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**Nielsen//NetRatings**



## **Australian kids rate TV as indispensable while they become increasingly devoted to the Net**

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### **Almost two thirds of Australian children use the Net daily**

Sydney, 26 July 2005 – Internet media and market research company Nielsen//NetRatings and report sponsor Nickelodeon, one of Australia's leading entertainment brands dedicated exclusively to kids, today announced initial findings from the eGeneration 2005 report. The study is the fourth volume in a series of national surveys about the behaviour and attitudes of Australian children and teenagers toward the Internet and technology.

When asked which media they could not live without, almost 1 in 3 kids aged between 6 and 17 years stated that they could not live without television, 1 in 5 kids would not want to miss music in their lives and one in every 6<sup>th</sup> child in Australia considers the Internet to be the most essential medium.

Alongside this strong dedication to traditional media, kid's Internet usage has grown significantly, both in tenure and time spent online.

- 40% of all 6-8 year olds and 79% of 9-17 year olds have been online for over 2 years
- For 1 in 3 Australian kids between 6 and 8 years old, and for 2 in 3 children between 9 and 17 years old, the Internet is now part of daily life. The strongest growth in daily Internet usage occurs among the younger age group in Australia's metropolitan areas, where 41% of 6-8 year olds now use the Internet daily as compared to 35% in 2003.
- Kids are spending an average of 6.2 hours online per week, an increase of one hour since 2003. Among older teens aged 15-17 years, this figure jumps to fifteen hours per week.

Nielsen//NetRatings' Research Director, Melanie Ingrey, indicated that this growth can be largely accredited to a huge increase in home broadband adoption in Australia. "In 2003, only 25% of Australian metropolitan households with children had broadband access. This has now grown to 62%. The 'always-on' nature and overall efficiency afforded by broadband means that a new world of online opportunities has opened up, not in the least for kids." Ms Ingrey said.

The survey also looked at the online services most frequently used by Australian kids. While children most commonly find out about websites and online services via friends, the use of search engines for this purpose has increased in popularity. Email remains by far the most popular online activity, followed by playing games, getting info about products and using instant messaging. The number of children in metropolitan areas who have their own email address jumped from 63% in 2003 to 83% in 2005.

Increasingly, Australian kids and teens now use the Internet to research and purchase products and services. The percentage of children in metropolitan areas surfing the Net for product information grew from 41% in 2003 to slightly over 50%. 14% have made online purchases, up from 8% in 2003.

The number of kids using instant messaging grew only slightly from 44% to 49%. MSN Messenger is used by 92% of the young messengers, mostly to chat with school friends. Over half of these kids use the MSN Messenger service daily and for over an hour each session.

Kirsty Bloore, Nickelodeon Acting Research Director, said the research report represents an important strategic business tool. "These findings are invaluable to us, as kids are the early adopters of new technology. The insight gained from the report on what kids are using and how they are using it, allows us to develop plans across the entire business placing Nickelodeon at the forefront of technology among our core audience."

Nielsen//NetRatings' eGeneration study is conducted bi-annually and provides trending information on attitudes toward the Internet and technology among children, teenagers and their parents. The study began in 1999 and has traditionally focused on families living in metropolitan locations. The reach of this volume has extended to families living in regional and rural locations across the country to identify differences in behaviour and attitudes between metro and regional Australia.

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### **About Nielsen//NetRatings**

Nielsen//NetRatings is the global standard for digital audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, SiteCensus, Market Intelligence, AdIntelligence and Custom Research services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business.

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### **About Nickelodeon**

Nickelodeon, now in its 26<sup>th</sup> year globally and 10th year in Australia, is the number one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. Nickelodeon Australia airs Nickelodeon and Nick Jr. channels 24 hours a day, seven days a week and is seen in over 1.7 million households via AUSTAR, FOXTEL, and OPTUS.

On-air Nickelodeon features a wide array of original, locally-produced and acquired programming from animation to comedy, adventure, and live action programs for kids aged 0 to 14 years. Nickelodeon also owns and operates two of the most popular commercial kids' web sites in Australia - [www.nickelodeon.com.au](http://www.nickelodeon.com.au) and [www.nickjr.com.au](http://www.nickjr.com.au).