

The Future Digital Economy

**Digital Content Creation,
Distribution and Access**

30-31 January 2006, Rome - Italy

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

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Nielsen//NetRatings

A global leader in Internet media and market research



Digital Content: Perspectives on new user behaviour and impacts on content development and distribution

David Day

Managing Director, EMEA: Nielsen//NetRatings

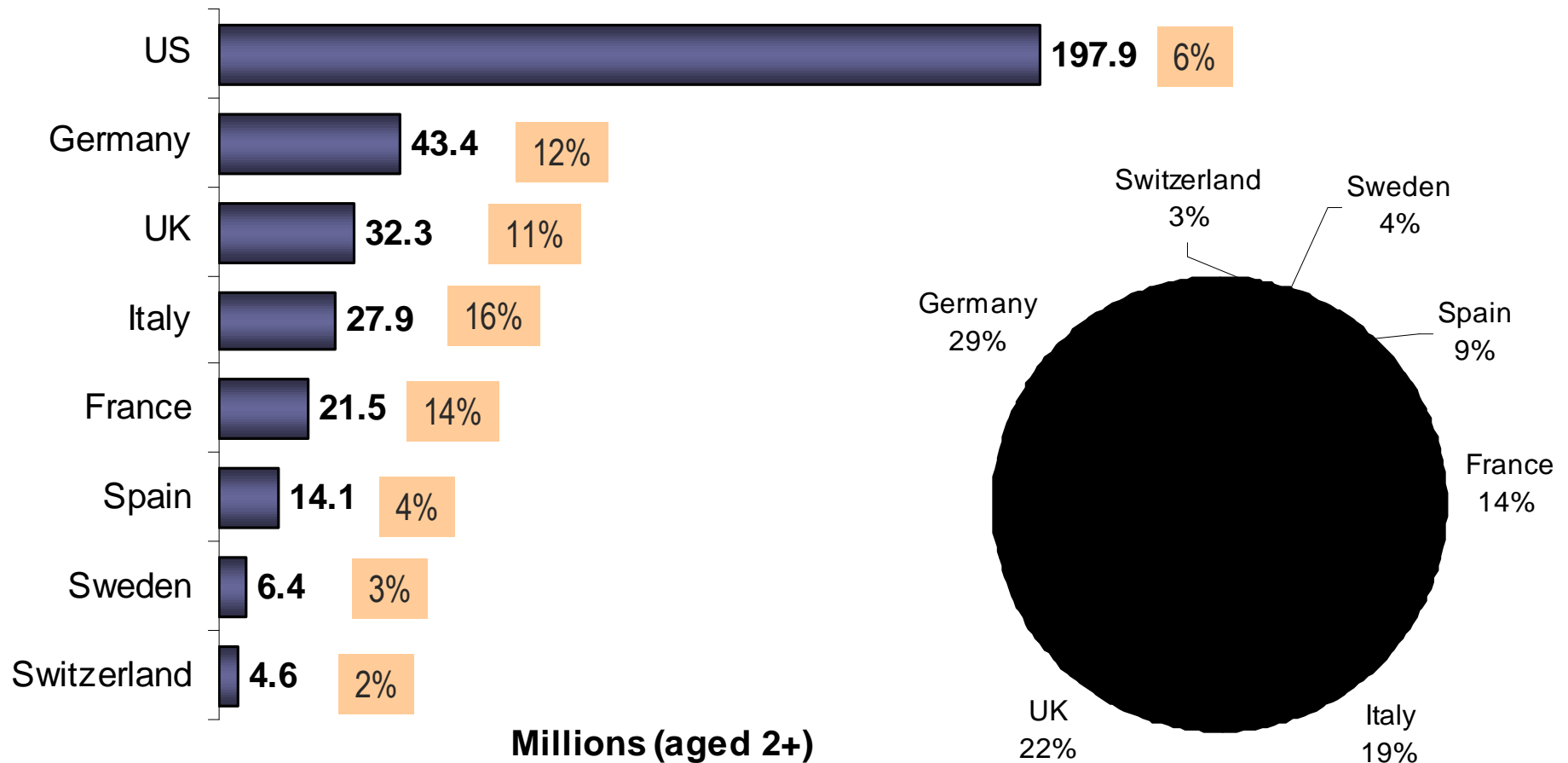


90,000,000

Number of web pages surfed during the last 10 minutes in Italy

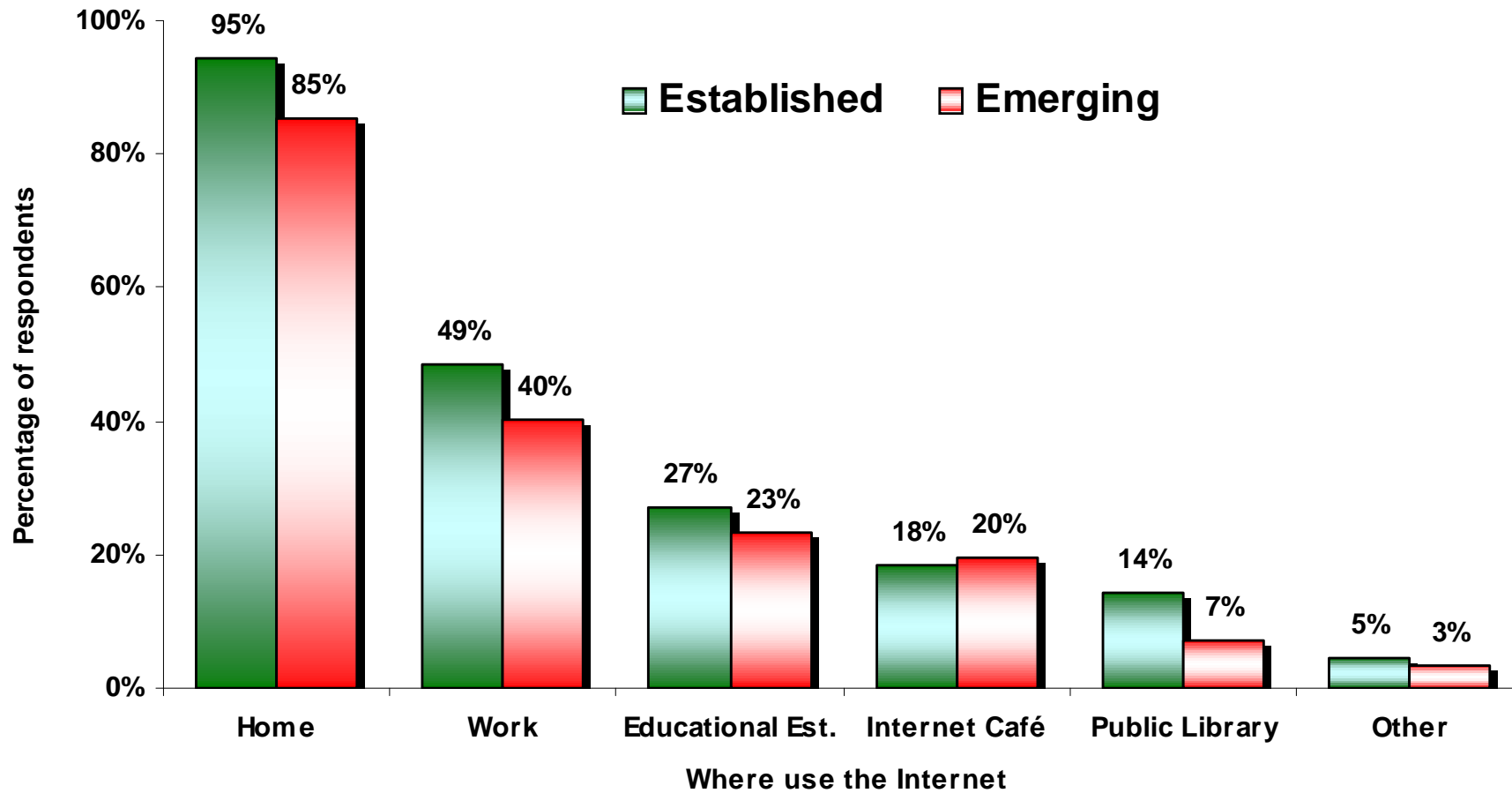
Online populations are still growing...

- More than 150 million W Europeans with Internet access and still growing



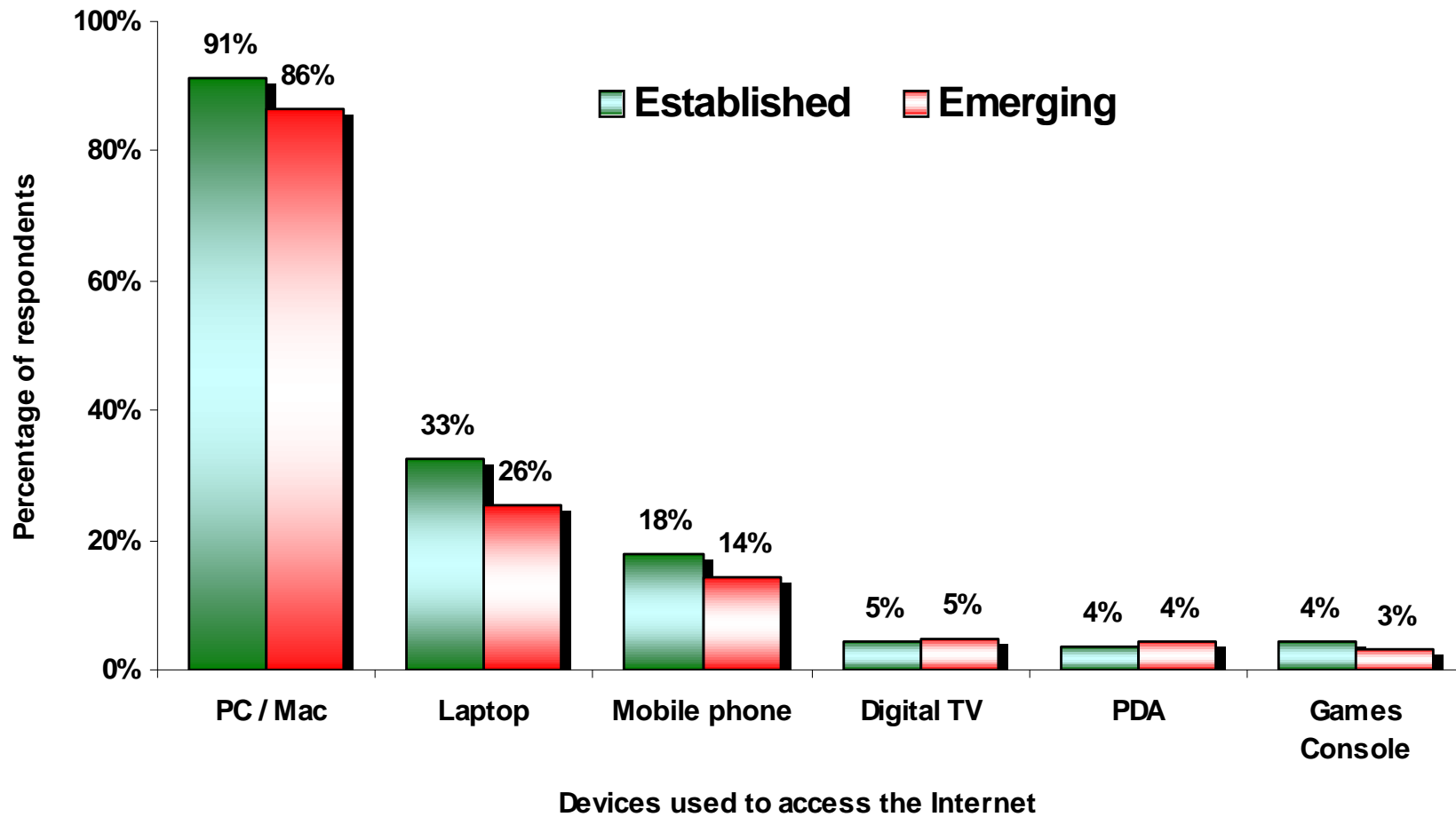


Where do we use the Internet?





How do we access the Internet?

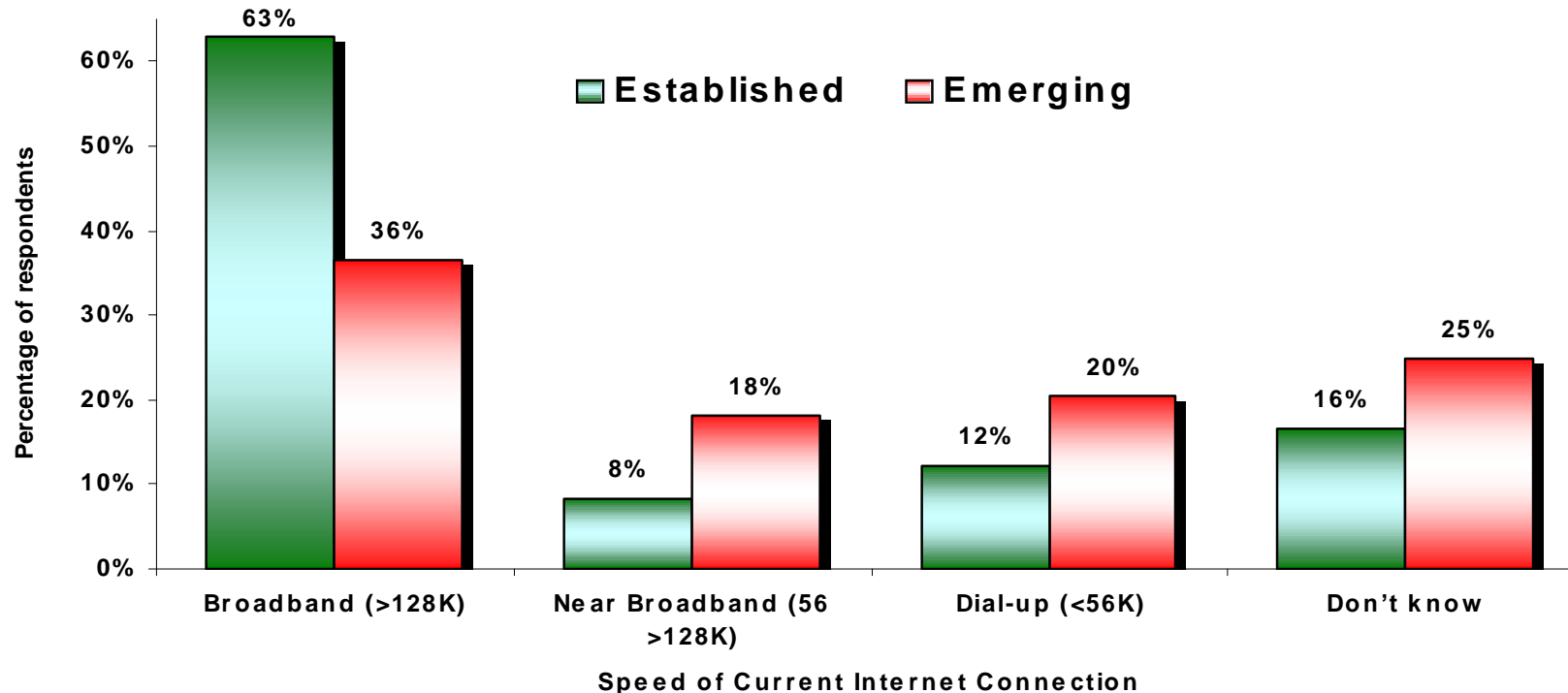




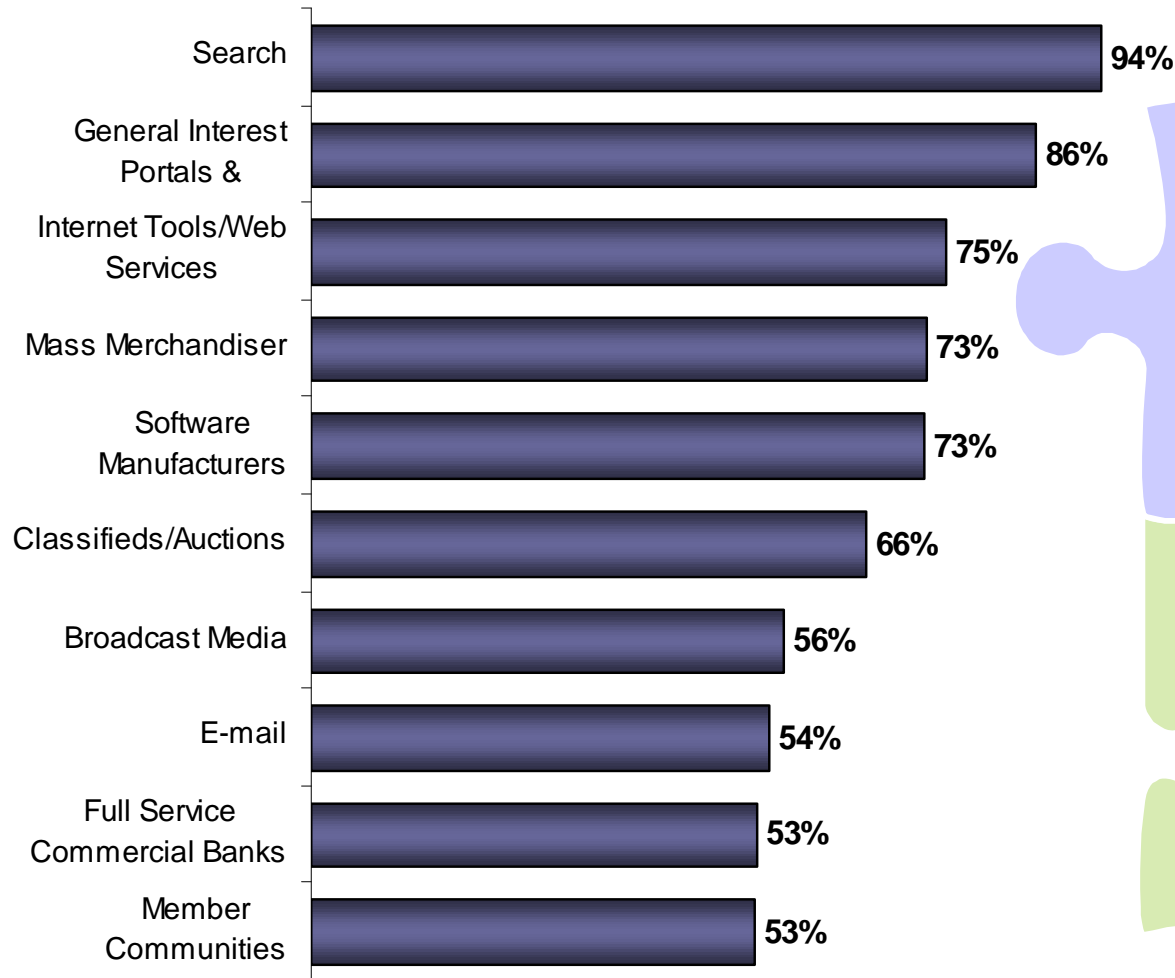
How does bandwidth impact consumption?

	Narrowband	Broadband	% Difference
Time per Person	15:48:11	33:16:50	+111%
Pages per Person	496	1,618	+226%
Sessions per Person	21	38	+83%
Pages per Session	24	43	+78%
Time per Session	0:45:37	0:52:35	+15%

Source: NetView Home data only

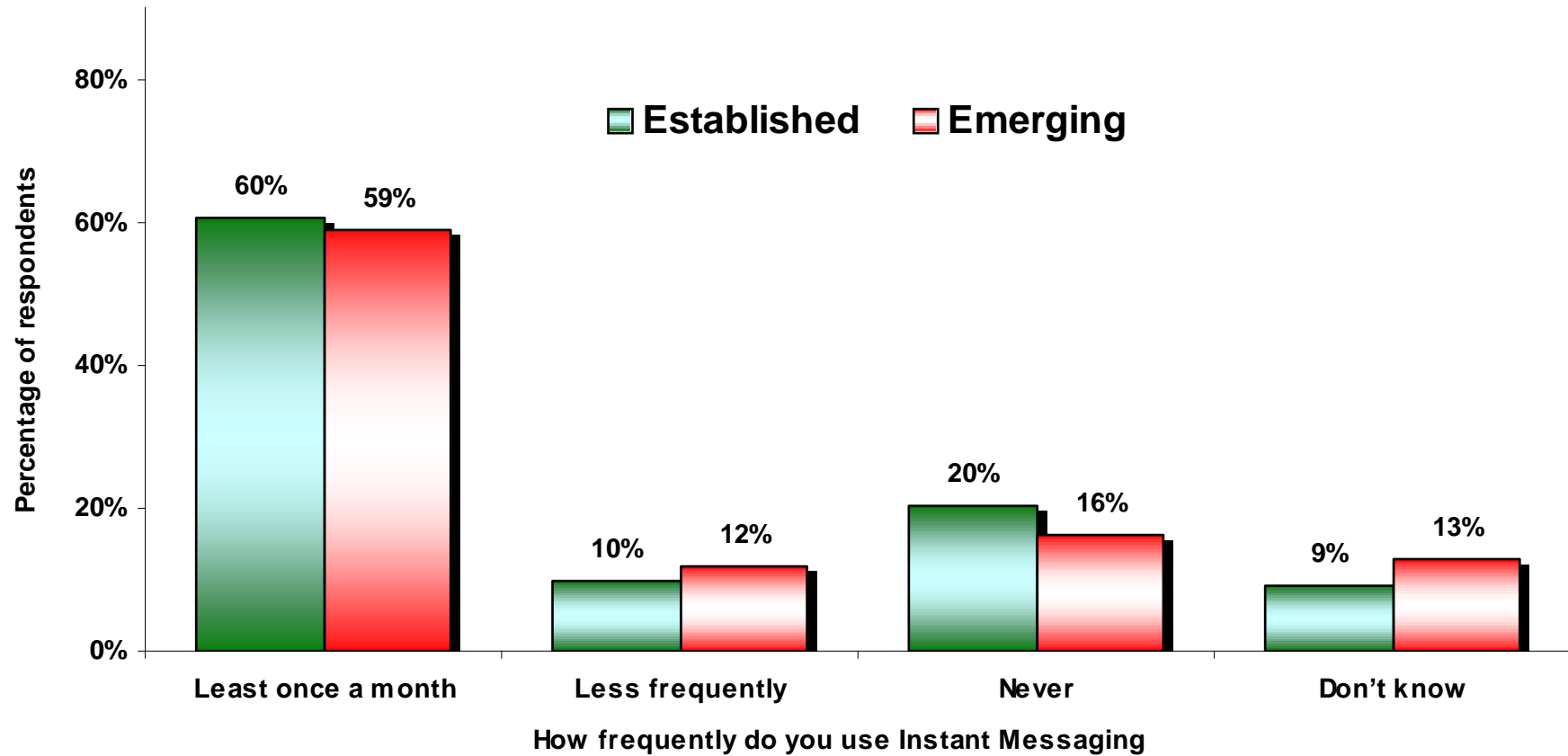


'Typical' on-line behaviour in a month



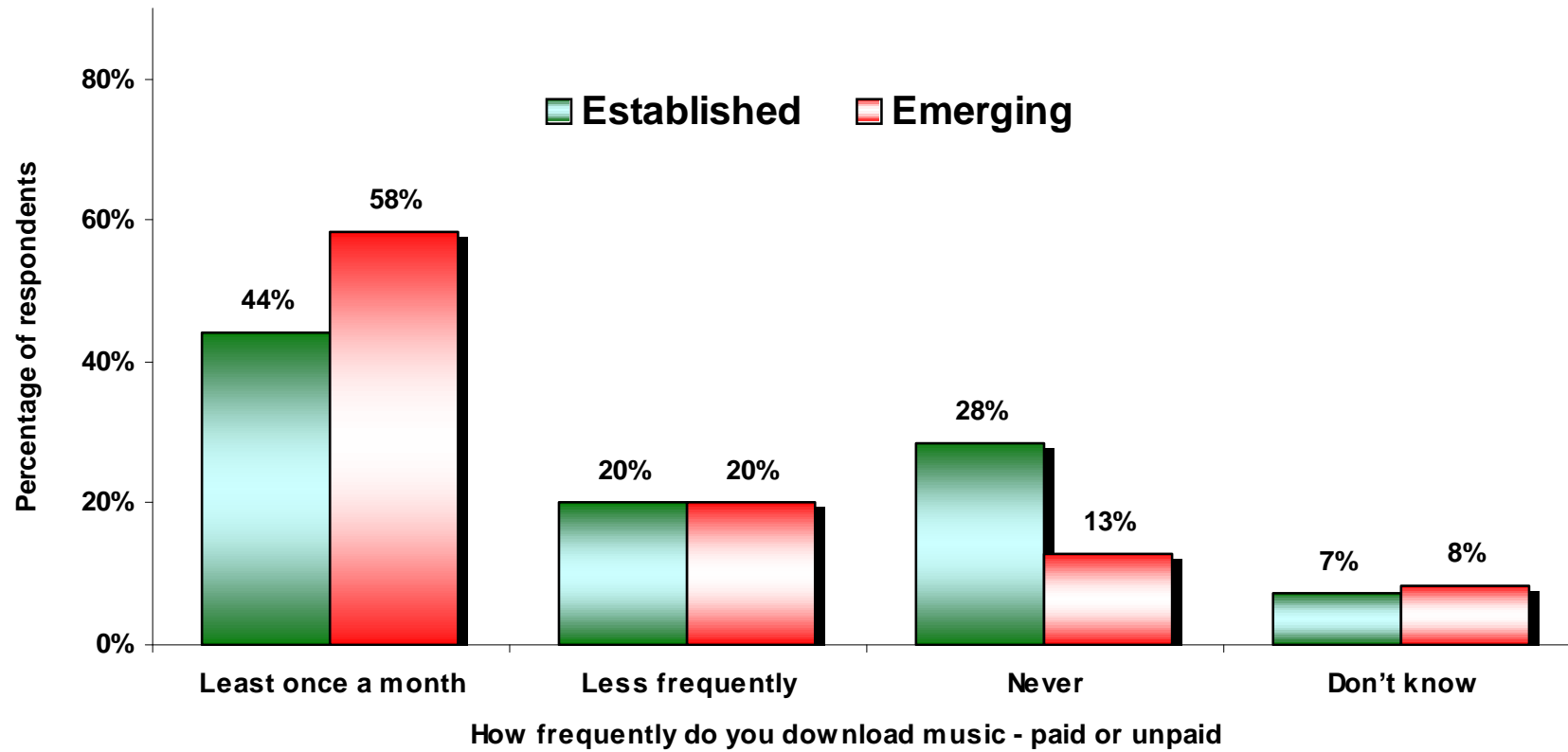
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- A graphic of several interlocking puzzle pieces in various colors (purple, orange, green, yellow) arranged in a cluster on the right side of the slide.
- Search
 - E-mail
 - Software
 - Auctions
 - Online banking
 - Communities

Instant Messaging

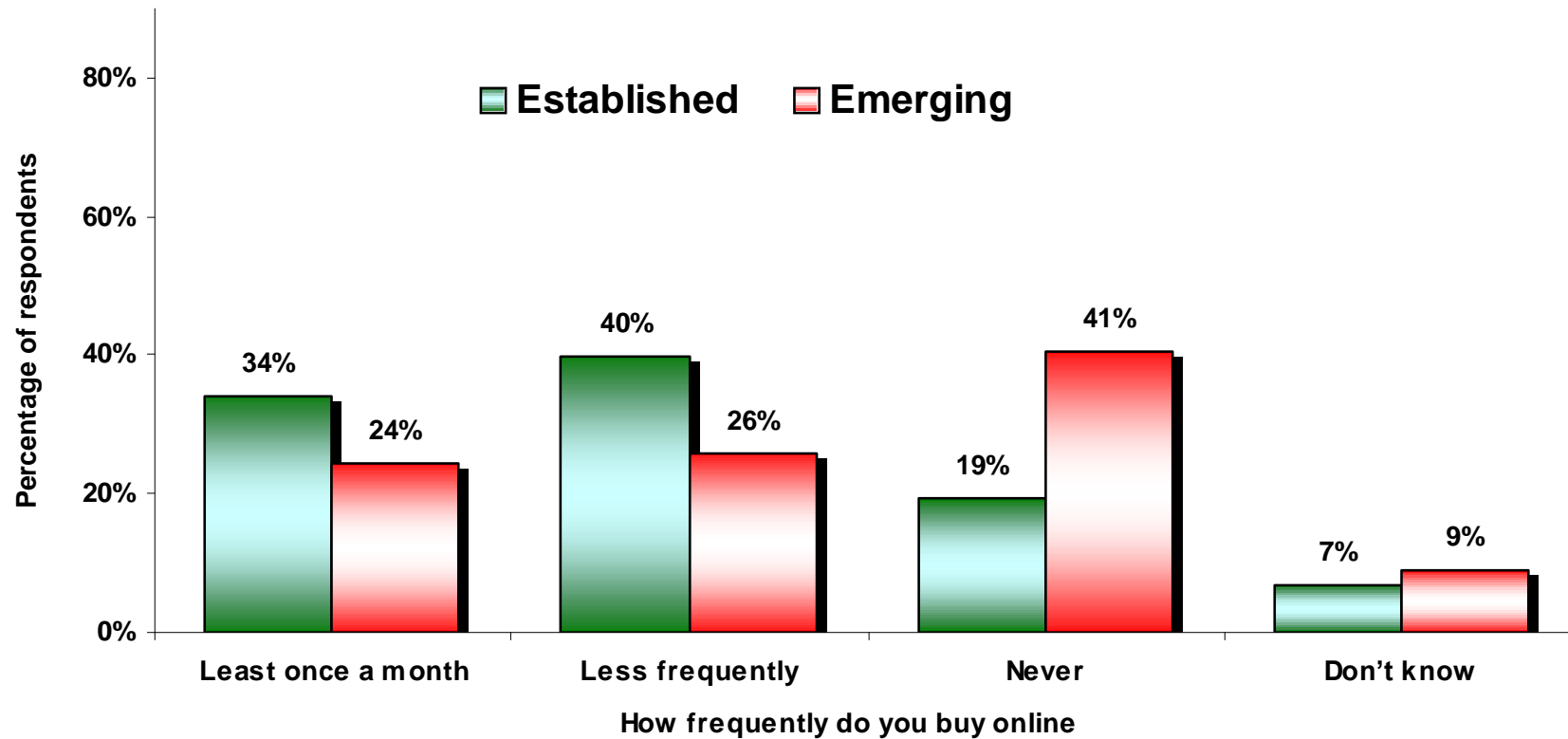




Downloading music

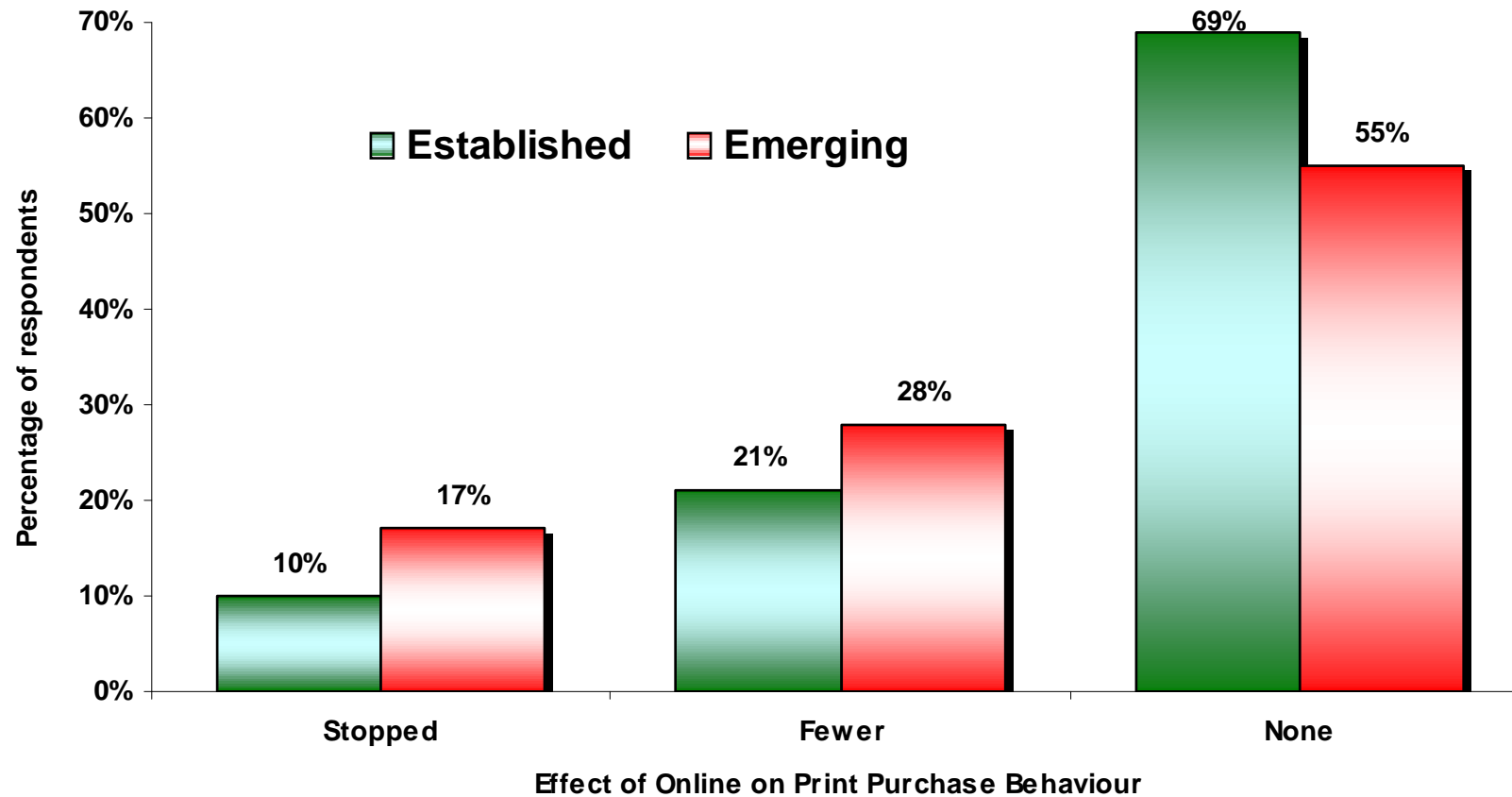


Purchasing online





How the internet is beginning to affect traditional content distribution channels





What's key in this new environment?

- **Bandwidth**
 - All Internet users are equal but “some are more equal than others”
- **Platforms**
 - There is no such thing as a typical internet user and...
 - People's requirements are different, depending on location and platform
- **Content ownership**
 - Who 'owns' the content?
 - Who validates content?
 - How to manage the legal challenges where every internet user can be a publisher...
- **Data security and commerce**
 - The duty of Governments and other institutions to protect their citizens, users and customers
- **The Impact on traditional business models**

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Thank you

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