



Nielsen: The Oil Drum is the #4 Sustainability Site on the Web

Posted by [Prof. Goose](#) on May 4, 2008 - 9:59am

Topic: [Environment/Sustainability](#)

Tags: [biopact](#), [green](#), [green marketing](#), [greenwashing](#), [nielsen](#), [sustainability](#), [treehugger](#), [worldchanging](#) [[list all tags](#)]

The Oil Drum was recently ranked by Nielsen as the #4 sustainability site on the web (behind [TreeHugger](#), [WorldChanging](#), and [Biopact](#)). Biopact has a nice article on the report, which can be [found here](#) and from which the graphic below is duly appropriated.

Table 2: Top 5 Sustainability Blogs for 2007

Blog	Sustainability Messages
TreeHugger	4,612
Worldchanging	738
Biopact	722
The Oil Drum	706
The Alternative Consumer	698

Source: Nielsen Online, BuzzMetrics

Note: Blogs are ranked by number of messages about sustainability from 1/1/07 to 12/31/07.

The takeaway message: we have far to go with regard to making real progress on sustainability, folks. However, it is nice to see that our community is contributing in a small part. Keep it up. The more people who get the message, the more reason we have to be "sustainable," the more of a chance we have of lessening the pain. I'm not saying that I'm overly optimistic, but I'm saying that we have to continue to try to make the world a little bit better of a place. Thanks for helping us do so.

Below the fold is a link to the webinar and the report itself.

Here is a link to the audio webinar (which is VERY interesting regarding the trends in sustainability on the web) and the slides from the presentation in PDF format:

http://www.netratings.com/emc/o803_wb/download_preso.jsp

(and [here's](#) the description of the presentation...)

The audio webinar is a discussion of green marketing, greenwashing, and many other pieces of the green world. The PDF is a data-heavy analysis of trends in the green blogosphere and contains the analysis in which TOD is mentioned kindly.



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