

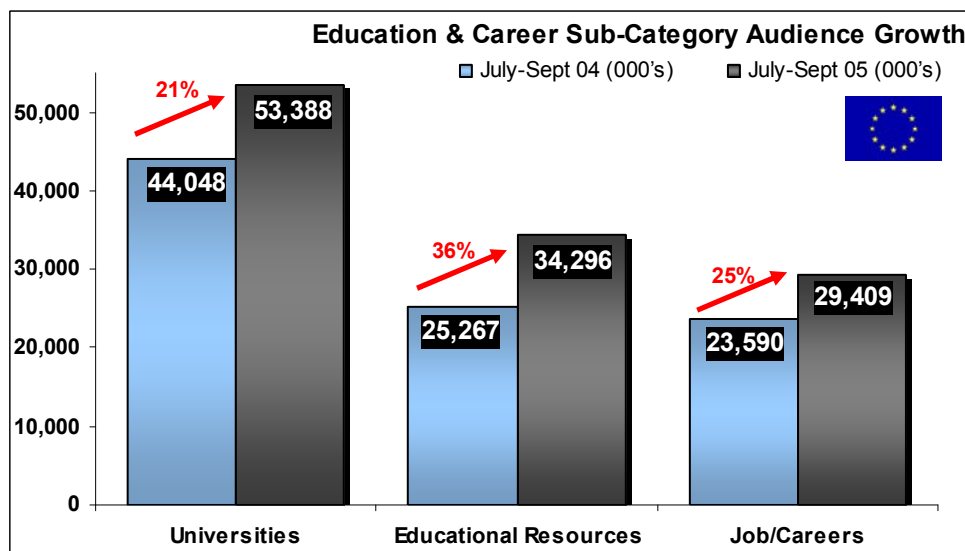
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## WANT A BETTER CAREER? – GO ONLINE

Nielsen//NetRatings, the leading provider of Internet research, today reveals the huge growth in the numbers of Europeans turning to the Internet to further their career:

- One in four of the European Internet population visited a job site between July and September 2005 – 43% visited a university site
- Overall, 68 million Europeans visited careers and education sites – an 18% increase on the same period last year
- 29 million visited job sites (a 25% increase) and 53 million visited University sites (a 21% increase) in this period
- Six million Europeans visited a job site whilst at work during this period



*E.g. 53,388,000 people visited a University website between July and Sept 05 – a 21% increase on July to Sept 04*

Source: Nielsen//NetRatings, NetView home and work data Europe, including Internet applications, Qtr's beginning July 04 and July 05

Alex Burmaster, European Internet Analyst at Nielsen//NetRatings says "The efficiencies and immediacy of the online world continues to grow and play a greater part in improving people's lives and the careers sector is no different.

Job seekers no longer have to wait for the publication day of their chosen newspaper or magazine and then spend hours trawling through these various publications to find the few vacancies relevant for them. Now, they can just register on a site or two, insert their specific requirements, sit back and see all the vacancies delivered to them.

The web is also a great research tool – company profiles and activities are available at the touch of a button – meaning job seekers don't have to engage in time-consuming and costly activities such as calling up companies to send information or visiting the local library.

With tips on how to write covering letters and CV's easily at hand, the job sites will do almost everything except sit the interview for you. However, at the rate Internet technology is growing even this might not be beyond them for long!"



## THE LEADING CAREERS AND UNIVERSITY SITES

- Bologna and Versailles are the most visited universities online in Europe; Monster and the German job centre, Arbeitsagentur.de, are the most visited job sites
- Arguably the most famous university in the world - England's Oxford University – ranks as the 4<sup>th</sup> most visited university site by Europeans with 1.2m visitors between July and September
- One American university makes it into the Top 10, MIT (Massachusetts Institute of Technology)

### Europe's Top 10 Visited Job Brands and Universities

Rank	Brand	Unique Audience Qtr ending Sept 05 (000's)	Rank	University	Unique Audience Qtr ending Sept 05 (000's)
1	Monster	5,242	1	Università degli Studi di Bologna	1,718
2	arbeitsagentur.de	3,777	2	Academie de Versailles	1,352
3	ANPE	2,474	3	Berlin University	1,297
4	InfoJobs*	2,394	4	Oxford University	1,242
5	keljob.com	2,192	5	Academie de Grenoble	1,202
6	Jobpilot*	2,096	6	Heidelberg University	1,177
7	StepStone	1,893	7	Edinburgh University	1,109
8	JobScout24*	1,860	8	Karlsruhe	1,079
9	T-Online onKarriere	1,286	9	Bochum University	1,073
10	Cadremploi*	1,209	10	MIT	1,053

E.g. 5,242,000 people visited Monster in Qtr ending Sept 05

Source: Nielsen//NetRatings, NetView home and work data Europe, including Internet applications, Europe Qtr ending Sept 05

\*Brand (with Parent) as follows: Infojobs (Grupo Intercom), Jobpilot (Monster), JobScout24 (T-Online), Cadremploi (Socpresse)

Burmester continues, "There are three US universities (MIT, Texas and California) in the top 15 university websites most visited by Europeans which highlights the unrivalled ability of the Internet to break down geographical borders and bring people closer together.

The web has enabled students to look much further afield when it comes to possibilities for further education – the days of an expensive international phone call and a long wait for the post to deliver a prospectus are history, now it's all in front of you at a click of a mouse. As with the job sector, the Internet has provided universities with a much wider pool of potential and talented students."

The fact that more people are going online to look for a job also has an effect on print media's classifieds ads sections – one of the many implications online growth has for traditional offline media.








The traditional media companies are aware of the impact of the growth of Internet 'classifieds' properties and are rushing online, either through expansion or acquisition to avoid losing both their audiences and revenue. Look at the examples of Rupert Murdoch's well-publicised acquisitions and the interest shown in Friends Reunited by media companies such as ITV, Trinity Mirror and the Daily Mail."



## WHICH COUNTRIES ARE LEADING THE WAY

- Both job and university sites are most popular in France – one in three visiting the former, half visiting the latter
- Germans have the second greatest appetite for job sites (one in four); the Spanish the second greatest appetite for university sites – almost one in two (46%) visiting these

### Active Reach for University and Job Sites – Qtr ending Sept 2005

	Rank	Job Sites Active Reach	Rank	University Sites Active Reach
	1	35%	1	51%
	2	26%	6	36%
	3	23%	2	46%
	4	22%	7	34%
	5	20%	4	44%
	6	19%	5	38%
	7	15%	3	44%

*E.g. 35% of the active Internet population in France visited a job site between July and September 2005*

Source: Nielsen//NetRatings, NetView home & work data Europe (home data only ES & CH), including Internet applications, Qtr's ending Sept 05

Burmester continues "We can see that the French have really embraced the online medium when it comes to searching for jobs and universities, particularly the latter. Some French universities, for examples, require that students go to the websites to see their results and many provide webmail for their students.

Whilst the Internet provides huge benefits for job seekers in terms of practicality and finding vacancies – it is a double edged sword. The Internet provides those with the vacancies access to a far larger pool of candidates, meaning for the seeker that competition is increasingly fierce. Gone are the days when your only competitors to a job were limited to those who could get their hands on a copy of your regional paper; today it's the whole of Europe – particularly the French!"

## EDITOR'S NOTES

Europe in this document is defined as an aggregate of UK, Germany, France, Italy, Sweden, Spain and Switzerland. Data is for home and work access except Spain and Switzerland which is home only.

**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)