

## NetSpeed: Understanding Broadband in Europe

Whether you are a publisher, advertiser or advertising agency, the dramatic growth of broadband is opening up new opportunities for you across Europe. To unlock this potential you need a consistent and reliable source of information on who broadband users are and how they behave online.

### Targeting the Broadband Consumer

Broadband users behave very differently compared to narrowband users:

- > They spend more time online
- > They go to many more sites
- > They are much more likely to bank, shop and visit entertainment sites.

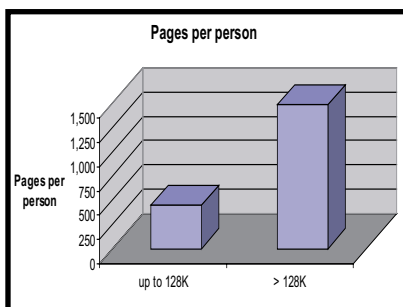
### How does the NetSpeed Report help?

The NetSpeed Report provides you with an easy-to-use source of key information on the profile and behaviour of broadband vs. narrowband users across six European countries:

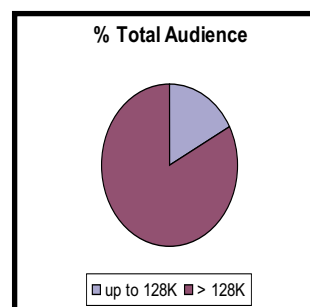
- > Broadband/narrowband penetration by country
- > Broadband/narrowband user profiles
- > Broadband/narrowband user behaviour in terms of:
  - \*How often they use the Internet
  - \*How long they spend online
  - \*How many sites they visit
  - \*The sites that they visit
  - \*The types of sites that they visit

The Nielsen//NetRatings NetSpeed report enables you to:

1. **Understand the profile** of your site visitors so that you can tailor your web content to your visitors.
2. **Compare key characteristics** of broadband consumers across European markets, enabling you to assess the opportunity.
3. **Contrast your audience** with your competition and analyse how surfers behave on your site and others in your sector. Use this information to target advertisers and promote different creatives on your site.
4. **Adapt your most attractive content** to keep your highspeed viewers for longer – giving you the chance to increase your advertising revenues.
5. Learn which are the **top sites for broadband content**, and which categories have made the most from broadband. What can you learn from their experiences to improve your site?



PARENT/BRAND/CHANNEL	UNIQUE AUDIENCE	% TOTAL AUDIENCE	PAGE VIEWS	% TOTAL PAGEVIEWS	PAGES PER PERSON	TIME PER PERSON	% TOTAL TIME	REACH % ON CONNECTION TYPE/ACTIVE
Google	14,385,591	89.7%	1,002,242,531	64.7%	107	0:22:03	53.8%	74.2%
Microsoft	13,474,802	87.5%	352,451,441	10.5%	26	0:23:16	30.1%	47.2%
MSN	13,229,556	86.1%	1,008,510,819	91.5%	76	2:58:57	35.2%	60.0%
Yahoo!	10,289,720	69.4%	1,001,558,519	60.0%	117	1:11:38	35.0%	51.3%
BBC	9,877,231	60.9%	768,475,864	66.5%	78	0:42:15	35.4%	49.2%
rtbny	9,637,426	60.7%	3,117,145,111	65.1%	224	2:02:03	34.5%	49.0%
Amerston	5,201,917	39.4%	234,480,045	12.1%	42	0:19:43	19.9%	37.0%
RealNetwork	5,343,245	39.9%	38,115,000	1.9%	7	0:22:01	16.6%	28.6%
ADL	4,923,657	36.2%	343,918,026	16.2%	70	0:16:59	13.0%	24.6%
Free	4,699,247	35.0%	14,000,000	0.8%	3	0:00:00	0.0%	0.0%



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