



FOR IMMEDIATE RELEASE

29<sup>TH</sup> MAY 2003

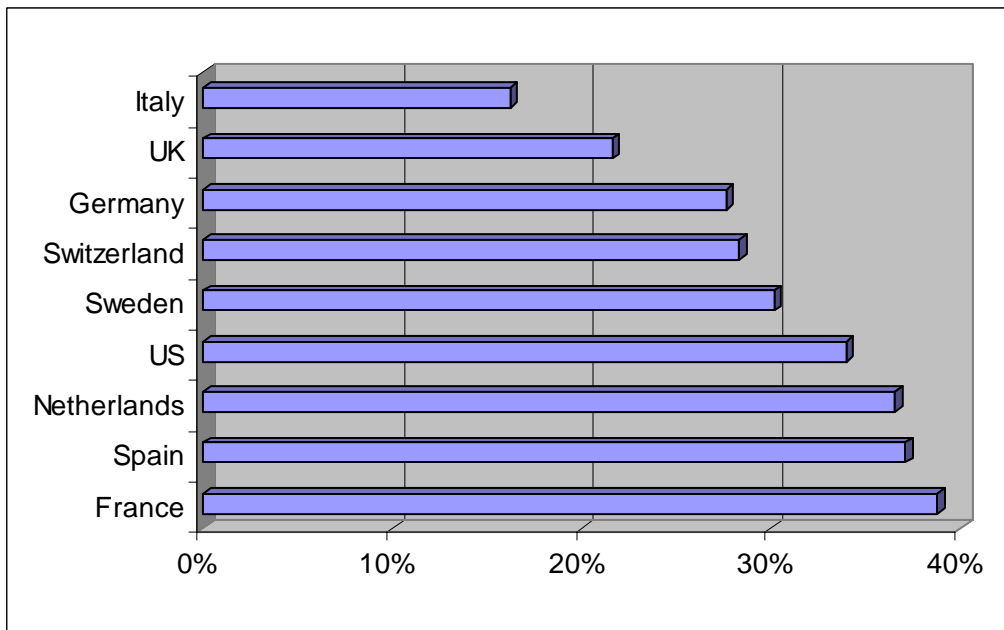
### Broadband Revolutionizing Europe's Internet Behaviour

#### Over one quarter of Europe's online population now using Broadband Entertainment sites are first to see real benefit in audience growth

In the 13 months from April 2002 to April 2003, the number of European surfers using high-speed (In the 13 months from April 2002 to April 2003, the number of European surfers using high-speed Internet connections (which includes DSL, LAN and Cable Modem) grew by 136%, according to the latest research from Nielsen//NetRatings. In some countries the growth rate was higher, with the UK experiencing the largest increase at 235% during this period. 28% of European Internet users are now connected at high speed, a growth of 14% from April last year.

In the US 35% of the population surf the web using a broadband connection, but this figure is dwarfed by some of the Asia Pacific markets, with 82% of Hong Kong's Internet population connected via broadband.

Percentage of Internet Users with Broadband, April 2003

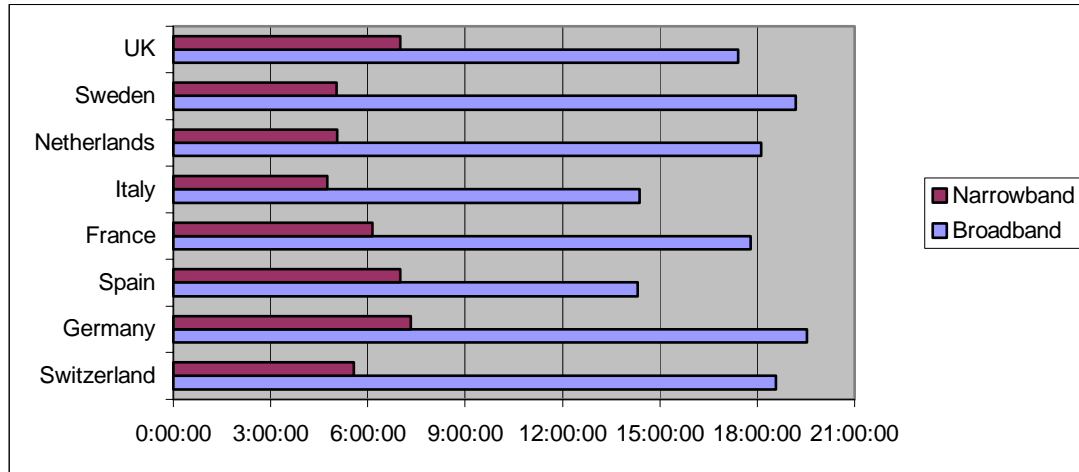


Source: Nielsen//NetRatings At Home data April '02-April '03

Penetration rates for individual countries show that some European markets have already overtaken the US in terms of broadband take-up, notably in France and Spain. However the UK, Germany, and Italy – Europe's three largest single Internet markets in terms of population penetration – are still lagging behind despite their recent rapid growth on broadband uptake.

“What these figures show is that the countries with the highest broadband take-up are those that are also growing rapidly in terms of online use in general”, commented European Market Analyst Tom Ewing. “The countries where the Internet penetration is greatest and has been longer established, like the UK and Germany, have become used to dial-up connections, and broadband is being sold as an upgrade. But in France and Spain users have leapfrogged the technology and first-time Internet surfers are getting connected via broadband, by-passing the slower dial-up completely.”

Average time spent online in April 2003 by users on  
Broadband versus Narrowband connections



Source: Nielsen//NetRatings At Home data April '02-April '03

This 'broadband boom' is significantly altering the way users behave online. Across Europe broadband users are spending significantly more time online, using the web more often, and visiting more websites, than their slower, dial-up counterparts. In Germany, for instance, narrowband users spend on average seven and a half hours on the web every month, whereas for broadband users this increases to 21 hours, equivalent to almost one day per month.

The sites that draw the majority of their audience from broadband surfers include file-sharing sites, music sites, film sites and adult sites. The adult entertainment sector has increased its reach year-on-year in all European markets except Italy, where – not coincidentally – broadband access is the relative lowest in Europe.

"The Internet is all about access" commented Tom Ewing, Nielsen//NetRatings European Market Analyst "Initially it was about access to information and people, then it widened to provide access to goods and services, and now with broadband it's able to expand further to provide easy access to entertainment."

Where next for broadband? If current growth rates continue, then by March 2004 over 50 million Europeans will be connected at high speed, and the USA will have only three million broadband surfers more. "Broadband is finally taking off," says Ewing, "And next year we might well be approaching the tipping point, after which high-speed access will be the norm not the exception, and the web will be designed with the high-speed user in mind. That's when things will really get exciting."

Ends...

**Please source all information to Nielsen//NetRatings**

**For more information, please contact:**

Lucy Green, International Marketing and Communications Director  
Tel: 07734 126750/[lgreen@intl.netratings.com](mailto:lgreen@intl.netratings.com)

**About Nielsen//NetRatings**

*Nielsen//NetRatings is the global standard for Internet audience measurement and analysis. Covering 70% of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital*

*media research reports and customised data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).*

**About NetRatings, Inc.**

NetRatings, Inc., (Nasdaq: NTRT) is the provider of the Nielsen//NetRatings services, which set the global standard for Internet audience measurement and analysis. Nielsen//NetRatings enables its customers to make informed business-critical decisions regarding their Internet strategies with its technology driven products and services, which include the Nielsen//NetRatings NetView Internet audience measurement service, WebRF, an Internet reach and frequency planning tool, and custom data, research and analysis. In addition, AdRelevance online advertising intelligence and @Plan Web user lifestyle, demographic and product brand references data are available in the US. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).