

参考資料主要Brand別比較

* 特定の1週間（2013年5月20日週）のデータを新旧方式で比較した場合の各指標の増減率を示しています。
 実際のデータにおける差異が、本参考データの通りであるとは限りません。

Brand	Channel	訪問者数	増減 要因	総訪問時間	訪問時間	ページビュー	ページ ビュー増減 要因
		増減率(%)		増減率(%)	増減要因	増減率(%)	
Yahoo!		-1.0	5A	42.2	1 A,1B	4.0	4B,4C
	Yahoo! Homepage	-3.0	5B	83.2	1A,1B	-3.7	3A
	Yahoo! Search	-0.9	5B	10.1	1B	9.7	4C
	Yahoo! News Websites	-0.5	**	37.2	1A,1B	-1.2	3A
	Yahoo! Chiebukuro	0.7	**	62.4	1A	7.1	4A
	Yahoo! Mail	-0.3	**	55.7	1A	11.4	4A
	Yahoo! Auctions	-1.1	5B	29.9	1A	16.9	4A
	Yahoo! Shopping	-3.5	5B	27.1	1A	6.2	4A
	Yahoo! GyaO!	-2.6	5A、5B	187.0	1A	-2.6	2A
	Yahoo! Loco	-8.5	5A	35.1	1A	-31.9	2A
	Yahoo! Sports Websites	-0.2	**	76.1	1A	7.8	4A
	Yahoo! Blogs	-1.1	5B	47.1	1A	-6.9	3A
	Yahoo! Geocities	-3.0	5B	61.5	1A	10.9	4A
	Yahoo! Weather	-2.3	5B	54.0	1A	2.6	4A
	Yahoo! Finance Websites	0.4	**	19.1	1A	-14.0	3A
	Yahoo! Netallica	0.8	**	49.6	1A	1.6	3A
	Yahoo! Games	-0.9	**	20.1	1A	-6.2	3A
	Yahoo! TV	1.0	5C	91.9	1A	5.1	4A
	Yahoo! ID Entry	-5.1	5B	8.8	1A	7.4	4A
	Yahoo! Travel Websites	-3.2	5B	28.1	1A	5.1	4A
	My Yahoo!	-1.7	5B	116.6	1A	-9.0	3A
	Yahoo! Broadband	-3.0	5B	54.4	1A	-8.8	3A
	Yahoo! R25	-1.8	5B	66.0	1A	-8.5	3A
	Yahoo! News BUSINESS	-1.5	5B	69.1	1A	2.0	4A
	Yahoo! Astrology	0.0	**	29.8	1A	13.2	4A
	Yahoo! - Zillow Real Estate Net	-1.1	5B	8.1	1A	-10.1	3A
	Yahoo! X BRAND	0.5	**	8.2	1A	2.7	4A
	Yahoo! Autos Websites	-1.2	5B	22.6	1A	7.1	4A
	Yahoo! Dictionary	3.0	5C	28.5	1A	10.1	4A
	Yahoo! Movies	2.5	5C	37.6	1A	7.5	4A
	Yahoo! Kids	-0.6	**	21.1	1A	22.8	4A
	Yahoo! Politics	-1.9	5B	58.5	1A	25.5	4A
	Yahoo! Talent	2.7	5C	57.8	1A	7.1	4A
	Yahoo! Health Websites	-2.3	5A	38.4	1A	6.3	4A
	Yahoo! Help	-7.9	5B	20.2	1A	-4.1	3A
	Yahoo! Small Business	-4.7	5B	24.7	1A	12.7	4A
	Yahoo! Premium	-1.0	5B	54.4	1A	7.1	4A
	Yahoo! Beauty	-2.0	5B	14.2	1A	3.6	4A
	Yahoo! Points	-3.3	5B	19.7	1A	-5.6	3A
	Yahoo! Toolbar	2.3	5A	-20.2	1C	8.9	4A
	Yahoo! Indival	-5.8	5B	70.1	1A	-2.8	3A
	Yahoo! Wallet	-3.6	5B	1.6	1A	7.6	4A
	Yahoo! Bookstore	-9.9	5B	-1.0	* *	-1.0	3A
	Yahoo! Address Book	10.1	5C	-12.2	1C	21.1	4A
	Yahoo! Profile	6.7	5C	44.1	1A	8.7	4A
	Yahoo! Box	-21.9	5B	-7.5	1C	37.0	4A
	Yahoo! Hyakkajiten	0.0	**	66.7	1A	4.3	4A
	Yahoo! Messenger	-98.5	5A	-100.0	1C	-99.3	2D
	Yahoo! Calendar	-10.7	5A	41.3	1A	-7.3	2A
	Yahoo! Present	-5.9	5B	1.1	1A	2.0	4A
	Yahoo! Card	-4.6	5B	43.9	1A	7.2	4A
	Yahoo! Translation	-4.7	5B	357.5	1A	13.5	4A

	Yahoo! Partner	-2.7	5B	0.0	**	6.9	4A
	Yahoo! Category	2.8	5C	29.4	1A	26.8	4A
	Yahoo! Downloads	-50.0	5A	-60.4	1C	-70.0	2D
	Yahoo! toto	-14.3	5B	-6.3	1C	13.9	4A
	Yahoo! Spmanager	8.7	5C	10.0	1A	7.1	4A
	Yahoo! Loco Place	9.5	5C	63.4	1A	11.0	4A
	Yahoo! Groups	-10.5	5B	176.1	1A	22.0	4A
	Yahoo! Labs	0.0	**	87.1	1A	-72.0	2A
	Yahoo! Delivery	5.9	5C	-7.1	1C	8.3	4A
	Yahoo! Mobile	12.5	5C	37.5	1A	14.3	4A
	Yahoo! Koukinshiharai	13.3	5C	35.7	1A	10.2	4A
	Google	-8.1	5A	32.8	1A,1B	5.8	4B,4C
	Google Search	-5.0	5B	15.7	1B	13.6	4B,4C
	Google Maps	-18.3	5A	38.9	1A	-60.1	2A
	Google Account	-6.7	5B	20.7	1A	-20.0	3A
	Google Gmail	-6.0	5B	46.7	1A	17.0	4A
	Google+	-9.8	5A	17.9	1A	-4.1	2A
	Google News	-4.6	5B	140.2	1A	1.9	4A
	Google Play	-4.3	5A	53.9	1A	3.5	4A
	Google Translation	-20.2	5B	18.1	1A	19.7	4A
	Google Image Search	14.3	5C	16.0	1A	34.0	4A
	Google Chrome	12.6	5C	257.4	1A	21.9	4A
	Google Video	32.9	5C	119.9	1A	71.3	4A
	Google Docs	0.0	**	35.0	1A	-1.0	3A
	Google Site	-8.9	5B	0.0	**	3.9	4A
	Google Toolbar Features	9.3	5C	60.6	1A	20.0	4A
	Google Book Search	-9.5	5B	52.7	1A,1B	-1.8	3A
	Google AdSense	-4.6	5C	3.5	1A	-26.9	2B
	Google Product Search	31.8	5C	47.4	1A,1B	50.8	4A
YouTube		-3.3	5A	78.0	1A	-7.9	2A
	YouTube Homepage	-4.5	5A	40.5	1A	-2.9	2A
FC2		-0.3	* *	71.6	1A	2.1	4A
	FC2 BLOG	-0.3	**	75.1	1A	0.8	* *
	FC2 Homepage	-2.7	5B	49.9	1A	-5.9	3A
	FC2 Videos	-0.5	**	70.1	1A	6.5	4A
	FC2 WEB	-3.7	5B	59.4	1A	29.0	4A
	FC2 BBS	3.7	5C	89.1	1A	10.4	4A
	FC2 WIKI	0.0	**	128.1	1A	7.6	4A
	FC2 Shopping Cart	-7.9	5B	47.3	1A	14.6	4A
	FC2 Contents	0.0	* *	19.1	1A	-4.4	3A
	FC2 Blog Ranking	-14.6	5B	20.0	1A	-18.8	3A
	FC2 Clap	-12.5	5B	-31.7	1C	-13.3	2A
Rakuten		-2.1	5A,5B	34.0	1A,1B	2.0	4A,4B
	Rakuten Ichiba Shopping	-1.6	5B	34.2	1A	1.9	4A
	Rakuten Homepage	-5.9	5B	26.9	1A	-8.2	3A
	Rakuten Ichiba Shopping Review	-2.2	5B	24.6	1A	1.7	4A
	Rakuten Point	0.0	**	27.2	1A	2.4	3A
	Rakuten Blog	-1.5	5B	78.6	1A	-7.7	3A
	Rakuten Search	-3.3	5B	31.1	1A	-0.6	* *
	My Rakuten	-2.1	5B	33.6	1A	2.8	4A
	Rakuten Books	-2.2	5B	21.2	1A	-3.2	3A
	Rakuten Auctions	0.9	**	35.3	1A	2.3	4A
	Rakuten Products	-5.2	5B	11.4	1A	2.6	4A
	Rakuten Toolbar	4.1	5C	102.0	1A	11.6	4A
	Rakuten Recipe	9.1	5C	56.0	1A	1.2	4A
	Rakuten Luckykuji	-3.7	5B	4.5	1A	28.1	4A
	Rakuten Rakupon	6.7	5C	35.3	1A	25.7	4A
	Rakuten Ranking	-1.9	5B	40.2	1A	-0.1	**
	Rakuten Credit Card	-6.1	5B	1.6	1A	-5.1	3A

	Rakuten Merumaga	-9.2	5B	61.5	1A	17.8	4A
	Rakuten Insurance	-10.8	5B	5.1	1A	-6.2	3A
	Rakuten Broadband	4.6	5C	98.5	1A	-1.3	3A
	Rakuten toto	-2.0	5B	12.8	1A	-1.5	3A
	Rakuten Social News	0.0	**	71.4	1A	-13.3	3A
	Rakuten Affiliate	-51.0	5A	9.3	1A	-19.0	2A
	Rakuten Rental	0.0	* *	35.8	1A	5.7	4A
	Rakuten Golf	4.6	5C	46.1	1A	-3.7	3A
	Rakuten Dining	-23.3	5B	-18.9	1C	-54.4	3A
	Rakuten P-store	-18.0	5B	-50.0	1C	-40.9	3A
	Rakuten Keiba	18.8	5C	26.4	1A	14.2	4A
	Rakuten Entertainment Navi	29.6	5C	70.6	1A	21.6	4A
	Rakuten 24	4.6	5C	55.6	1A	10.9	4A
	Rakuten Kensho Ichiba	5.6	5C	1.0	1A	-42.9	3A
	Rakuten Superwifi	11.1	5C	105.9	1A	10.3	4A
	Rakuten Checkout	-5.9	5B	-28.6	1C	-20.4	3B
Amazon		-4.7	5A	19.5	1A,1B	-9.9	2B
Ameba		-2.4	5B	74.9	1 A	5.4	4A
	Ameblo	-3.8	5B	35.6	1A	-2.3	3A
	Ameba News	-0.9	5B	38.2	1A	-6.2	3A
Wikipedia		-2.2	5B	60.8	1 A	3.6	4A
livedoor		-1.8	5B	65.1	1A,1B	-5.1	3A
	livedoor Blog	-2.6	5B	61.0	1A	-6.7	3A
	livedoor News	1.0	5B	43.6	1A	-6.5	3A
	livedoor Rental BBS	-4.2	5B	82.5	1A	0.7	**
	livedoor Homepage	-18.4	5B	161.0	1A,1B	-7.4	3A
	livedoor Wiki	-5.7	5B	109.4	1A	13.8	4A
	livedoor Blog Roll	-50.0	5A	56.3	1A	-41.5	3A
	livedoor ID Entry	4.6	5C	-21.2	1C	-30.6	3A
	livedoor Gourmet	0.0	**	53.3	1A	-12.2	3A
goo		-1.3	5B	42.0	1A,1B	-3.4	3B
	goo Oshiete	-1.7	5B	70.2	1A	-4.8	3A
	goo Blog	-4.0	5B	51.1	1A	-8.2	3A
	goo Web Search	-2.6	5B	27.1	1A	0.2	* *
	goo News	-2.5	5B	43.4	1A	-2.5	3A
	goo Homepage	-8.4	5B	62.9	1A,1B	-14.1	3A
	goo Dictionary	-2.1	5B	14.4	1A	-9.7	3A
	goo Research	-7.5	5B	2.2	1A	7.4	4A
	goo ID	-5.4	5B	39.0	1A	3.4	4A
	goo Mail	-2.2	5B	41.8	1A	5.0	4A
	goo Map	-7.5	5A	4.8	1A	-50.7	2A
	goo Healthcare	1.4	5C	53.3	1A	-1.7	3A
	goo Music	-1.8	5B	72.6	1A	-1.0	2D
	goo Ranking	-8.2	5B	-1.2	1C	-8.3	3A
	goo TownPage	8.2	5C	52.5	1A	-0.9	* *
	goo Weather	-7.5	5A	331.9	1A	0.6	* *
	goo Game	-2.6	5A	9.6	1A	-6.0	3A
	goo Sumo	-2.9	5B	76.6	1A	9.0	4A
	goo Transit	-6.1	5B	22.7	1A	-4.0	3A
	goo Kids	4.0	5C	15.8	1A	9.5	4A
	goo TV Navi	0.0	* *	70.6	1A	21.5	4A
	goo Wikipedia Search	-13.6	5B	24.1	1A	1.1	4A
	goo Car&Bike	-9.5	5B	2.7	1A	1.8	4A
	goo House	-5.9	5B	26.0	1A	0.7	* *
	goo Baby	6.7	5C	26.5	1A	17.5	4A
@nifty		-1.2	5A	44.6	1A,1B	2.6	4A
	@nifty@Homepage	-2.7	5B	61.7	1A,1B	3.0	4A
	@nifty@Search	1.4	5C	6.1	1A	4.0	4A
	@nifty Homepage	-0.4	**	72.8	1A	-0.2	* *

	@nifty News	0.0	**	29.3	1A	-2.8	3A
	Mail@nifty	1.7	5C	97.3	1A	30.8	4A
	@nifty Oshiete Hiroba	16.7	5C	245.0	1A	8.8	4A
	@nifty Entry/course change	4.3	5C	46.9	1A	-4.3	3A
	@nifty Game	0.0	**	-8.2	1C	-29.4	2D
	@nifty Weather News	-5.3	5A	-14.0	1C	-6.6	2A
	@nifty Business	5.3	5C	100.0	1A	22.2	4A
	@nifty Chosa	0.0	**	41.0	1A	-3.1	3A
Facebook		11.3	注3	20.6	1A	13.3	注3
MSN/WindowsLive/Bing		-2.6	5A	51.1	1A,1B	9.9	4A
	MSN Homepage	-2.2	5B	87.3	1A,1B	-9.7	3A
	MSN News Network	-5.2	5B	29.2	1A	-3.4	3A
	Bing Web	-1.8	5B	11.5	1A	-0.5	3A
	Microsoft Windows	5.4	5C	62.4	1A	1.1	4A
	Outlook (Outlook.com)	-5.9	5B	45.2	1A	45.5	4A,4B
	MSN Topics	-1.0	5B	38.3	1A	-3.9	3A
	MSN Soudanbako	-2.0	5B	51.1	1A	-4.2	3A
	MSN Money	0.0	**	107.0	1A	-3.3	3A
	MSN Lifestyle	-4.1	5B	60.7	1A	11.8	4A
	Bing Translator	-15.0	5A	-24.6	1C	-11.2	2A
	Bing Images	-5.2	5B	41.9	1A	61.4	4A
	Bing Homepage	5.8	5C	248.1	1A	-0.3	**
	Bing Maps & Local	10.2	5C	27.0	1A	51.0	4A
	Bing Videos	2.3	5C	146.2	1A	0.2	**
	WindowsMedia.com	-44.4	5A	-28.3	1C	-31.5	2D
	Windows Live Hotmail	4.3	5C	-6.7	1A	114.3	4A
	MSN Autos	-4.6	5B	-4.8	1C	-32.9	3A
	MSN Astrology	15.0	5C	29.5	1A	18.7	4A
	MSN Games	-5.6	5A	95.4	1A	3.9	4A
BIGLOBE		-2.1	5B	58.8	1A	-1.8	3B
	BIGLOBE Homepage	0.2	**	107.4	1A	2.8	3A
	BIGLOBE Personal Homepage	-2.1	5B	23.4	1A	39.5	4A
	BIGLOBE Search	-2.1	5B	18.4	1A	4.9	4A
	BIGLOBE Webryblog	-4.8	5B	50.1	1A	-8.7	3A
	BIGLOBE News	-1.6	5B	39.1	1A	-7.9	3A
	BIGLOBE Twipple	-6.3	5B	70.0	1A	-56.0	2D
	BIGLOBE Soudan	-6.8	5B	43.7	1A	-7.2	3A
	BIGLOBE KireiStyle	0.0	**	66.2	1A	1.4	4A
	BIGLOBE Mail	38.0	5C	27.7	1A	75.2	4A
	BIGLOBE Travel	-10.3	5B	19.0	1A	-18.2	3A
	BIGLOBE Admission	-7.7	5B	34.2	1A	0.0	**
	BIGLOBE Sports	0.0	**	173.8	1A	3.6	4A
	BIGLOBE Gravure	0.0	**	145.8	1A	14.5	4A
	BIGLOBE Weather	5.9	5C	83.3	1A	0.0	**
	BIGLOBE Map	6.3	5C	113.2	1A	-3.7	2A
Twitter.com		-8.0	5A	42.9	1A	-0.8	2A
Excite		-3.7	5B	28.4	1A,1B	-7.4	3A
	excite Blog	-1.6	5B	38.4	1A	-11.7	3A
	excite News	1.6	5C	44.6	1A	-18.7	3A
	Woman excite	-4.3	5B	27.1	1A	3.6	4A
	excite Translation	-2.7	5A	29.5	1A	-6.1	3A
	excite Homepage	-11.1	5B	18.6	1A	-30.1	3A
	excite Search	2.6	5C	19.4	1A	-6.7	3A
	excite ID Center	-19.4	5A	-44.0	1C	-17.0	2A
	excite Mail	-6.7	5B	73.6	1A	28.5	4A
Naver Japan		-1.7	5B	61.3	1A,1B	4.2	4A
	Naver Matome	-1.9	5B	64.4	1A	3.4	4A
	Naver Search	-2.3	5B	36.9	1A	6.6	4A
	Kstyle	-9.8	5B	41.6	1A	-0.2	**

paperboy&co		-5.7	5B	45.0	1A	-4.3	3B
	Iolipop Rental Server	-8.9	5A	71.7	1A	-5.2	3A
	JUGEM	-2.3	5B	38.6	1A	-14.9	3A
	Color Me Shop! pro	-1.7	5B	22.2	1A	14.9	4A
	heteml	-13.6	5B	0.0	**	-10.1	3A
	Calamel	37.5	5C	80.0	1A	8.6	4A
kakaku.com		-1.1	5B	59.6	1A,1B	-0.8	**
	Kakaku.com BBS	-0.2	**	64.1	1A	-5.9	3A
	kakaku.com Search	1.3	5C	56.3	1A	-3.4	3A
	Kakaku.com Review	1.0	5C	111.6	1A	5.5	4A
	kakaku.com Kuruma & Bike	-6.8	5B	33.6	1A	5.3	4A
	kakaku.com Kaden	0.0	**	43.3	1A	-3.1	3A
	kakaku.com PC	2.0	5C	66.4	1A	9.8	4A
	kakaku.com Camera	7.1	5C	22.7	1A	-0.2	**
	kakaku.com Magazine	-9.1	5B	65.3	1A	-16.7	3A
	kakaku.com Sports & Outdoor	-13.3	5B	30.1	1A	6.1	4A
	kakaku.com BB	0.0	**	2.7	1A	-16.9	3A
	kakaku.com Fashion	-20.7	5B	41.9	1A	-11.1	3A
	kakaku.com Keitai	3.8	5C	102.5	1A	0.9	**
	kakaku.com Product News	8.0	5C	121.9	1A	14.1	4A
	kakaku.com Money	5.6	5C	16.7	1A	12.4	4A
Seesaa		-1.6	5B	75.5	1A	-3.6	3B
Microsoft		-29.6	5A (2D)	11.1	1A	-18.4	2D
	Microsoft Office	-76.1	5A(2D)	-71.2	2D	-61.2	2D
	Microsoft Windows	5.4	5C	62.4	1A	1.1	4A
	Microsoft Downloads	-8.3	5A	29.5	1A	-4.8	2D
	Microsoft Technet	4.0	5C	14.3	1A	-1.9	2A
	Microsoft AtHome	-5.6	5A	72.4	1A	-5.3	2A
Ask Search Network		-1.0	5B	91.6	1A,1B	1.2	4A
	Ask.com	-0.8	**	91.8	1A	1.3	4A
niwango		2.1	5C	233.2	1A	9.8	4A
	NICO NICO DOUGA	2.1	5C	233.2	1A	9.8	4A
So-net		-2.0	5B	66.4	1A,1B	-8.5	**
	So-net Blog	-1.0	5B	54.6	1A	-0.8	3A
	U-Page+	-1.7	5B	104.5	1A	7.0	4A
	So-net Homepage	-10.1	5B	107.3	1A	-3.6	3A
	So-net Search	21.6	5C	20.9	1A	6.1	4A
	So-net TV Program	5.7	5C	254.4	1A	-4.3	3A
	So-net Point	-3.6	5B	39.1	1A	-11.0	3A
	So-net News	-15.0	5B	23.9	1A	-26.7	3A
OCN		-2.5	5B	53.1	1A,1B	4.8	4A
	OCN Personal Website	-9.1	5B	0.3	* *	-0.7	* *
	OCN Homepage	1.4	5C	123.3	1A,1B	11.2	4A
	OCN Blogzine	-6.7	5B	107.5	1A	-1.0	3A
	OCN Mail	0.0	**	85.8	1A	11.8	4A
	OCN Search	-4.6	5A	-14.0	1C	-7.4	3A
	OCN Mypage	-8.8	5B	-5.3	1C	-8.8	3A
	OCN Game	-6.7	5A	42.9	1A	0.4	**
	OCN Kakeibo	-20.0	5B	29.9	1A	-8.3	3A
GMO Media		-1.8	5B	42.9	1A	9.1	4A
	YapLog	-3.7	5B	16.7	1A	-24.4	3A
	PointTown	-1.6	5B	36.9	1A	14.8	4A
	TeaCup	-3.5	5B	76.3	1A	-1.1	3A
	Prcm.jp	3.5	5C	13.4	1A	16.9	4A
	AutoPage	-3.1	5A	44.1	1A	-4.3	2A
	Gesoten	16.7	5C	65.7	1A	1.4	4A
	freeml	-5.9	5B	-5.2	1C	-26.1	3A