



For Immediate Release:  
NetRatings, Inc.

Tim Wong (408) 586-7525  
Grace Kim (408) 941-2932

**FIFTY MILLION INTERNET USERS CONNECT VIA BROADBAND, RISING 27 PERCENT DURING THE LAST SIX MONTHS, ACCORDING TO NIELSEN//NETRATINGS**

*Increased Number of Broadband Connections Drive Rich Media Usage*

**NEW YORK — January 8, 2004** — Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, today reports that 49.5 million, or 38 percent of all home Internet users now connect to the Internet via broadband, the highest number to date. Broadband users grew 27 percent, adding more than 10 million to their ranks, during the six month period from May 2003 through November 2003. During the same six month period narrowband usage has remained flat at 69.6 million (see Table 1).

“The number of Americans connecting to the Internet via broadband is growing at an impressive rate,” said Marc Ryan, director of analysis, Nielsen//NetRatings. “The increase in broadband connections indicates users are seeking ways to improve their Internet experience. Moving to a high speed connection opens the door to a number of new content possibilities, driving further evolution of the Internet and facilitating bandwidth-intensive applications like digital music downloading.”

**Table 1. Nielsen//NetRatings Internet Connection Speed Growth Rates (U.S., At-Home)**

Speed	May 03 Unique Audience (000)	Nov 03 Unique Audience (000)	% Change
Broadband Total	38,957	49,465	27%
Narrowband Total	69,647	69,609	0%

Source: Nielsen//NetRatings, December 2003

The increased number of broadband connections is spurring the use of rich media, including on-demand video and flash based content, in the realm of advertising. For the month of November 2003, 17 percent of all online advertising impressions were rich media ads, jumping 10 percentage points from November 2002. Non-rich media ads decreased 10 percentage points from a 93 percent share in November 2002 to 83 percent in November 2003 (see Table 2).

“Broadband enables both content providers and online advertisers to create more rich media based content,” continued Ryan. “This rich media based content leverages the power of television as a medium and brings it to the Internet offering Internet users a ‘best of both worlds’ experience.”

**Table 2. Nielsen//NetRatings Breakdown of Online Ads by Type, Excludes House Ads (U.S., At-Home and Work)**

Type of Advertisement	Share of Total Ad Impressions		Year over Year Percentage Points Change
	Nov 02	Nov 03	



Rich Media	7%	17%	+10
Non-Rich Media	93%	83%	-10

Source: Nielsen//NetRatings AdRelevance December 2003

Marc Ryan will be speaking at Digital Hollywood at CES on Saturday, January 10, 2003 in Las Vegas, Nev. He will be part of the session entitled 'Branded Media Marketing and Broadband Advertising – Merging Commerce and Content.'

**About Nielsen//NetRatings**

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

*Editor's Note: Please source all data to Nielsen//NetRatings.*

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