141785	141248	142844	144240	139742	139589	143358	139562	142203	138594	144523	142507	145015	167473	166809
Content	145082	147381	148883	151920	150103	149356	153642	152823	154441	153058	154180	155544	151141	152290	156056	154199	157646	153907	157460	154513	155845	183254	182523
Search	131958	134183	134659	138037	136250	135192	140033	140987	140748	141253	141657	143940	140855	140754	145701	142977	145905	142440	146566	147388	144990	165581	165099
Community	90641	95258	95889	95524	96230	92327	95252	95409	100822	99384	102722	104514	104378	104840	108461	105177	112486	108538	115410	110342	114688	131570	134767

Total Time in Hours

Segment	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09
Commerce	319580	349969	397261	407446	393376	364489	373997	358569	345726	335317	345613	338371	317791	311060	360530	399558	386445	336038	360402	345683	319144	384793	406805
Communications	680071	731035	702840	665868	700754	708669	694642	671357	682223	662964	690252	725644	696069	678634	667732	646949	728354	686002	735301	687596	658692	881742	911966
Content	922439	955521	936719	948023	1043299	999521	1037512	980063	997217	970004	1063411	1078608	1080698	1100676	1122475	1077851	1173896	1026941	1129820	1076783	1026412	1418993	1481713
Search	105749	114130	113487	121318	120997	124151	120973	119407	115999	123871	130481	133424	128647	126522	126961	132293	146310	135595	148601	138299	132706	163505	168759
Community	163657	175829	183788	184467	182622	169753	184470	169695	178510	201610	221080	222121	201767	210552	245061	241118	308775	315845	349082	357570	362956	645494	770546
Total	2191499	2326486	2334097	2327124	2441051	2366584	2411596	2299093	2319677	2293768	2450840	2498171	2424974	2427446	2522761	2497770	2743782	2500424	2723208	2605934	2499912	3494530	3739791

Share of Time

Segment
Commerce
Communications
Content
Search
Community
<hr/>
Total

Month-over-Month Change in Share

Segment
Commerce
Communications
Content
Search
Community

Time Per Person

Segment
Commerce
Communications
Content
Search
Community

Unique Audience

Segment
Commerce
Communications
Content
Search
Community

Total Time in Hours

Segment
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Total

Share of Time

Segment
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Communications
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Total

Month-over-Month Change in Share

Segment
Commerce
Communications
Content
Search
Community

Time Per Person

Segment
Commerce
Communications
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Community

Unique Audience

Segment
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Community

Total Time in Hours

Segment
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Total