

The Nielsen Company Issues Top Ten U.S Lists For 2008

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The Nielsen Company has released a year-end look at the most popular trends among Americans during 2008.Â

The Nielsen Company delivers and integrates the most comprehensive media and marketing measurement systems in the world.Â 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 (listed here) show year-to-date results for each media and consumer related category measured by The Nielsen Company.Â Measurement dates may vary depending on the category.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), 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 Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.