



For Immediate Release:  
Nielsen//NetRatings

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## Broadband Rules in USA while NZ lags

**AUCKLAND — 20 August 2004** — Nielsen//NetRatings, the global standard for internet audience measurement and analysis, is about to release figures regarding broadband penetration in New Zealand which contrast starkly with its data released this week showing that U.S. home broadband connections in July 2004 outnumbered narrowband for the first time.

Nielsen//NetRatings reports that 51% of U.S. at-home connections were broadband in July 2004, up from 38% 12 months ago. Nielsen//NetRatings' broadband definition includes ISDN, cable modems, and DSL.

In figures about to be released as part of its quarterly Netwatch service, Nielsen//NetRatings in New Zealand reports that broadband connections in homes reached 6.7% for the quarter ended 30 June 2004. This compares to 1.8% for the same quarter last year.

"There has been a lot of attention on broadband in New Zealand lately," said Mark Ottaway, managing director for Nielsen//NetRatings New Zealand, "and these sorts of figures confirm that it is something that does, indeed, deserve close scrutiny.

"Efficient internet availability is an important measure of a country's communications infrastructure and a population's ability to access information. While we have traditionally held our head high in this country for things like acceptance of technology and access to the internet, that is certainly not the case with broadband connections from the home."

Recent moves to open up the broadband market and grow its penetration are starting to have an effect in the growth that Nielsen//NetRatings has observed, notes Ottaway, "but that is starting from a very low base and clearly there is a long way to go yet."

In this part of the world, Nielsen//NetRatings puts Australia's latest broadband penetration figures at 34% and Hong Kong's at 94%.

### About Nielsen//NetRatings

Nielsen//NetRatings, formerly RedSheriff in New Zealand, is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its SiteCensus, Market Intelligence, Netwatch, AdIntelligence, NetView, and Custom Research 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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