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## NIELSEN//NETRATINGS FINDS E-MAIL IS THE DOMINANT ONLINE ACTIVITY WORLDWIDE

531 Million People Now Have Internet Access

**STAMFORD, CT – May 9, 2002** – Sending and receiving e-mail was the dominant online activity in 12 countries over the past six months, according to the Nielsen//NetRatings First Quarter 2002 Global Internet Trends report, released today. Nielsen//NetRatings, the global standard in Internet media and market research, found that at least 75% of households with Internet access participated in e-mail.

“Of all the popular Internet applications, e-mail is the global activity of choice,” said Richard Goosey, chief of measurement science, Nielsen//NetRatings. “We found that an impressive 90% of the adults in three major markets – Australia, the UK and the Netherlands – used e-mail over the past six months, though the percentages were high for all 12 countries.

“In contrast, involvement in chat rooms was lower than 30% in all countries except Brazil, where 41% of adult Internet users used chat rooms, and in Spain where 38% used chat rooms. Additionally, looking at audio-visual content and using Internet radio was well below 50% in all countries, and instant messaging has less than 30% penetration in several countries, including France, Germany and Italy.

“The key to e-mail’s popularity is two-fold: it’s a cost-effective way to communicate across great distances, and it doesn’t require the same high connection speeds as some of the other applications. In most countries in this report, a 56k modem or slower modem is the most popular tool to access the Internet. However, in Hong Kong, an astonishing 58% of those who responded and have Internet access use either a cable modem or high-speed telephone connection to access the Internet. Not surprisingly, their rates for using Internet radio and looking at audio-visual content were among the highest worldwide.” (See Table 1)

**Table 1. Internet Activities Over the Past Six Months: % of People Ages 16+**

Country	Sent/Received e-mail	Participated in Chat Room	Used Instant Messaging	Looked at Audio-Visual Content	Used Radio via the Internet
Australia	90	23	30	40	20
UK	90	16	35	41	21
Netherlands	90	21	29	30	17
Denmark	89	20	13	27	23
Switzerland	89	21	24	22	13
Sweden	88	19	32	29	25
Hong Kong	84	28	26	34	38
Germany	83	25	18	24	18
Spain	82	38	43	32	23
France	80	27	26	27	20
Italy	79	20	16	25	19
Brazil	75	41	42	35	40

Among population 16+ who have used the Internet in the past six months  
 Source: Nielsen/NetRatings Global Internet Trends Q1 2002

Globally, the number of people with access to the Internet via a home PC increased from 498.2 million people in Q4 2001 to 531.3 million in Q1 2002. North America is the biggest region, contributing 34% of the total global Internet population, followed by Europe and the Middle East at 27%, Asia & the Pacific at 21%, and Latin America at 2%. (See Table 2)

**Table 2. Total Number of People 2+ with Internet Access via Home PC**

	Number of People with Internet Access (in Millions)	% of World's Internet Population
US/Canada	182.8	34
Europe/Middle East	141.6	27
Asia Pacific	110.0	21
Latin America	13.4	2
Rest of World	83.5	16
<b>Total</b>	<b>531.3</b>	<b>100</b>

Source: Nielsen/NetRatings Global Internet Trends, Q1 2002

North America covers the US and Canada

Europe/Middle East covers: Austria, Belgium/Luxembourg, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Spain, Sweden, Switzerland, United Kingdom, and Israel

Asia & Pacific covers: Australia, Hong Kong, Japan, New Zealand, Singapore, South Korea and Taiwan

Latin America covers Brazil

Rest of World is based on countries not under Nielsen/NetRatings measurement at end of Q1 2002

Of the 12 countries covered in this report outside the US and Japan, Germany (32.2 million), the United Kingdom (29 million) and Italy (21.1 million) have the largest number of people with Internet access via a home PC. With a combined 82 million people with home Internet access, these three countries account for about half (53%) of the total for all 12 countries. Since last quarter, the United Kingdom experienced the largest growth in people with home Internet access, with 4.2 million people and 1.5 million households gaining access to the Internet via a home PC.

“Sweden, Denmark, Hong Kong, the Netherlands and Australia appear to be more mature Internet markets,” Goosey said. “Of the countries covered in this report, these five are the clear leaders across key statistics such as: the percentage of people with access to the Internet (each has more than 55%), percentage that own/lease a home PC (all 60%+), and high Internet connection rates (all 80%+) for those who have a PC in their home.”

The findings are from the Nielsen/NetRatings Global Internet Trends service, a quarterly subscription service reporting information on worldwide Internet access and usage trends drawn from surveys conducted in January 2002 using consistent research methodology. With the Q1 2002 reports, Nielsen/NetRatings has expanded the range of topics covered in the survey, now reporting on the top Internet Service Providers by country, speed of connection to the Internet and online activities such as email, chat, instant messaging and online radio usage.

**About Nielsen/NetRatings**

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings Internet audience measurement service collects real-time data from individuals with access to the Internet around the world. Nielsen//NetRatings uses unique technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive Internet usage data and advertising information in the global marketplace. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

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