



Media release

The Nielsen Company

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Australia lags in Internet Speed: Nielsen Comparing Global Internet Connections across nine countries

April 4 2011: The days of dial-up Internet access (speeds up to 128Kb) are numbered as consumers around the world opt for the fast and even super-fast Internet connections now available. The Nielsen Company recently measured and compared connection speeds on home computers during February 2011 across nine countries and analysed whether speed affects the amount of time consumers spend online. The connection speeds were divided into four groups: 'slow' (up to 512Kb), 'medium' (512Kb – 2Mb), 'fast' (2Mb – 8Mb) and 'super-fast' (8Mb+).

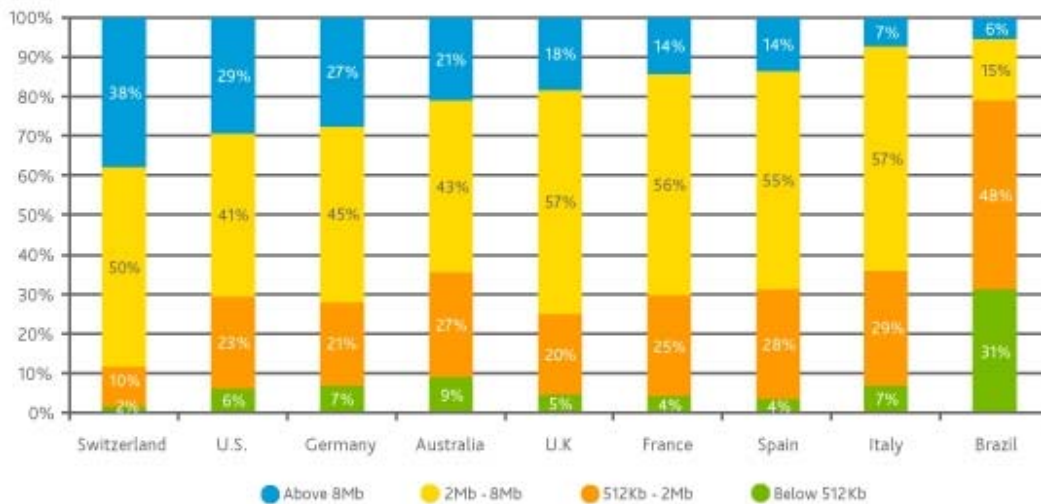
With the enabling legislation for Australia's National High Speed Broadband Network passing through Parliament last week, those in support of this infrastructure project argue that it is critical if Australia is to be competitive in a rapidly expanding global information and commercial economy. The Nielsen findings indicate that among the nine countries, while Australia has the 4th highest percentage of people on 'super fast speeds' (above 8 Mb), we also have the second highest percentage of people on slow to medium speeds (2Mb or lower). As a result, in Australia (also Italy and Brazil) there are noticeable usage differences between those spending the least time online from home computers (people on 'slow' connections) and those spending the most time (the 'fast' connectors).

In all but one of the nine countries measured, 'fast' is now the most common connection speed and only a small percentage of people are on 'slow' speeds, although. On average, across the nine countries, 19 percent of Internet users connect at 'super-fast' speeds, 47 percent at 'fast' speeds, 26 percent at 'medium' speeds and 8 percent are on 'slow' speeds. Only Brazil contradicts this trend with almost half (48%) of home Internet users on 'medium' connection speeds and almost one-third (31%) on 'slow' speeds.

Switzerland has, by far, the fastest-connected population, with 88 percent of consumers online at home connecting at speeds greater than 2Mb – and 38% having a 'super-fast' 8Mb+ connection. Following Switzerland, the U.S. (29%) and Germany (27%) have the greatest concentration of people on 'super-fast' connections. In fact, all three countries now have more people connecting at 'super-fast' speeds than at 'medium' speeds (512Kb to 2Mb). Compared to the opposite end of the spectrum, Brazil has 8 times more Internet users on 'medium' speeds (48%) than on 'super-fast' speeds (6%).

Active Internet Audience by Connection Speed

February 2011 / Home Only



Source: The Nielsen Company

Active Internet Audience refers to Persons Z+ in homes where Internet connection speeds are known
 Read as: During February 2011, 38% of Swiss Internet users connected to the Web at speeds above 8Mb using PC/laptops from home locations

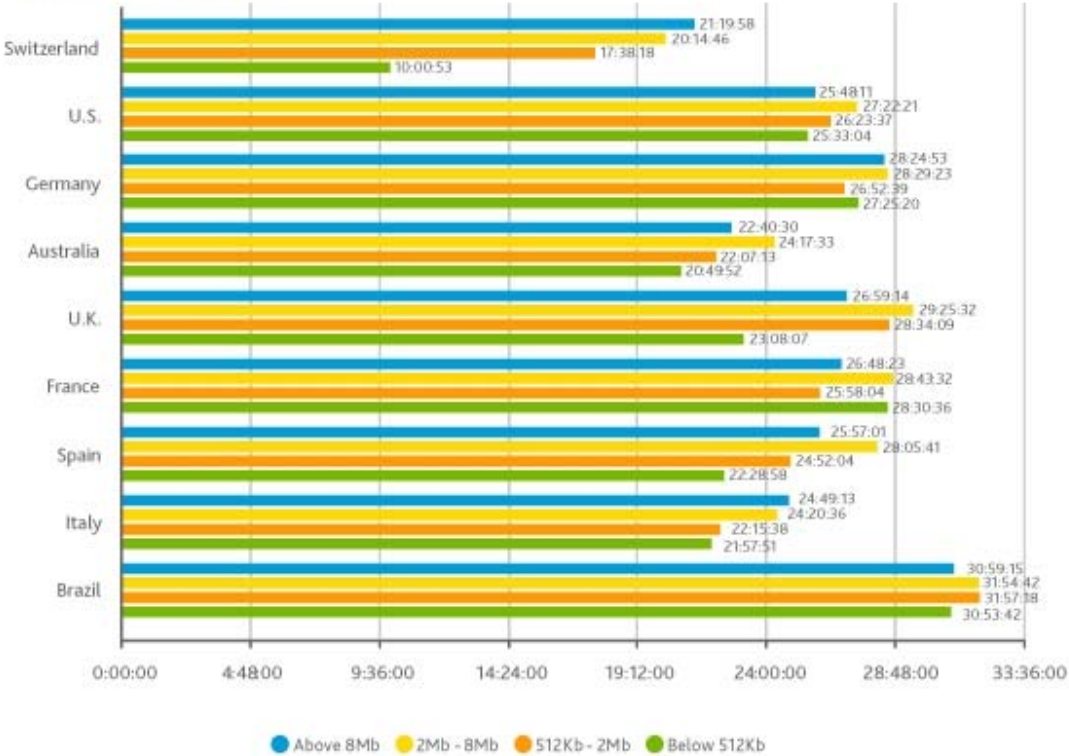
So how does connection speed impact how much time people spend online – do higher speeds mean greater efficiency, therefore, less time online or does the higher quality experience encourage greater activity? The answer – there’s no single pattern across all the countries measured; however, those on the slowest speeds tend to spend the least time online at home. Only France and Germany negate the trend among the nine measured, and in six of the nine countries consumers using ‘fast’ (2Mb-8Mb) connections spend the most time online.

Switzerland shows the most linear pattern – the faster the speed the more time spent online – as people using a ‘super-fast’ connection spend twice as much time online (21 hours, 20 minutes) as people using a ‘slow’ connection (10 hours, 1 minute). Italy is the only other country that follows this linear pattern, but the differences in time are much less noticeable.

In fact, for all the countries except Switzerland, the absolute differences in time across the different speeds are generally not that large. Only in Australia, the UK and Spain do we see noticeable differences between those spending the least time online from home computers (people on ‘slow’ connections) and those spending the most time (the ‘fast’ connectors).

Internet Time by Connection Speed

February 2011 / Home Only



Source: The Nielsen Company
 Read as: During February 2011, Swiss Internet users spent 21 hours, 20 minutes connected to the Web at speeds above 8Mb using PC/laptops from home locations

About The Nielsen Company

The Nielsen Company (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related assets. The company has a presence in approximately 100 countries, with headquarters in New York, USA. For more information on The Nielsen Company, visit www.nielsen.com