FOR IMMEDIATE RELEASE

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.”

Please source all information to Nielsen//NetRatings

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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.