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## WHO'S WINNING THE BROADBAND REVOLUTION?

Nielsen//NetRatings, the leading provider of Internet research, today reveals which websites are benefiting most from the increasing take-up of broadband in the UK.

- Almost three quarters of online Briton's (73%) now access the Internet from home using broadband compared to 46% this time last year – a phenomenal growth of 59%
- Broadband users spend twice as long on their computers and view 3.5 times as many web-pages each month as narrowband users
- Brands such as Disney, Blogger and MyOffers have experienced the greatest growth in broadband audience over the past year

### Top 10 Brands experiencing greatest growth in Broadband audience

Rank	Brand	Unique BB Audience % Growth Aug 04 – Aug 05	Unique BB Audience Aug 04	Unique BB Audience Aug 05
1	<b>Disney Online</b>	269%	268,407	991,088
2	<b>Blogger</b>	256%	284,581	1,011,624
3	<b>MyOffers</b>	176%	397,175	1,097,940
4	<b>ITV.com</b>	159%	326,657	844,409
5	<b>HSBC</b>	150%	474,203	1,187,088
6	<b>Tesco</b>	139%	1,026,110	2,453,188
7	<b>Currys</b>	138%	345,068	820,959
8	<b>Rightmove</b>	136%	311,037	734,970
9	<b>Review Centre</b>	136%	358,174	844,936
10	<b>Next</b>	133%	296,931	692,595

*E.g. 991,088 people visited Disney Online using a broadband connection in Aug 05 = a 269% increase on the number of bb visitors in Aug 04*  
Source: Nielsen//NetRatings UK NetSpeed® home data, including Internet applications, Aug 04 & Aug 05

Alex Burmaster, European Internet Analyst at Nielsen//NetRatings says "Broadband is not only good news for surfers – providing them with more efficient Internet access – but great news for website owners. Broadband users generally spend twice as long on their PC's, visit twice as many sites, view three and a half times more pages and download more multimedia content than narrowband users.

Bearing this in mind it's perhaps not surprising that sites rich in content have experienced the greatest growth in the number of broadband users over the past year. Entertainment websites, such as Disney Online, are well placed to take advantage of the possibilities that broadband provides in enriching the user experience.

Aside from entertainment sites such as Disney and ITV, the ten brands seeing the greatest growth in broadband audience includes three well-known high-street retailers – Tesco, Currys and Next - underlining the advantages broadband offers when displaying products online.

The ability to view high-resolution images of a potential purchase now overrides the original argument of web-sceptics that shoppers wouldn't buy products from the Internet as they couldn't see what they were buying. Broadband has dramatically enhanced the online purchasing experience – which can only be good news for retailers and bodes well for a bountiful e-Christmas this year."



## Top 10 categories with strongest female broadband presence

Rank	Sub-Category	% BB Audience Female (compared to Male)	Unique Female BB Audience
1	Pets	65%	368,205
2	Holidays & Special Events (Special Occasions)	61%	412,332
3	Greeting Cards	57%	566,878
4	Multi-category Home & Fashion	56%	801,030
5	Family Resources	53%	366,359
6	Apparel/Beauty	53%	2,255,335
7	Events	52%	864,320
8	Religion & Spirituality	50%	568,623
9	Health, Fitness & Nutrition	50%	1,561,009
10	Destinations	48%	1,064,831

*E.g. 368,205 females visited Pets sites using a bb connection in Aug 05 = 65% of the total bb visitors to this category*  
 Source: Nielsen//NetRatings NetView® home data, including Internet applications, Aug 05

## Top 10 categories with strongest male broadband presence

Rank	Sub-Category	% BB Audience Male (compared to Female)	Unique Male BB Audience
1	Automotive Parts & Accessories	80%	694,164
2	Computer & Consumer Electronics News	77%	2,280,921
3	Adult	76%	3,176,895
4	Long Distance/Local Carrier (Telecommunications)	75%	342,795
5	Multi-category Automotive	72%	593,753
6	Automotive Manufacturer	72%	1,005,135
7	Online Trading (Finance)	71%	303,212
8	Hardware Manufacturers (Computer / Electronics)	70%	2,888,495
9	Multi-category Computers & Consumer Electronics	69%	3,844,373
10	Financial News & Information	68%	2,059,966

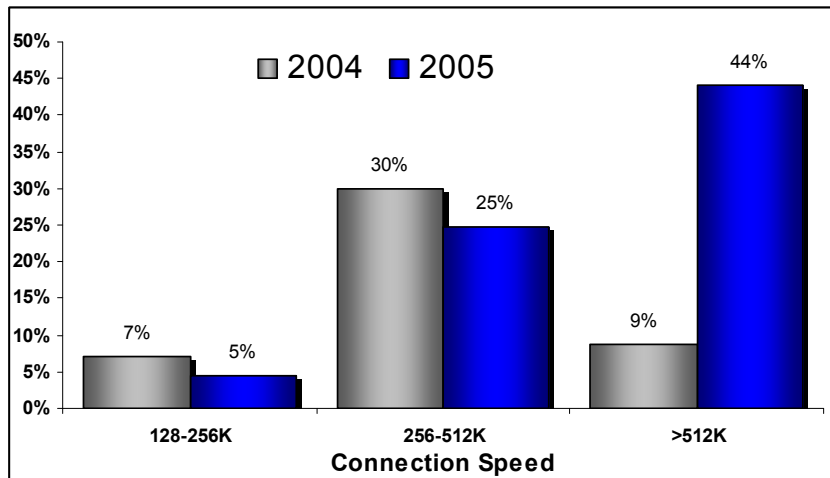
*E.g. 694,164 males visited Automotive Parts & Accessories sites using a bb connection in Aug 05 = 80% of the total bb visitors to this category*  
 Source: Nielsen//NetRatings NetView® home data, including Internet applications, Aug 05

Alex Burmaster continues “Our research shows there are only seven categories that have more women broadband visitors than men. Leading these are pet sites, special events (such as wedding sites) and greeting card sites.

Whereas women are more likely to be visiting sites for presents, home, fashion and family resources, men are more likely to be visiting websites to find manufacturers and news in the automotive, electronic and finance sectors. This represents an important shift in the different way men and women use the Internet now – in the early days of the web men tended to be the greater explorers whilst women were using the web for more practical purposes. However, we can see that this balance has plateaued; women’s surfing habits are expanding, becoming more representative of their hobbies and interests in the offline world.”

## HOW MUCH FASTER IS THE INTERNET GETTING?

## Changes in Internet Connection Speed



E.g. In August 2004 9% of the Internet population were using a connection speed greater than 512K compared to 44% in August 2005  
 Source: Nielsen//NetRatings NetSpeed® home data, including Internet applications, August 05

Alex Burmaster comments “Over the last year we have seen a five-fold increase in the percentage of Internet users with a “premium” broadband connection (at least 512K). In a relatively short space of time, as the market has become increasingly competitive, what was marketed as the premium service is now marketed as the standard service.”

Concluding: “The explosion in broadband has affected the way that men, women and families use the Internet today - whether it is streaming the latest sports action, banking, dating, shopping or playing multimedia games. Broadband is rapidly shifting the Internet from a technological tool to a lifestyle choice.

Just look at what is happening with podcasting as a particular example; broadband is driving a change that could see people downloading TV programmes to their PC’s or iPods to watch them whenever they want - relegating the days when people planned their week around having to watch a particular programme to the history books. Consider this alongside the growth in wireless access and its not just fixed TV programme schedules that become irrelevant but location too – people will download programmes, events and even ads to their PDA’s, laptops and mobiles to watch wherever they are. The broadcasters realise this and will, therefore, make adjustments to the output of their product that will ultimately affect the entire population.”

## EDITOR’S NOTES

Broadband in this document is defined as any connection speed of at least 128K (kbps)

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

**Please note that ACNielsen and Nielsen are both separate, unrelated companies and should NOT be quoted when sourcing the attached data. If an abbreviated name is required then please use NetRatings**

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**About Nielsen//NetRatings**

Nielsen//NetRatings is a global leader in Internet media and market research, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on Website usage, online advertising, consumer attitudes and competitive analysis.

For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com)