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HONG KONG LEADS THE WORLD IN HIGH-SPEED INTERNET CONNECTIONS, ACCORDING TO NIELSEN//NETRATINGS' GLOBAL INTERNET TRENDS SURVEY

553 Million People Now Have Internet Access

STAMFORD, CT – August 15, 2002 – Two thirds of the Internet audience in Hong Kong uses either a cable modem or high-speed telephone connection to access the Internet, dwarfing the rate at which surfers in 10 other major Internet markets have adopted high speed access, according to the Nielsen//NetRatings Second Quarter 2002 Global Internet Trends report.

Nielsen//NetRatings, the global standard in Internet media and market research, also found that a total of 553 million people worldwide now have Internet access from home, marking a relatively flat four percent growth rate as compared to the previous quarter.

“In every other country in this report, including the US, the majority of surfers use a 56k or slower modem to access the Internet,” said Lisa Strand, director and chief analyst, Nielsen//NetRatings. “But in Hong Kong, an astonishing 66% of those who responded and have Internet access use either a cable modem or high-speed telephone connection to access the Internet, indicating a well-developed high-speed infrastructure and the consumer desire to attain information at faster rates.

“Our survey also revealed that the high broadband usage rate is growing at a healthy clip in Hong Kong, up 8% since the first quarter,” Strand continued. “By contrast, the growth rate for broadband use in the US is down from 2001, due to the comparably high subscription prices, lack of compelling content and limited geographic accessibility. In fact, nearly 10% of active broadband users in the US are in the New York area, a location similar to the dense, urban setting of Hong Kong.”

Table 1. Highest Connection Speed on Home PC: % Households

Country	High Speed Telephone Line (ISDN, DSL, etc.)	Cable Modem	56K Modem or Less
Hong Kong	54	12	34
Germany	39	6	55
Sweden	33	10	57
Netherlands	20	21	58
Spain	18	7	75
Italy	18	2	79
France	17	5	77
Brazil	15	7	79
UK	9	5	86
US*	5	12	83
Australia	5	5	90

Among households with fixed line telephone(s) and Internet access via a home PC. Don't Know/Not Sure have been redistributed in the same proportions as valid responds.

*US data is based on actual, measured usage rather than survey responses.

Source: Nielsen//NetRatings Global Internet Trends Q2 2002

“The Internet has yet to hit on the must-have content that would inspire greater numbers of surfers to seek high speed connections,” Strand said. “Though Hong Kong registered the highest use of online radio last quarter, at 36%, sending and receiving e-mail was the most dominant activity undertaken in the last six months on the Internet across all countries.”

Strand also noted that eCommerce is gaining momentum in many countries, as the adult population increasingly browsed for and purchased products online in the past six months. Sweden has experienced particularly strong growth - an additional 2% browsed for products while 4% more purchased this quarter than in Quarter 1, 2002. However, despite its high connection speeds, Hong Kong had one of the lowest rates for purchasing online, measuring at the same level as Brazil, Italy, and Spain.

Global Internet Access

Globally, the number of people with access to the Internet via a home PC increased from 531 million people in Quarter 1, 2002 to 553 million in Quarter 2, 2002. The US has the largest Internet population, accounting for 30% of the global access universe, followed by Europe with 24%, Asia & Pacific with 14%, and Latin America with 3%. Markets not under Nielsen//NetRatings measurement accounted for the remaining 29%. (See Table 2)

“The vast majority of the world’s Internet audience is still centered in the major Internet markets measured by Nielsen//NetRatings,” Strand said. “Of the countries covered in this report, the US (166.4 million), Germany (32.6 million), the United Kingdom (29 million) and Italy (22.7 million) have the largest number of people with Internet access via a home PC. Combined, these countries account for almost half of the total Internet audience worldwide.”

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	166.4	30%
Europe	133.2	24%
Asia & Pacific	77.5	14%
Latin America	14.0	3%
Rest of World	161.9	29%
Total	553	100%

Source: Nielsen//NetRatings Global Internet Trends, Q2 2002

Europe covers: Austria, Denmark, France, Germany, Ireland, Italy, Netherlands, Spain, Sweden, United Kingdom

Asia & Pacific covers: Australia, Hong Kong, Japan, New Zealand

Latin America covers Brazil

Rest of World is based on countries not under Nielsen//NetRatings measurement at end of Q2 2002

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 April 2002 using consistent research methodology.

About Nielsen//NetRatings

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings services include worldwide Internet audience measurement, AdRelevance tracking of online advertising creatives, impressions and expenditures, and the @plan Internet user lifestyle, demographic, and product brand references measurement. Nielsen//NetRatings uses patented technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive information in the global marketplace. For more information, please visit www.nielsen-netratings.com.

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