

For Immediate Release:  
NetRatings, Inc.

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## TWO OUT OF EVERY FIVE AMERICANS HAVE BROADBAND ACCESS AT HOME, ACCORDING TO NIELSEN//NETRATINGS

*Among Active Internet Users, Those Connecting Via Broadband Surpass 60 Percent for the First Time*

**NEW YORK – September 28, 2005** - Nielsen//NetRatings, a global leader in Internet media and market research, today announced that the number of Americans with broadband access reached 42 percent of the U.S. population in August, increasing 16 percent since the beginning of this year (see Table 1). In January 2005, 103.8 million Americans had broadband access; by August, that figure had grown to 120.8 million. These figures were compiled from the Nielsen//NetRatings panel and report the connection speeds of those with Internet access at home.

“Although broadband penetration among Internet users has long been on the rise, it was always amid speculation that the high cost of broadband would limit its widespread adoption,” said Charles Buchwalter, vice president of client analytics, Nielsen//NetRatings. “However, over the last year, carriers have responded to the growing demand for lower cost broadband, and all indications are that this trend will continue.”

**Table 1: Americans with Broadband Access (Home)**

Month	People with Broadband Access (000)	U.S. Population with Broadband Access
Jan. 2005	103,764	36%*
Aug. 2005	120,847	42%*

Source: Nielsen//NetRatings NetSpeed Report, September 2005

\*Note: Percents calculated using U.S. census estimate of 290 million U.S. individuals.

### Number of Internet Users Actively Connecting via Broadband Continues to Increase

Nielsen//NetRatings also reported that in August 2005, the percent of active U.S. Internet users connecting online via broadband from home reached an all-time high, at 61.3 percent, compared with 51.4 percent of active Internet users in August last year. (An active Internet user is anyone who went online or downloaded an Internet application during the month.) In August 2005, there were 86.1 million Internet users accessing the Web through high-speed connections, marking a 34 percent gain over 64.1 million during August 2004 (see Table 2).

In contrast, fewer Internet surfers are using a narrowband connection to go online. Among at-home Internet users, those using a narrowband connection have decreased by 10 percent since August last year, from 60.6 million to 54.3 million in August 2005. Currently, 38.7 percent of active Internet users continue to rely on a narrowband connection, compared with 48.6 percent in August 2004.

“This continuing increase in broadband use is an essential step in a maturing Internet industry,” said Buchwalter. “Compared with their narrowband counterparts, broadband users spend more time and money online because their surfing experience is faster, more persistent, and ultimately, more satisfying. This is good news for consumers, publishers and advertisers alike,” he continued.

**Table 2: Internet Users Who Connected Online via Broadband vs. Narrowband (U.S., Home)**

Connection Speed	Aug. 04 Unique Audience (000)	Aug. 05 Unique Audience (000)	Year-over-Year Comparison
Broadband	64,110	86,095	34%
Narrowband	60,568	54,303	-10%

Source: Nielsen//NetRatings NetSpeed Report, September 2005



## **About Nielsen//NetRatings**

NetRatings, Inc. (Nasdaq: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. 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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