

New developments: Parallel panel sessions
B) New user habits and social attitudes

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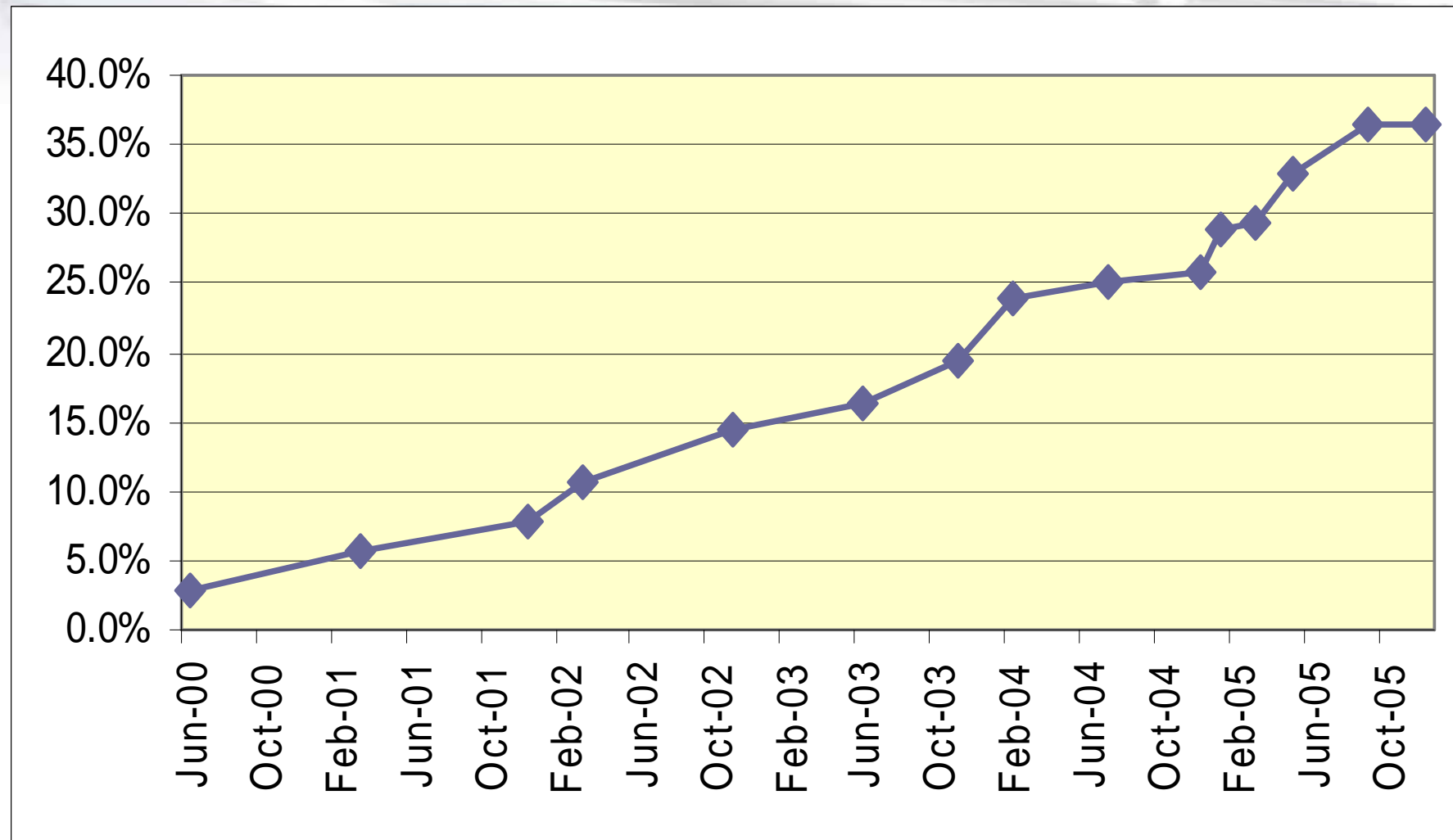
Broadband internet use in the United States: patterns & implications

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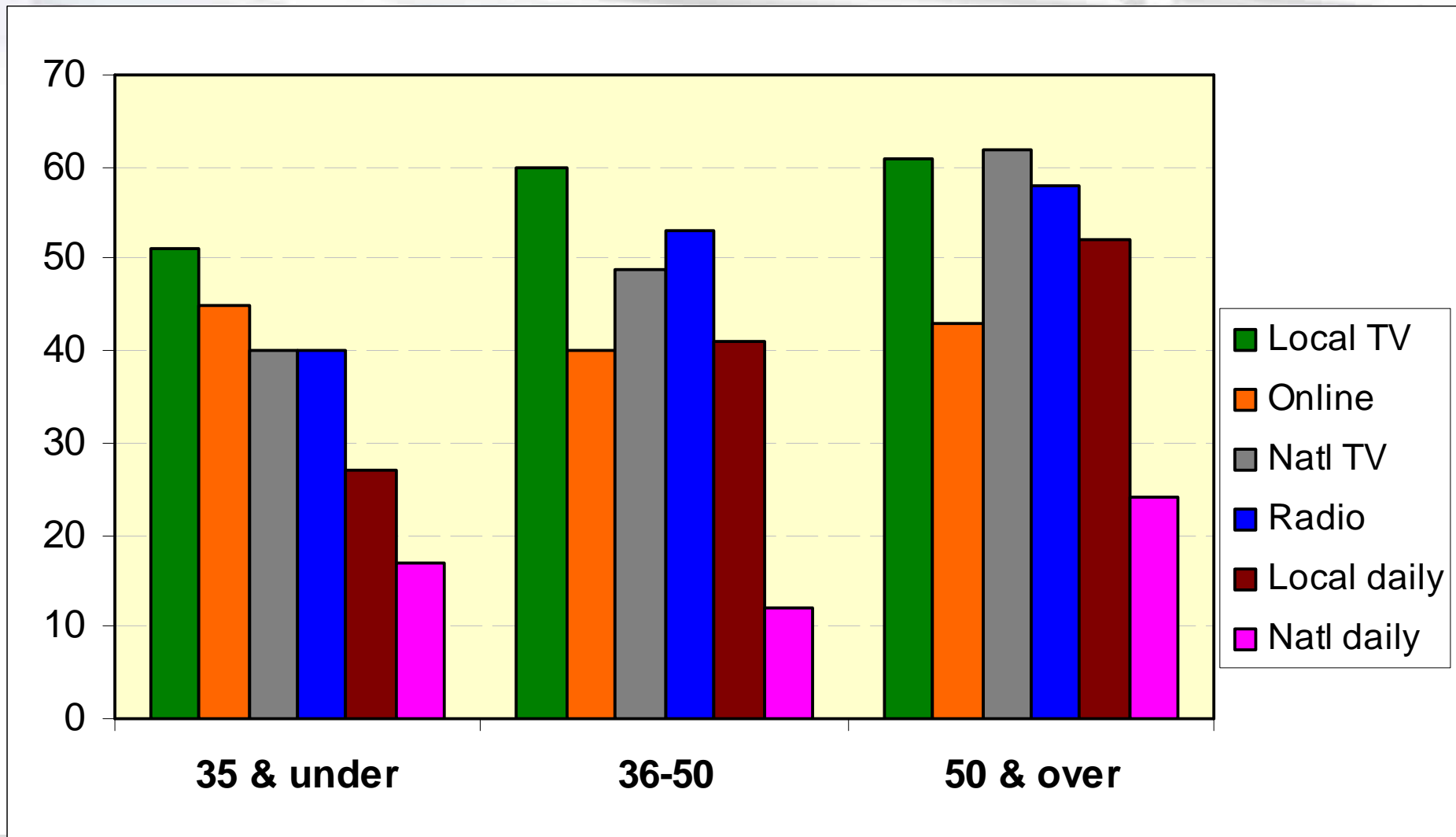
**Presented at OECD Conference:
The Future Digital Economy
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Broadband penetration in the U.S., 2000-2005

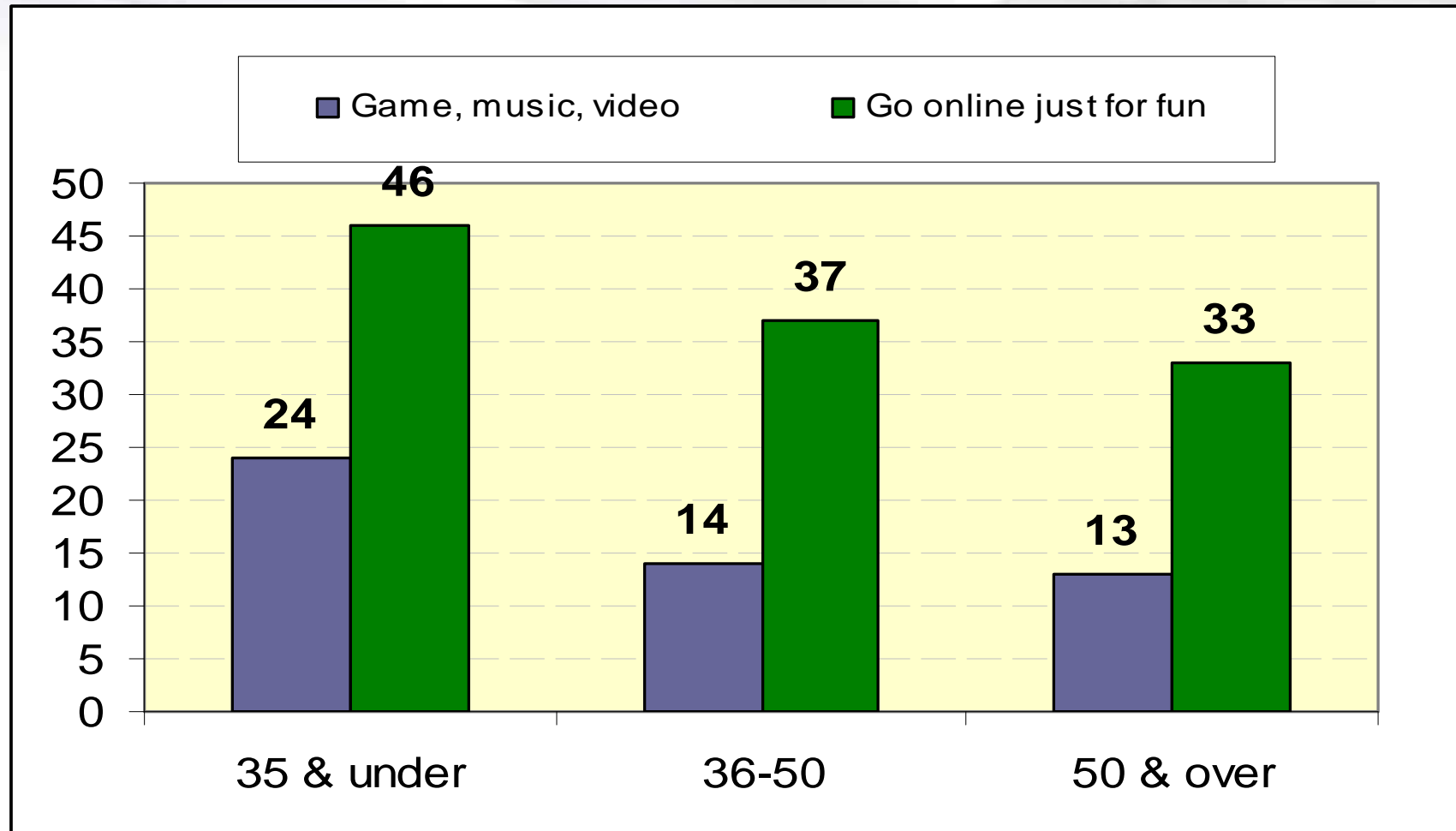
(% adults in the United States)



News consumption, home broadband users (% in group on typical day, December 2005)

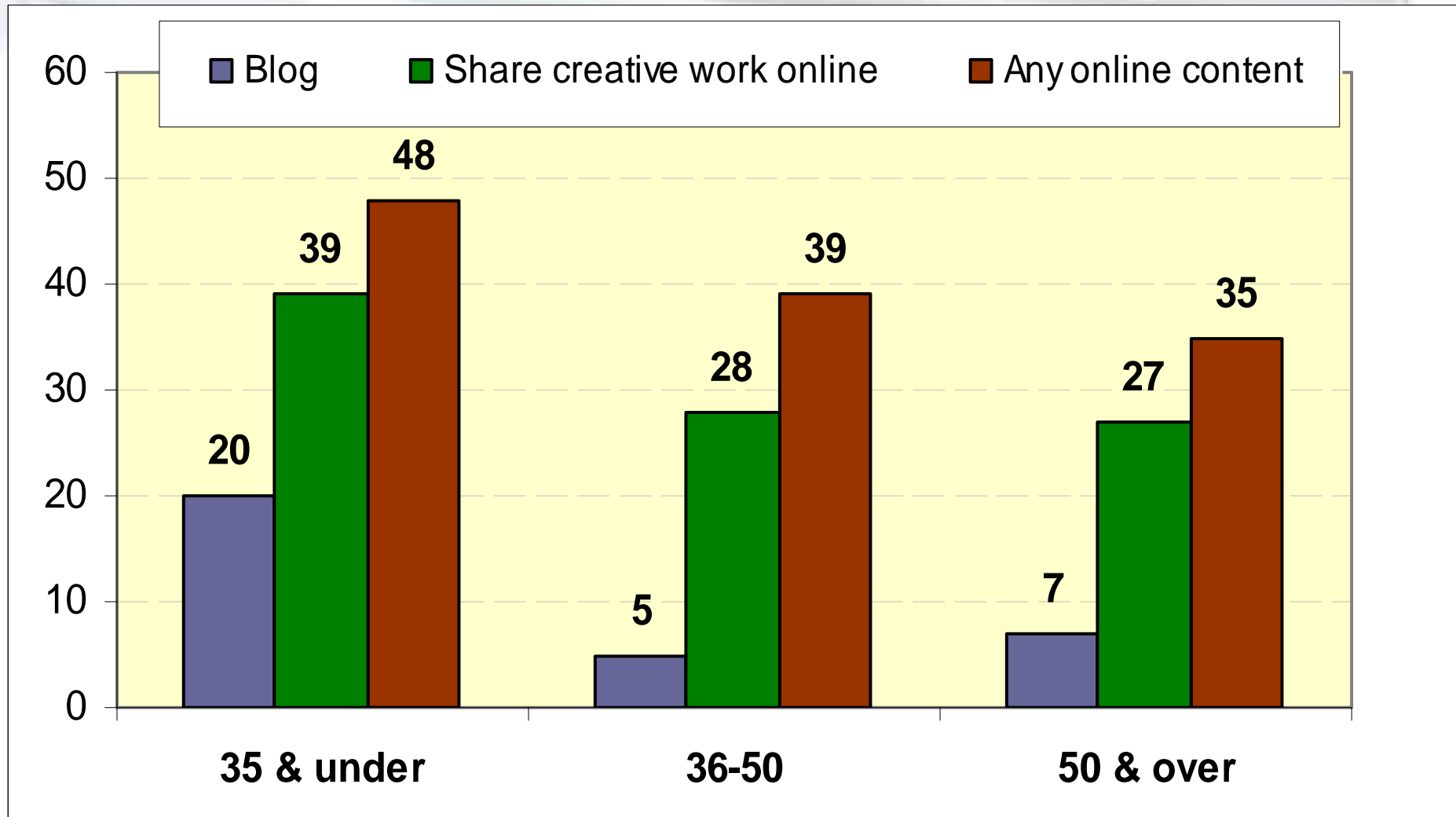


Entertainment online, home broadband users (% in group on typical day, December 2005)

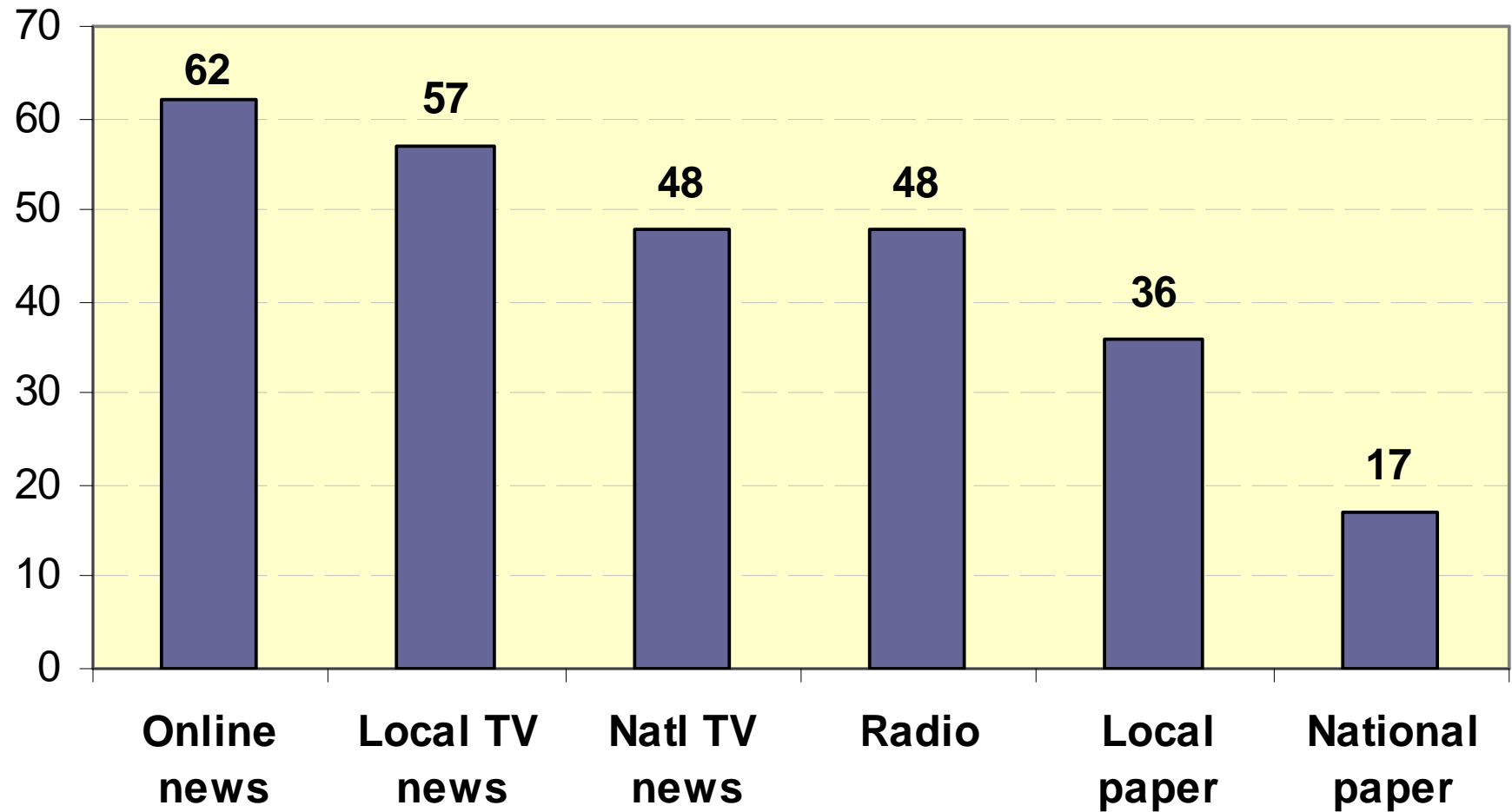


Content creation, broadband users, by age

(December 2005, % in age group who have ever done activity)



News habits, high-end internet users (% in group on typical day, December 2005)





Three takeaways

- Internet increasingly embedded in:
 - People's news consumption
 - Entertainment habits
 - Creative lives
- Nearing inflection point of greater impact of internet on society
- An open internet is where an embedded internet thrives → network neutrality remains important for users