

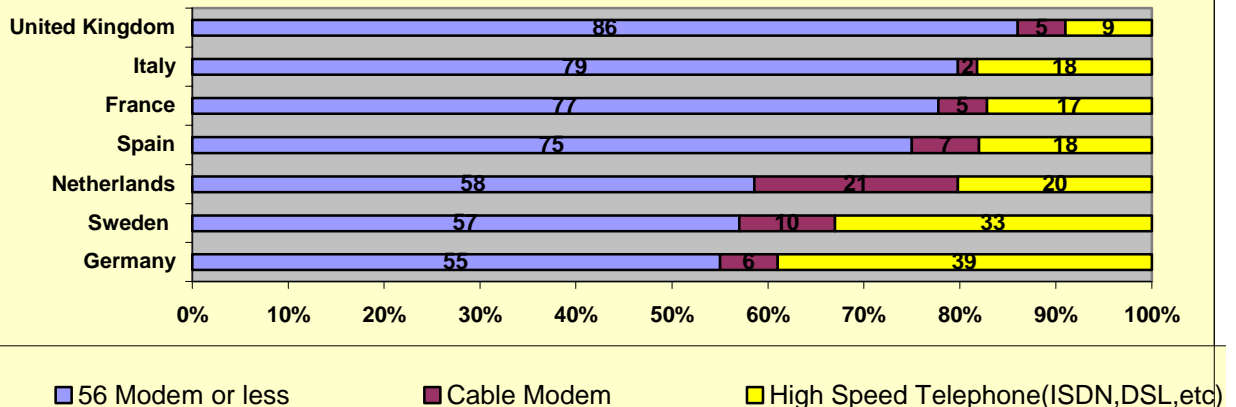
UK Lags Behind Europe in Broadband Take-Up

The latest research from Nielsen//NetRatings, the leading provider of Internet audience measurement, shows that the number of households using broadband Internet connections in the UK is lower than in any other country in Europe.

As the chart below shows, only 9% of UK households use a high-speed connection to dial up to the Internet, compared to 39% in Germany and 33% in Sweden. Even France, which has a far lower overall penetration of the Internet, has a higher number of households using broadband.

“This time last year 5% of British surfers were using a high-speed Internet connection,” commented Tom Ewing, Internet Analyst at Nielsen//NetRatings, “What we’re seeing here is an improvement, but not much of one. Broadband is growing in this country but the Government’s stated target of being the G7 leader in Broadband connectivity by 2005 is absurd if you set it against current rates of growth. This summer we did see a lot of aggressive marketing of broadband, and there are signs that the uptake is rising, but it’ll take more than just advertising to catch up with markets like Germany.”

Internet connection speeds at home across Europe



Source: Nielsen//NetRatings GNETT Report Q2 2002

Please source all information to Nielsen//NetRatings

For more information, please contact:

Lucy Green, International Marketing and Communications Director

Tel: 07734 126750

lucy.green@eratings.com

Pablo Cot Gonzalez, International Marketing and Communications Assistant

Tel: 01865 732213 pablocot.gonzalez@eratings.com

About Nielsen//NetRatings

Nielsen//NetRatings is the leading global provider of Internet audience research, providing up-to-date, accurate and comprehensive information and analysis to help clients understand consumer behaviour and trends online, as well as advertising effectiveness and brand preferences.

Nielsen//NetRatings regularly reports the behaviour of Internet users across the world, using its panels in 16 countries in North America, Australia, Asia and Europe. In addition to the Nielsen//NetRatings audience measurement service, the company also provides analytical reports on international markets and trends, and has just launched the only global online advertising media planning service, WebRF. For more information, please visit www.nielsen-netratings.com

Nielsen//NetRatings has strong relationships with research companies ACNielsen and Nielsen Media Research, providing unrivalled knowledge and expertise of global market research in both the media and consumer markets.



NETRATINGS, INC.
890 HILLVIEW COURT
MILPITAS, CA 95035
1 888 634 1222

NIELSEN MEDIA RESEARCH
250 PARK AVENUE
NEW YORK, NY 10177
1 212 907 4220

ACNIELSEN ERATINGS.COM
1 STAMFORD LANDING
62 SOUTHFIELD AVENUE
STAMFORD, CT 06902
1 203 602 4500