

## News Release

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### THE CHANGING NATURE OF ONLINE BEHAVIOUR

**People are spending less time on communication and content sites and more on consumer generated media, search and entertainment sites**

**London – 9<sup>th</sup> June, 2008** – Nielsen Online, a service of The Nielsen Company, today reveals how Britons are changing the way they spend their time online.

- Britons, on average, are spending just 4% more time online a month than they did a year ago
- Overall, consumer generated media (+47%), search (+13%) and entertainment (+8%) sites have experienced the biggest increases in online time
- Communication (-10%), and content sites (-3%) have experienced the biggest decreases

#### How UK online time is spent by category\*: April 2008

Rank	Category*	Total UK minutes (billions) Apr 08	Total UK minutes (billions) Apr 07	Change in total minutes	Change in share of minutes
All categories		33.3	32.2	+4%	n/a
1	Content	8.4	8.7	-3%	-7%
2	Entertainment	6.8	6.3	+8%	+4%
3	Communication	6.0	6.7	-10%	-14%
4	Consumer-Generated Media	4.0	2.7	+47%	+41%
5	eCommerce	2.2	2.1	+4%	0%
6	Search	1.3	1.1	+13%	+9%

*Source: Nielsen Online, UK NetView, home & work data, including applications, Apr 2007 – Apr 2008. E.g. Britons spent 8.4 billion minutes on content sites in Apr 08, 3% less than in Apr 07. Content sites share of all online time has decreased 7%*

*\*Custom categories compiled by the UK PR team and don't necessarily mirror official Nielsen Online categories*

- Member communities (social networks and blogging sites) have had the biggest increase in total UK minutes over the last year (+1.3 billion) followed by online games (+0.5 billion)
- Instant Messaging has had the biggest decrease (-1.0 billion) followed by sports sites (-0.2 billion)

Alex Burmaster, Internet Analyst, Nielsen Online, comments, "Consumers aren't spending significantly more time online than they were a year ago, which means that, if one sector grows, another tends to shrink. As a whole, the communication (including Instant Messaging which has lost a billion minutes) and content sectors (including portals, ISPs and government), have been the ones to suffer most from the exploding consumer generated media phenomenon."

### Subcategories with biggest INCREASE in total minutes: April 2007-2008

Rank	Subcategory	Total UK minutes (billions) Apr 08	Total UK minutes (billions) Apr 07	Change in total minutes (billions)	Category*
1	Member Communities	3.7	2.4	+1.3	CGM
2	Online Games	2.2	1.6	+0.5	Entertainment
3	Videos/Movies	1.0	0.7	+0.2	Entertainment
4	Adult	1.0	0.8	+0.2	Entertainment
5	Search	1.3	1.1	+0.1	Search

### Subcategories with biggest DECREASE in total minutes: April 2007-2008

Rank	Subcategory	Total UK minutes (billions) Apr 08	Total UK minutes (billions) Apr 07	Change in total minutes (billions)	Category*
1	Instant Messaging	2.9	3.9	-1.0	Communication
2	Sports	0.4	0.7	-0.2	Entertainment
3	Targeted Portals/Communities	0.1	0.2	-0.1	Content
4	Kids, Games, Toys	0.4	0.5	-0.1	Content
5	Government	0.2	0.3	-0.1	Content

Source: Nielsen Online, UK NetView, home & work data, including applications, Apr 2007 – Apr 2008.

E.g. Britons spent 2.9 billion minutes Instant Messaging in Apr 08, 1 billion minutes less than in Apr 07

\*Custom categories compiled by the UK PR team and don't necessarily mirror official Nielsen Online categories.

### The leading sites by UK Total Minutes

- Despite losing almost a billion minutes over the last year, MSN/Windows Live Messenger narrowly remains the leading UK site by total minutes ahead of Facebook (both 2.4 billion minutes) – the latter increasing by almost 2 billion minutes over the last year

### Leading sites by total UK minutes: April 2008

Rank	Site	Total UK minutes (billions) Apr 08	Total UK minutes (billions) Apr 07	Change in total minutes (billions)	Subcategory
1	MSN/WL Messenger	2.4	3.2	-0.8	Instant Messaging
2	Facebook	2.4	0.5	+1.9	Member Communities
3	eBay	1.7	1.7	0	Classifieds/Auctions
4	Google Search	0.9	0.7	+0.2	Search
5	YouTube	0.6	0.4	+0.3	Videos/Movies
6	MSN/WL Hotmail	0.6	0.6	0	Email
7	Windows Media Player	0.6	0.9	-0.4	Software Manufacturers
8	iTunes	0.5	0.5	0	M/C Entertainment
9	Yahoo! Mail	0.5	0.4	+0.1	Email
10	AOL Email	0.4	0.4	+0.1	Email

Source: Nielsen Online, UK NetView, home & work data, including applications, Apr 2007 – Apr 2008.

E.g. Britons spent 2.9 billion minutes Instant Messaging in Apr 08, 1 billion minutes less than in Apr 07

“Instant Messaging has already seen its mantle as the UKs most engaging online sector pass to Member Communities and it seems that the dominance of MSN Messenger as the most engaging brand is shortly to be ended by Facebook. This has been a seismic shift in a relatively short space of time and illustrates how social networks have fundamentally altered the way people communicate online. It will be interesting to see what further effects Facebook’s IM application will have on the current players in the space.”



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*)

\*The 'Consumer Generated Media' (CGM) and 'Content' categories are custom categories compiled by the UK PR team for the purposes of this Press Release and aren't official Nielsen Online categories

***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](http://www.nielsen-online.com).

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