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All data sourced from: Nielsen//NetRatings MegaPanel UK Digital Consumer Survey, September 2006

THE 21ST CENTURY UK DIGITAL CONSUMER

Part 1: Drawing a picture of today's UK digital and online consumer

Nielsen//NetRatings, the leading provider of Internet research, today reveals the first set of results on the level of knowledge of online and digital technology amongst Britons online.

HELP – WE DON'T UNDERSTAND!

- Although just over half (52%) of Britons online believe online and digital technology does make their life easier, half (50%) say they can't keep up with it all
- For example, although 42% know what podcasting is, a third (35%) has heard of it but doesn't know what it is and a quarter (23%) have never heard of it. One in seven Britons online has heard of the iPod but doesn't know what it is

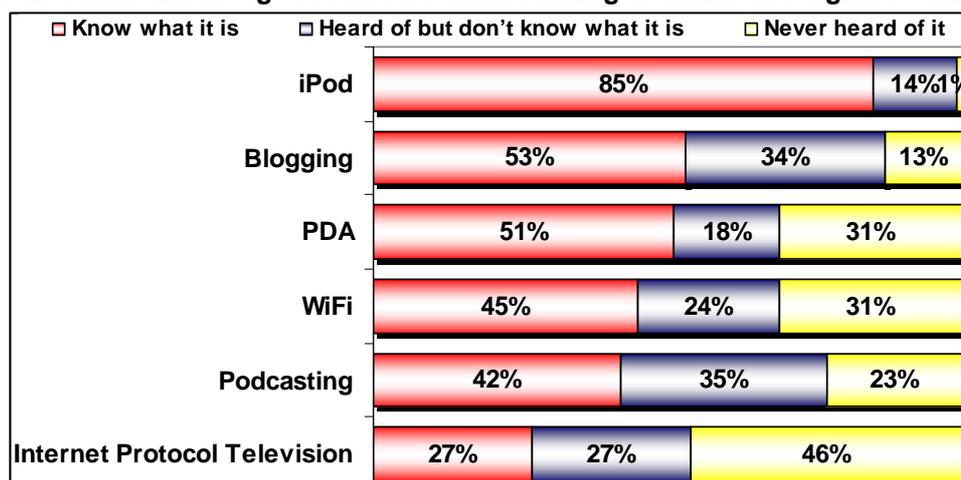
10 least-heard terms relating to online and digital technology

| Rank | Term / Acronym | % of Britons online who have 'never heard of it' | What it is |
|------|---------------------------|--|--|
| 1 | V-O-D | 75% | Acronym for 'video-on-demand' |
| 2 | Wikis | 70% | Collaborative technology for editing websites |
| 3 | IPTV | 69% | Acronym for 'Internet Protocol Television' |
| 4 | Really Simple Syndication | 69% | Automatic news feeds |
| 5 | PVR | 68% | Acronym for 'Personal Video Recorder' |
| 6 | Web 2.0 | 67% | Term for user-generated content phase of Internet |
| 7 | RSS | 67% | Acronym for 'Really Simple Syndication' |
| 8 | Triple-play | 66% | Internet, TV & phone in one broadband subscription |
| 9 | VoIP | 59% | Acronym for 'Voice over Internet Protocol' |
| 10 | IM | 57% | Acronym for 'instant messaging' |

Alex Burmaster, European Internet Analyst comments, "In the relentless quest for the next big thing when it comes to new forms of digital consumption, there is a significant tendency for the industry to over-estimate consumer's knowledge and understanding of the seemingly limitless new terms and products out there."

With the rate of technological change there is a lot of confusion amongst consumers of what is referring to what. For example, 69% of Britons online has never heard of Really Simple Syndication, 67% has never heard of RSS yet 40% say they receive automatic news feeds to their browser or desktop – which is the service those terms refer to! Whether the industry is failing to adequately explain them or it is just a case that consumers simply can't keep up with it all is certainly an interesting debate.

Britons online knowledge of selected terms relating to online and digital technology





Blogging and podcasting, for example, are two recent activities talked about as though they are as commonplace as watching television. However, 'only' around half of the UK online population know what they are. It's also interesting to note that women are twice as likely as men never to have heard of blogging.

NO ACRONYMS PLEASE, WE'RE BRITISH

Technologies most understood by full term rather than acronym

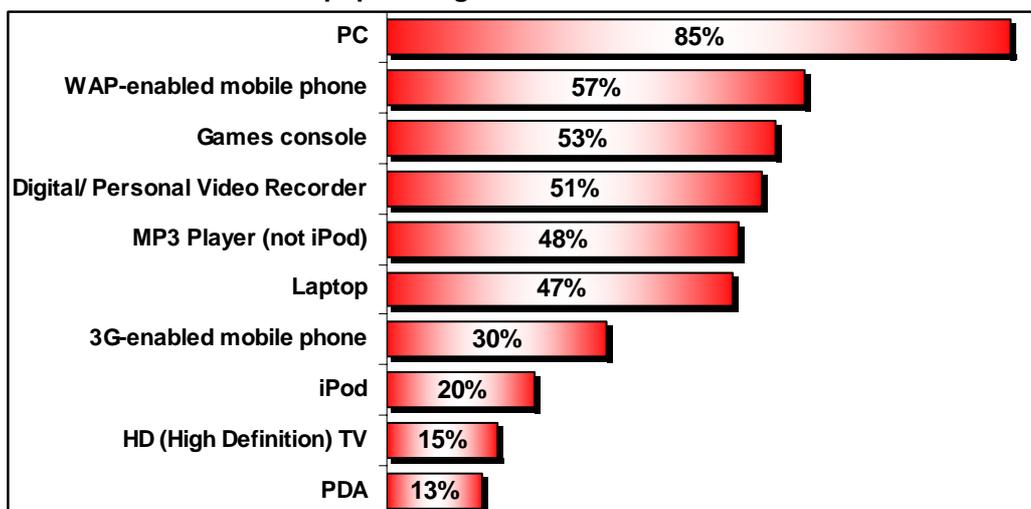
| Rank | Ratio of knowledge of term over acronym | Full term | % of Britons online 'Know' | Acronym | % of Britons online 'Know' |
|------|---|------------------------------|----------------------------|---------|----------------------------|
| 1 | 350% | Personal Video Recorder | 63% | PVR | 14% |
| 2 | 333% | Video on Demand | 39% | V-O-D | 9% |
| 3 | 197% | Instant Messenger | 86% | IM | 29% |
| 4 | 145% | Internet Protocol Television | 27% | IPTV | 11% |
| 5 | 96% | Digital Video Recorder | 94% | DVR | 48% |
| 6 | 36% | Voice over Internet Protocol | 38% | VoIP | 28% |
| 7 | 27% | High Definition Television | 89% | HDTV | 70% |

Acronyms - so beloved by technology and marketing departments - are also likely to confuse the average Briton online and using the full term can result in revelatory understanding. For example using the term 'personal video recorder' instead of 'PVR' results in a 350% increase in the number of consumers who know what it is.

THE DIGITAL / ONLINE CONSUMER

- o The average Briton online now owns between four to five digital / online devices

Most popular digital / online devices owned



The iPod isn't quite as dominant for the online population. When it comes to purchasing music online direct to a portable player there are fewer sites compatible with an iPod compared to other MP3 players which work with a variety of digital music stores and file formats – more relevant for the online consumer.

- o Over a third (38%) of Britons online access the web on a weekly basis using their mobile phone. Over a quarter (29%) now access the web weekly through their TV

Most popular devices for accessing the web

| Rank | Device | % of Britons online accessing web through device at least once a week |
|------|---------------|---|
| 1 | PC/ Laptop | 96% |
| 2 | Mobile Phone | 38% |
| 3 | TV | 29% |
| 4 | WiFi | 15% |
| 5 | Games Console | 12% |
| 6 | PDA | 8% |



Burmester concludes, "When it comes to the actual technology owned, the modern consumer is certainly well-equipped. Not only do they own an increasing variety of devices but they are also using them to access the web. The average Briton online uses at least two different devices every week to access the web and no longer needs to be tied to their computer to surf their favourite sites. In addition to the PC or laptop, this surfing is most likely to be done through their mobile phone or television."

EDITOR'S NOTES

Please source all information to [Nielsen//NetRatings](#) or [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. www.nielsen-netratings.com