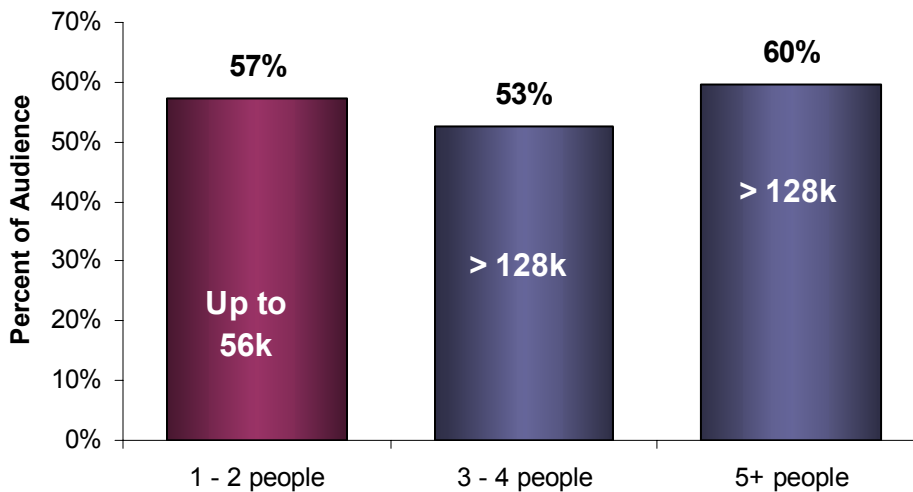


## The UK online – 23 million people and counting

The latest research from Nielsen//NetRatings, the leading provider of Internet research and analysis, shows that in the past 12 months the number of people actively surfing the web from home each month in the UK has grown by 15% to 23 million.

According to the research, the use of high speed Internet connections has also increased dramatically. In the twelve months to October 2004, the number of households in the UK surfing the Internet at high speed from home increased 5.3 million people to 11.5 million people – an impressive increase of 117%. High speed connections are most popular with households with five or more people, whilst the research shows that smaller households tend to favour slower connection speeds of up to 56k.

### Most Popular Connection Speed by Household Size



Source: Nielsen//NetRatings UK at home data, October 2004

Over 50% of the 22.8 million UK surfers regularly accessing the web from home each month are accessing at high speed – allowing them to enjoy more varied content including news content, videos, games and music. Not surprisingly, those with high speed connections spend twice as long online each month – over 32hrs – than their lower speed counterparts. They also view an average of 1,444 pages per month – more than three times as many as those accessing at low speed.

As high speed Internet connections increase, so to does the number of sites that attract the majority of their users from this group. The table below shows that there is a wide variety of sites that have a majority of high speed visitors: from music and entertainment

like HMV, WINAMP and Gamespy, News and sports sites like CNET and Premium TV, to commerce sites Ebuyer, Ciao! And NexTag.

### Brands with a large proportion of high speed visitors

|                      | % Audience accessing at connection speed >128k |
|----------------------|--|
| WinMX                | 85.5%  |
| WINAMP               | 83.1%  |
| MiniClip             | 82.8%  |
| CNET~                | 81.4%  |
| Ebuyer               | 81.3%  |
| Blueyonder           | 80.9%  |
| Premium TV           | 80.1%  |
| BSkyB                | 79.9%  |
| HMV                  | 79.6%  |
| Ciao!                | 79.2%  |
| Gorilla Nation Media | 78.9%  |
| ITV.com              | 78.8%  |
| IGN/GameSpy          | 78.6%  |
| NexTag               | 78.5%  |
| UGO~                 | 78.0%  |

Source: Nielsen//NetRatings UK at home data, October 2004 (all brands have an audience of >500,000)

Gabrielle Prior, European Internet Analyst said: "Twelve months ago high speed Internet users made up less than one quarter of the audience, now they are more than 50% - and we expect this number to keep growing. As the number of high-speed surfers grows in the UK, websites will need to adapt, update and enhance their content to retain their visitors and encourage new ones. In the future, websites will be 'sped' out of the market, not 'priced out'.

### Please source all information to Nielsen//NetRatings

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### About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis, 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)