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More Europeans consuming music online with KaZaA than in the US

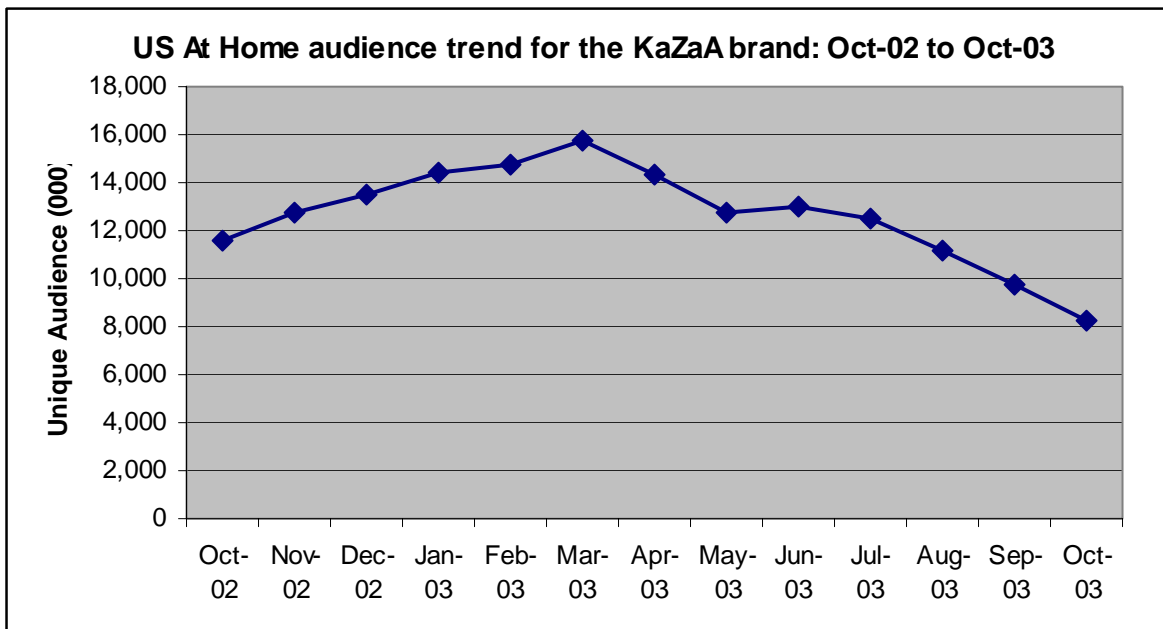
According to the latest research from Nielsen//NetRatings, there are now more Europeans using the largest file-sharing network, KazaA, than users in its native America. One in twelve European surfers used the KaZaA website during October.

9.35 million Europeans used the KaZaA application or visited the KaZaA websites from home in October 2003, compared to 8.24 million US at home users in the same month. This represents 9.6% of the European home audience, and 6.5% of the US home audience.

The research shows that 43% of Europeans online visited one of four key applications in this sector in October from home: KaZaA, RealOne/RealPlayer, WinAmp and Windows Media Player. The table below shows the unduplicated audience for these four applications in each country

Nielsen//NetRatings at home audience Oct 2003	Active Reach (%)
Spain	53.1
Netherlands	48.1
France	47.6
Italy	44.2
Switzerland	43.4
Germany	41.6
UK	37.7
Sweden	37.2

KaZaA suffered a steep decline in usage in the US, as shown in the chart below. In October 11.5 million people visited the site, with the audience peaking in March 2003 at 15.7 million. "It was around this time that the US record industry began legal action against individual file-sharers," commented European Market Analyst Tom Ewing, "This also coincided with the launch of other legal music download services. It's very likely that some of KaZaA's lost users switched over to legal download sites and some might be using smaller services like KaZaA Lite or be trading files privately among circles of friends."



“The key to the success of file-sharing in Europe is broadband access,” commented Ewing, “The countries where KazaA and other applications enjoy the highest penetration, like Spain, France and the Netherlands, are also the countries with the highest levels of broadband access. As larger markets like the UK and Germany catch up, it could be that file-sharing becomes an even larger phenomenon in Europe.”

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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. Covering 70% of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and customised data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.com.

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