

Key Measures

Top 100 Properties [Undup.]



Data Source : Desktop only
Geography : New Zealand
Universe : Home and Work
Time Period : March 2017
Target : Total Audience
Media : Top 100 Properties [Undup.]
Date : 5/23/2017

©2017 comScore, Inc

Media	Total Unique Visitors (000)	% Reach
Total Internet : Total Audience	3,513	100.0
Top 100 Properties		
1 Google Sites	3,122	88.9
2 KPEX	2,542	72.3
2 Microsoft Sites	2,382	67.8
3 Facebook	1,967	56.0
4 Fairfax Media	1,774	50.5
5 NZME	1,540	43.8
6 Trade Me	1,392	39.6
7 Yahoo Sites	1,223	34.8
8 Amazon Sites	931	26.5
9 Wikimedia Foundation Sites	926	26.4
10 TVNZ Sites	740	21.1
11 LinkedIn	714	20.3
12 Dropbox Sites	617	17.6
13 Apple Inc.	611	17.4
14 TripAdvisor Inc.	559	15.9
15 ANZ Banking Group	543	15.5
16 Reddit	531	15.1
17 New Zealand Post	517	14.7
18 Spotify	495	14.1
19 Valve Corporation	494	14.1
20 CBS Interactive	489	13.9