

Teens rock on the Internet 46% of UK teens visit music websites

The latest research from Nielsen//NetRatings, the Internet research specialists, shows 2.2 million 12 – 17 year olds turned to the Internet for entertainment in December 2004. This represents 78% of all the 12-17 year olds online in the UK over this period.

Table 1 - Teens Online in the UK

	Audience (000)	Audience growth since Dec 03	PC Time Spent (including Internet use, Internet application use and general PC use)	Time Spent change since Dec 03
girls 12 - 17	1,375	7%	22:37:06	+4hrs 58mins
boys 12 - 17	1,494	14%	23:23:36	-3hrs 18mins

Source: Nielsen//NetRatings UK home data, Dec04

Music and online games sites attract the largest number of young adults within the entertainment category. In December last year, almost half of all 12 – 17 year olds visited a music site, favouring Launch, Yahoo!'s music channel, and AOL's music channel, as well as iTunes and MTV (see Table 2). The split of male to female is almost evenly matched in this age group at 52% to 48% respectively. This is different to later on in life, where men dominate with 60-70% of the overall audience, particularly in the over 45 age group.

Table 2 - Top five music sites 12 – 17 year olds

Music sites	Unique Audience (000)	Active Reach (of all 12-17 year olds)
LAUNCH	358	12%
AOL Music	358	12%
Universal Music	239	8%
iTunes	213	7%
MTV Networks Music	182	6%

Source: Nielsen//NetRatings UK home data, Dec 04

When it comes to online games categories, the boys have the edge – 56% of all boys aged 12 – 17 visited online sites in December visited a site compared to 42% of all girls.

Table 3 - Top five online games sites 12 – 17 year olds

	Unique Audience (000)	Active Reach (of all 12-17 year olds)
MiniClip	433	15%
IGN/GameSpy	308	11%
GameSpot~	251	9%
UGO Games	245	9%
Yahoo! Games	232	8%

Source: Nielsen//NetRatings UK home data, Dec 04

As well as listening to music and playing games, this age group loves to chat and email their friends. MSN's Hotmail e-mail service is streets ahead of its competitors in attracting young adults reaching a staggering 50% of this age group, or 1.4 million individuals. For once, the girls are overtaking the boys and are better at keeping in touch with 58% using Hotmail. MSN's online chat service, MSN messenger is also top with this age group, attracting 1.8 million 12-17 year olds in December 2004 (see Table 4)

Table 4 - Top three email channels 12 – 17 year olds

	Unique Audience (000)	Active Reach (of all 12-17 year olds)
MSN Hotmail	1,444	50%
AOL Email	358	12%
Yahoo! Mail	326	11%

Source: Nielsen//NetRatings UK home data, Dec 04

Gabrielle Prior, European Internet Analyst says “When today’s young adults use the home PC they are not just using the computer to help with their studies and homework. They are also listening to music, downloading the latest music tracks, playing games, chatting to their friends and sending e-mails.

Today’s young adults are helping to drive developments in the entertainment environment from the Internet to mobile phones, TV and DVD’s to video. They represent a very important audience to test new technologies and attract customers for life. Also, unlike older surfers, there are as many young girls as young men using the web, putting them in a strong position to lead changes in the way the web is going develop and be used in the future.”

Please source all information to Nielsen//NetRatings.

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About Nielsen//NetRatings

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