

## Press Release

### Google wins brandchannel's 2006 Readers' Choice Award for brand with strongest global impact.

#### YouTube and Wikipedia debut among top five.

NEW YORK, January 26, 2007 – What do Google, Sony, Ikea, Corona and Apple have in common? They are the winners of brandchannel's sixth annual Readers' Choice Awards, which recognize the brands with the greatest impact on our lives in 2006.

Conducted by brandchannel, the leading online magazine about branding, this survey ranks brands from Asia to Latin America by impact. Not necessarily generating the largest profits or highest values, winners are the brands that make you stand up and take notice.

**Google** holds on to its title as the Readers' Choice for the brand with the strongest global impact for a second consecutive year. Fighting for the top spot with **Apple** year after year since the survey began, its influence is summed up by one reader, "**Google** and all their subbrands: blogger, gmail, reader have affected my life more than the others combined."

Readers also launch video-sharing website **YouTube** and reference website **Wikipedia** into the top five global and North American rankings.

"The dramatic debut of these newcomers—**YouTube** in third and **Wikipedia** in fourth—is an indication of a larger trend, the growing impact of online brands built on user-generated content," comments editor Anthony Zumpano, "particularly in North America where **MySpace** debuts in 15<sup>th</sup> and **craigslist** jumps to seventh from 39<sup>th</sup>, where it first appeared in 2003."

Another highlight includes **Al Jazeera**'s modest comeback on the global ranking. Having recently launched its English-language news channel last November, it advances to 19<sup>th</sup> place after its drop from fifth to 25<sup>th</sup> between 2004 and 2005.

Regional award winners include **Sony** in Asia-Pacific, **Corona** in Central & Latin America and **Apple** in North America, where each defends its title as the brand with the greatest impact in its respective region. Moving up one spot, **Ikea** claims this title from **Nokia**, the previous Readers' Choice in Europe & Africa.

#### Global and regional winners:

Global	Asia-Pacific	Central & Latin America	Europe & Africa	US & Canada
1. Google	1. Sony	1. Corona	1. Ikea*	1. Apple
2. Apple	2. Toyota	2. Bacardi	2. Skype*	2. <b>YouTube</b>
3. <b>YouTube</b>	3. HSBC*	3. movistar	3. Nokia**	3. Google**
4. <b>Wikipedia</b>	4. Samsung**	4. Havaianas	4. Zara	4. Starbucks**
5. Starbucks**	5. <b>Honda</b>	5. Bimbo*	5. <b>adidas</b>	5. <b>Wikipedia</b>

\* Denotes move up from 2005

\*\* Denotes move down from 2005

**BOLD** denotes new to the awards list

**About brandchannel's Readers' Choice Awards**

Since 2001, brandchannel has presented Readers' Choice Awards annually to the brands that had the most impact (negative or positive) on our lives. 3,625 readers from 100 countries voted in the 2006 Readers' Choice survey, which was conducted from November through December 2006. Voters are allowed to choose up to five brands per region. No single section is mandatory and rankings are compiled purely on the basis of readers' votes. Analysis of results and lists of all ranking brands from the past six years are available at [www.brandchannel.com](http://www.brandchannel.com).

**About brandchannel ([www.brandchannel.com](http://www.brandchannel.com))**

Brandchannel is a Webby Business Award-winning online magazine dedicated to providing the world's leading online exchange about branding. Launched in 2001, it features global, comprehensive perspectives across industries. Read by 91,000 subscribers and thousands more real-world practitioners and thought leaders from 120 countries, brandchannel is an editorially independent endeavor of Interbrand, which supports its goal of creating an objective, central portal for branding knowledge.

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