

News Release

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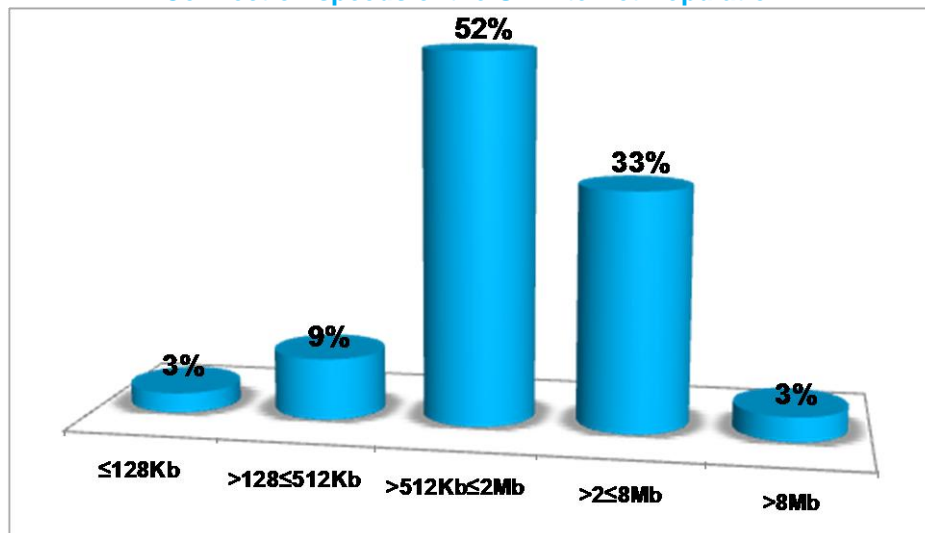
THE TRUTH ABOUT UK BROADBAND SPEED AND BEHAVIOUR

Connection speeds over 8Mb only as common as the old ‘dial-up’; faster speeds do equal more time online; automotive sector, not entertainment, has the highest-speed users

London – 4th April, 2008 – Nielsen Online, a service of The Nielsen Company, today reveals the reality of connection speeds amongst the UK Internet population.

- The majority of Britons online (52%) are on a connection speed between 512Kb and 2Mb
- One-third are on a connection speed between 2Mb and 8Mb
- ‘Super Fast’ broadband (connection speed over 8Mb) is only as common as the old ‘dial-up’ speed (connections no faster than 128Kb) – both being used by just 3% of Britons online

Connection speeds of the UK Internet Population



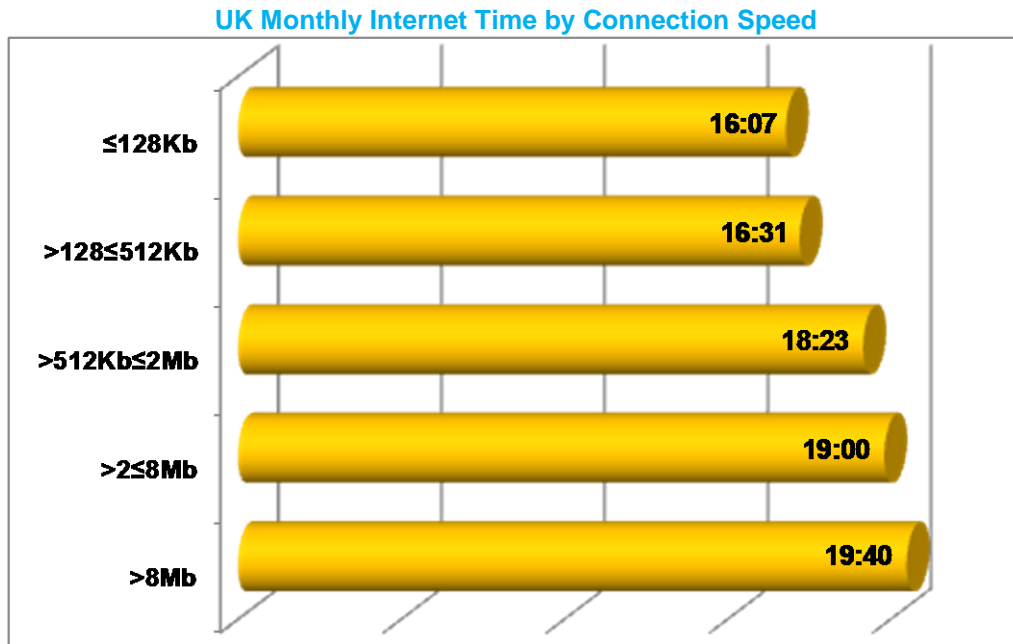
Source: Nielsen Online, NetSpeed UK, February 2008, excluding unknown speeds
E.g. 3% of Britons online had a connection speed greater than 8Mb

Alex Burmaster, Internet Analyst, Nielsen Online, comments, “‘Super Fast’ broadband is aggressively advertised by the ISPs, some even referring to it now as ‘standard’, but it is an unrealistic pipe dream for the vast majority of Britons online.

Aside from how much you’re willing to pay, your maximum speed is really dependent on the distance you are from the local phone exchange and the quality of its technology.”

How connection speed affects behaviour

- The faster the connection speed, the more time people spend online – those on the fastest speed (over 8Mb) averaged 22% more time online than those on the lowest ($\leq 128\text{Kb}$)
- In February, Britons using ‘dial-up’ averaged 16 hours 7 minutes online, whereas those on ‘Super Fast’ broadband averaged 19 hours 40 minutes



Source: Nielsen Online, NetSpeed UK, February 2008

E.g. Britons with a connection speed over 8Mb averaged 19 hours 40 minutes on the Internet in Feb 08

“The idea that having a faster connection speed means you spend less time online, because everything loads more quickly, is a myth. Having a faster speed is like driving a Ferrari compared to an old banger - you want to spend more time using it and going to more places in it.

Having a faster connection speed means you can do so much more things online, download movies and play higher-quality games, for example. Even the mundane tasks become more attractive as it's so much quicker and easier to get more of them done.”

Sectors and Brands with Highest Concentration of UK High-Speed Visitors

- The automotive category provides the three sectors with the highest concentration of high-speed visitors – ‘Parts & Accessories’ (38%), ‘Multi-Category Auto’ (38%) and ‘Car manufacturers’ (37%)
- ‘Broadcast Media’ (ranked 33rd), ‘Videos/Movies’ (42nd) and ‘Software Manufacturers’ (which contains media players and file-sharing applications, 63rd) ranked surprisingly low in terms of concentration of high-speed users
- Not surprisingly, two brands with ISP elements BT and Carphone Warehouse had the highest concentration of high-speed users (both 41%)

Sectors and Brands with Highest Concentration of UK High-Speed Visitors

Rank	Sector	% of UK Visitors on >2Mb speed	Rank	Brand	% of UK Visitors on >2Mb speed
1	Automotive Parts & Accessories	38%	1	BT	41%
2	Multi-category Automotive	38%	2	Carphone Warehouse	41%
3	Car manufacturers	37%	3	Ticketmaster	40%
4	Ticketing/Theatre/Events	37%	4	Six Apart (<i>blogging</i>)	40%
5	Targeted Portals/Communities	37%	5	O2	40%
6	Computer/Consumer Electronics News	37%	6	Royal Mail	40%
7	Credit Cards	37%	7	Daily Mail	39%
8	Weather	37%	8	Flickr	39%
9	Train/Bus/Care Hire	36%	9	ITV	38%
10	Arts/Graphics	36%	10	WordPress (<i>blogging</i>)	38%

Source: Nielsen Online, NetSpeed UK, February 2008

E.g. 38% of Britons online visiting an Auto Parts& Accessories site was on a connection speed over 2Mb

“It was very surprising to see the sectors one expected to have the highest concentration of high-speed users, such as entertainment and file-sharing, actually ranked quite low compared to other, more functional areas such as automotive, buying tickets, getting a credit card or checking the weather.

On reflection, it seems that entertainment, despite being a core part of ISP advertising campaigns, isn't a major cause of people having high-speed access. The research actually points to the complete opposite, people just want to be able to do the functional things with the minimum of fuss.”

ENDS

EDITOR'S NOTES

Please source all information to [Nielsen Online](#) (Nielsen Online is the new name for services previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands)

Methodology for determining Connection Speed

Every time a Nielsen Online panellist starts a new session online, they are sent a 5K data file and the time it takes to download this to their PC is measured. This data file is sent three times at the start of each session to calculate an average connection speed for that session. The average of all their sessions across the month is then calculated to gauge their connection speed as used in this report.

About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behaviour, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

About The Nielsen Company:

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.