

FOR IMMEDIATE RELEASE: UK DATA

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KIDS, TEENAGERS AND ONLINE GAMES

Nielsen//NetRatings, the leading provider of Internet research, today reveals the huge appetite that British kids and teenagers have for playing online games.

More kids and teenagers online

- One in five Britons (5.4 million) online in June 2006 were under 18 years of age
- Over the last year the number of girls under 18 using the Internet grew 7.4% - twice the rate of overall Internet growth (3.7%). In the same period, the number of boys under 18 using the Internet grew 6.2%

Huge growth in popularity of online games

- In the last year the online games audience has grown 16% - over four times the rate of overall Internet growth
- In June 2006, 28% of Britons online (7.6 million) visited the online games sector with the average visitor spending 1 hour 31 minutes playing games online
- Miniclip, publisher of over 300 types of online game, is the most popular brand with 1.3 million Unique Visitors. The 'stickiest' brand, however, is fantasy adventure game RuneScape, whose visitors' average 2 hours and 25 minutes per month

Top online games sites by popularity and 'stickiness'

Unique Audience (000's)	Most Popular Site	Rank	'Stickiest' Site	Average Time per Person
1,325	Miniclip	1	RuneScape	2 hrs 25 mins
1,147	RealArcade Network	2	King.com	1 hr 43 mins
970	IGN/GameSpy	3	Yahoo! Games	1 hr 04 mins
909	RuneScape	4	MSN Games	57 mins
773	GameSpot	5	RealArcade Network	53 mins

E.g. 1.3 million people visited MiniClip in June 2006. RuneScape visitors averaged 2hrs 25 mins per person.
Source: Nielsen//NetRatings NetView, UK home & work data, including Internet applications

Alex Burmaster, European Internet Analyst, Nielsen//NetRatings, "Take the fact that the online games sector is growing at four times the rate of overall Internet growth together with the increasing numbers of under 18 year olds online and it is easy to see why companies such as MTV Networks are looking to get a piece of the action.

Their \$200 million purchase of Atom Entertainment, which includes games sites Shockwave and AddictingGames, is testament to the huge potential that lies ahead for the future of the sector – whether it's fantasy adventure, puzzles, shoot 'em ups, sports or platform games."

Popularity of online games with kids and teenagers

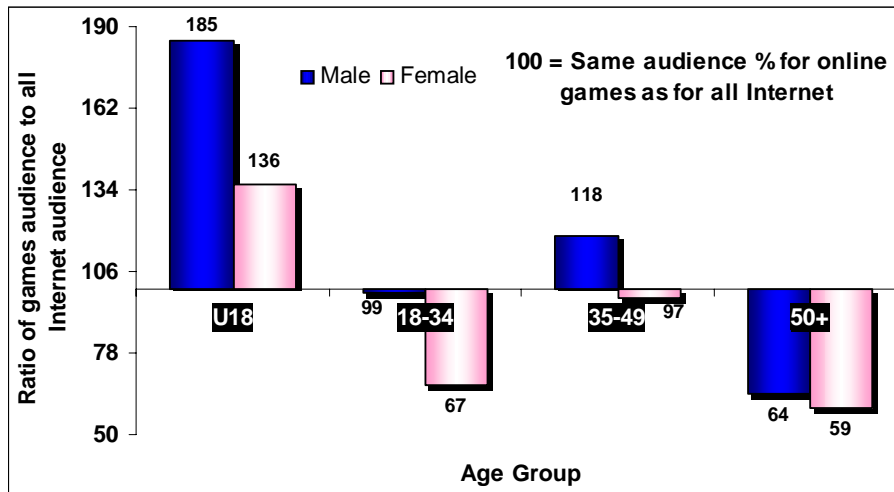
Sites with the greatest % of an under 18 audience

Site	Genre	% of site audience under 18 years old
RuneScape	Online games	62%
MiniClip	Online games	55%
Piczo	Website builder	51%
Nickelodeon Network	Kids entertainment	51%
BBC Learning	Educational resource	49%

E.g. 62% of RuneScape's audience is under 18 years of age
Source: Nielsen//NetRatings NetView, UK home & work data, including Internet apps

- The two brands on the Internet with the greatest % of under 18 year olds are both online games brands – RuneScape (62% of audience U18) and Miniclip (55% U18)
- The online games sector significantly ‘over-performs’ on kids and teenagers - one in three (33%) of the online games audience is under 18 compared to one in five (20%) for the entire Internet
- The most ‘over-performing’ age group in online games is teenage (12-17 year old) boys – making up twice as much of the online games audience (12%) compared to the entire Internet audience (6%)

Composition of online games audience compared to entire Internet audience



*E.g. under 18 boys make up 85% more of the online games audience than they do of the entire Internet
Source: Nielsen//NetRatings NetView June 2006, UK home & work data, including Internet applications*

- The most ‘under-performing’ age group in online games is 50+ women – making up only 59% as much of the online games audience (6.4%) as they do of the entire Internet audience (11%)

Kids and teenagers appetite for playing online games

- One in every four minutes spent in online games in the UK is accounted for by under 18 boys. One in every 10 minutes is accounted for by under 18 girls
- Under 18 year olds account for 36% of total time spent in online games (over one in every three minutes)
- Under 18 year old boys average 2 hours 4 minutes per month in online games compared to the average of 1 hour 31 minutes
- The most popular time to play online games is between 7pm and 8pm. During June 2006, 41% of the audience to the online games sector did so between these hours.
- However, the peak for under 18 year olds visiting online games occurred between 4pm and 5pm – 45% of this age group visiting at this hour during the month

“The appetite for online games, particularly for boys under 18, is particularly strong. You are twice as likely to find a 12-17 year old male in online games as you are anywhere else on the Internet.

Furthermore, boys under 18 account for a fifth of the online games audience but account for a quarter of the total time spent, spending a third longer playing online games each month than the average visitor as a whole.



EDITOR'S NOTES

Please source all information to Nielsen//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.

For more information, please visit www.nielsen-netratings.com