

Top 10 Brands

Rank	Brand Unique Audience [000]	May 15	April 15	May 14	Month on Month % change	Year on Year % change
1	Google	2,879	2,882	2,932	-0.1%	-1.8%
2	Facebook	2,305	2,374	2,384	-2.9%	-3.3%
3	MSN/WindowsLive/Win g	1,871	1,904	1,876	-1.7%	-0.3%
4	Stuff.co.nz	1,849	1,768	1,470	4.5%	25.7%
5	Trade Me	1,782	1,777	1,878	0.3%	-5.1%
6	YouTube	1,763	1,864	2,015	-5.4%	-12.5%
7	Microsoft	1,557	1,570	1,595	-0.8%	-2.4%
8	Yahoo	1,427	1,407	1,654	1.4%	-13.7%
9	New Zealand Government	1,388	1,497	1,380	-7.3%	0.6%
10	Wikipedia	1,359	1,348	1,405	0.8%	-3.3%

Source: Nielsen Online Ratings May 2015 Monthly Unique Audience 2+ including applications