

Nielsen: People spending more time on social sites

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(AP) -- Americans have been devoting 17 percent of all their Internet time to social networks like Facebook and blogging Web sites like Blogger.

The percentage for last month is up from 6 percent a year earlier.

The report comes from Nielsen Co. and follows its decision to team up with [Facebook](#) on a marketing program that helps advertisers measure how well their ads work on the online hangout.

Nielsen estimates that ad spending on leading social-network and blogging sites more than doubled year-over-year, to about \$108 million for the month. This happened even as several industries decreased their overall ad spending.

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