

FOR IMMEDIATE RELEASE

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## Older Internet Audience continues to increase in Europe

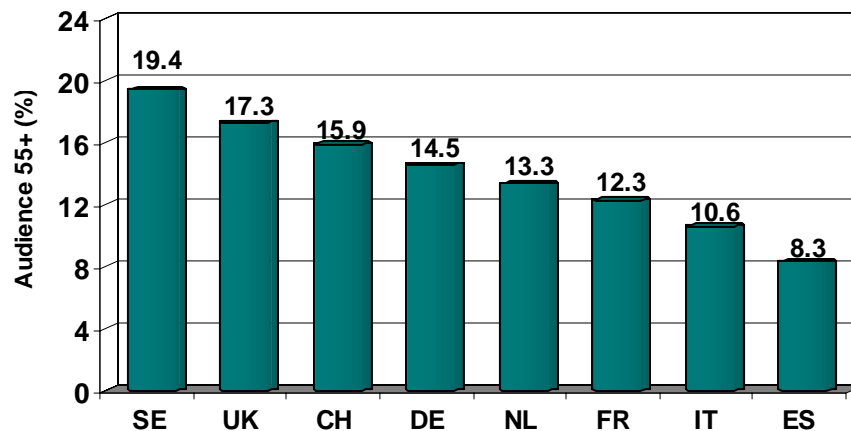
There are currently 11.5 million people aged 55 and over using the Internet in Europe, according to the latest research from Nielsen//NetRatings. The audience has grown 28% since September 2002.

As Table 1 shows, Sweden has the highest proportion of older Internet users, with the Italian and Spanish markets currently having the least number. Italy has seen the biggest growth in this audience group, with an increase since September 2002 to September 2003 of 32%. (Table 2)

Sweden has the highest proportion of women 55+ using the web, which is comparable to the overall gender breakdown in this country, which is one of Europe's most mature Internet markets. (Table 3) In Germany and Italy only one fifth of the 55+ audience is made up by the female Internet user.

**Table 1: % Audience aged 55 and over in Europe**

### At Home Audience aged 55+ across Europe



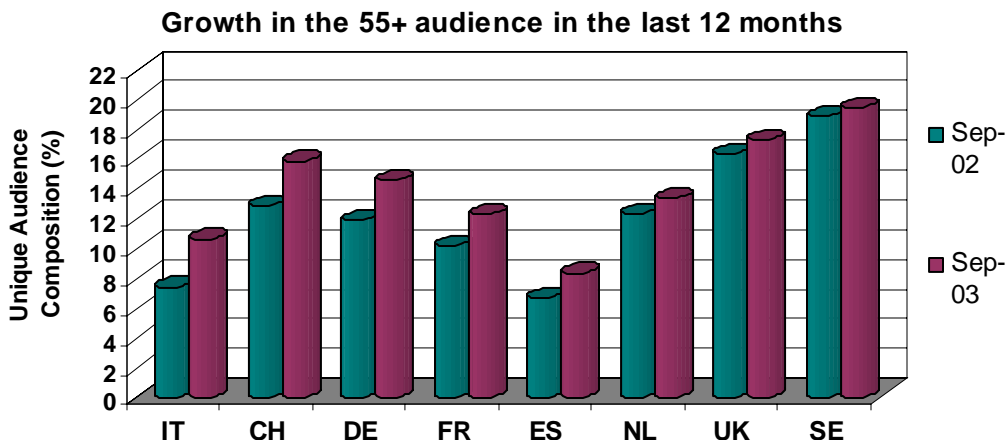
Source: Nielsen//NetRatings, Sept 03 at home data

Older users of the Internet across the European markets in this study show some similarities in behaviour. Finance sites are particularly popular, with sites such as LloydsTSB and Barclays in the UK, Boursorama, Banques Populaires and Credit Lyonnais in France, and Postbank in Germany attracting a high proportion of older users to their sites.

In addition to finance sites, older Internet users also make frequent use of mapping sites, with Multimap.com and Streetmap in the UK and via Michelin and Mappy in France attracting this audience group.

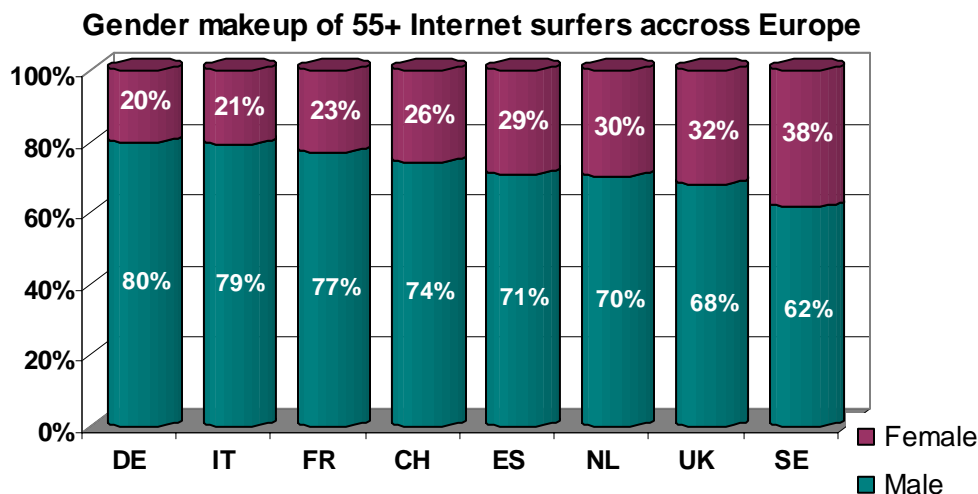


Table 2: Growth in the 55+ Audience in the last 12 months



According to Tom Ewing, Market Analyst at Nielsen//NetRatings, older Internet users are still not effectively targeted by marketers, "Our research shows that people aged 55+ are using the web in increasing numbers. Site owners have an opportunity to promote their products and services to this growing audience, many of whom are already organising their finances and booking holidays online. However, they do need to research their audience in order to tailor their sites, products and services more carefully."

Table 3: Gender composition of European Internet users 55+



Ends

Please source all information to Nielsen//NetRatings

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## **About Nielsen//NetRatings**

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