



FOR IMMEDIATE RELEASE (UK Data: Home Only: September 2006)

31<sup>ST</sup> OCTOBER 2006

## Who's really searching for online video in the UK?

Nielsen//NetRatings, the leading provider of Internet research, today reveals the latest figures on the online search industry and surprising insights on the profile of Britons searching for videos and movies online at home.

### WHO ARE THE MILLIONS SEARCHING FOR ONLINE VIDEO?

- In September 2006, 2.3 million UK households clicked-through to a video/movie site from a search engine – racking up over 6.7 million click-throughs in total
- Family households accounted for over half (53%) of all these click-throughs
- However, young couples without kids are twice as likely to be responsible for a click-through to a video/movie site (4.8%) than for a click-through across the entire Internet (2.3%)
- 'Empty nesters' are 40% less likely to be responsible for a click-through to a video/movie site (16.2%) than for a click-through across the entire Internet (27.1%)

*How household types perform on click-throughs to videos/movies sites compared to entire Internet*

Rank	Household Type	Share of click-throughs to video/movies	Share of click-throughs to entire Internet	'Likelihood' rating for video/movies
1	Younger Couples - no children	4.8%	2.3%	+108%
2	Families	52.9%	42.8%	+24%
3	Couples 35+ - no children	19.1%	18.0%	+6%
4	Young Singles	0.5%	0.7%	-21%
5	Singles 35+ years old	6.3%	9.0%	-30%
6	Empty Nesters	16.2%	27.1%	-40%

*E.g. In Sept 06 younger couples with no kids accounted for 4.8% of all click-throughs to video/movie sites but only 2.3% of all click-throughs across the Internet. Source: Nielsen//NetRatings UK MegaView Search, home data only, Sept 06*

Alex Burmaster, European Internet Analyst, comments, "Contrary to popular perception, search click-throughs to online videos aren't coming from twenty-somethings – in fact it's the opposite. Almost three-quarters of search click-throughs come from family households or households comprising couples over 35 with no children."

### WHICH SEARCH ENGINES 'OVER-PERFORM' ON ONLINE VIDEO?

- AOL Search is 39% more likely to be responsible for a click-through to a video/movie site (11%) than it is for a click-through across the entire Internet (7.9%)
- MSN/Windows Live Search is 64% less likely to be responsible for a click-through to a video/movie site (1.5%) than for a click-through across the entire Internet (4.2%)

*Relative performance of search engines on click-throughs to videos/movies sites compared to entire Internet*

Rank	Search Engine*	Share of click-throughs to video/movies	Share of click-throughs to entire Internet	'Likelihood' rating for video/movies
1	AOL	11.0%	7.9%	+39%
2	Yahoo!	11.6%	10.4%	+12%
3	Google	70.7%	68.6%	+3%
4	Orange	2.3%	2.3%	-1%
5	Ask.com	1.9%	3.4%	-44%
6	MSN/Windows Live	1.5%	4.2%	-64%

*E.g. In Sept 06 AOL accounted for 11% of all click-throughs to video/movie sites but only 7.9% of all Internet click-throughs. \*Minimum requirement = 1.5% share of video/movie click-throughs. Source: Nielsen//NetRatings UK MegaView Search, home data only, Sept 06*

**ENDS**



## EDITORS NOTES

Please source all information to [Nielsen//NetRatings](#) or [NetRatings](#)

Please note that ACNielsen and Nielsen are both separate, unrelated companies and should **NOT** be quoted when sourcing the attached data. If an abbreviated name is required then please use [NetRatings](#)

For further information, please contact:

- Alex Burmaster, European Internet Analyst: Tel: 020 7014 0590 / 0780 3131144 / [aburmaster@netratings.com](mailto:aburmaster@netratings.com)