

More than 14 million Europeans fancy a flutter online

The latest research from Nielsen//NetRatings, the Internet research specialists, reveals that more than 14 million Europeans, or 14% of those online from home, visited a gambling and sweepstakes site in February. Gambling and sweepstake sites were most popular with French and Swedish surfers, but have yet to make a mark in southern Europe, with less than 10% of Spanish and Italians logging on to gamble.

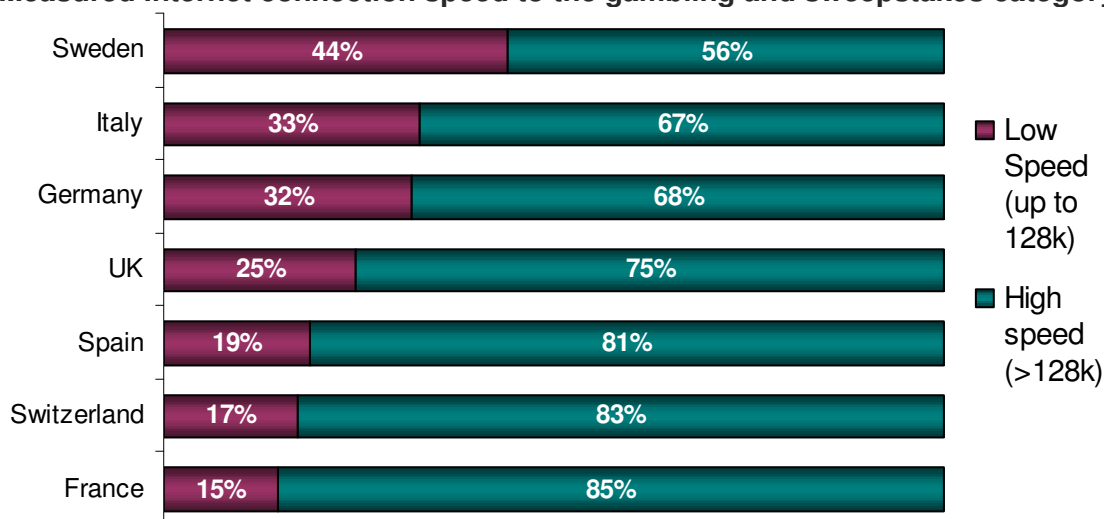
Number of visitors to gambling / sweepstakes sites in European countries & US

	Unique Audience (000)	Active Reach	Sessions per Person	Time per Person
US	19,768	14.6%	4.1	00:33:26
France	3,493	22.1%	7.0	1:04:25
Sweden	994	22.1%	4.9	0:47:47
Germany	4,289	14.4%	4.0	0:13:16
UK	3,227	14.6%	3.9	0:23:01
Switzerland	472	14.1%	3.8	0:22:40
Italy	1,215	7.4%	2.7	0:18:29
Spain	558	6.3%	2.8	0:16:05

Nielsen//NetRatings (US, IT, UK, FR, DE, SE, CH and ES home only), February 2005

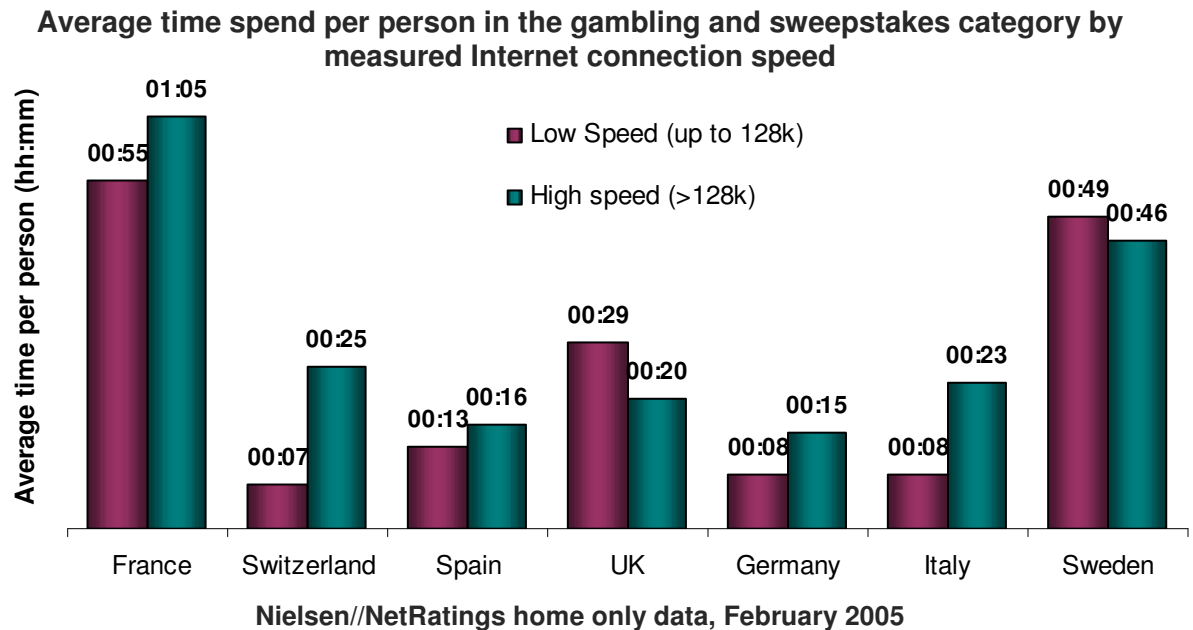
In all the countries under measurement across Europe, the majority of visitors to gambling and sweepstakes sites are using a high speed Internet connection. France, Switzerland and Spain lead the way with more than 80% of visitors to online gambling sites connecting via broadband.

Measured Internet connection speed to the gambling and sweepstakes category



Nielsen//NetRatings home only data, February 2005

What we normally see in the majority of categories is that the high speed users spend the greatest amount of time online. For gambling and sweepstake sites however this is not always the case. In France, Sweden and the UK, the time spent on gambling and sweepstakes sites is very similar, suggesting that slower connection speed is not off-putting for the determined gamblers in these countries. By comparison, in Switzerland, Italy and Germany high speed Internet users are spending significantly more time than those connecting at a slower speed.



In the UK, The National Lottery is the most popular gambling and sweepstake site, with over 1.3 million visitors from home in February 2005. This audience figure puts the site in the top 40 most visited sites in the UK. The gambling category in the UK has seen strong growth over the past twelve months, with audiences up by 45% when compared to the same time last year. This growth has been driven by a range of gambling, betting and online casino sites, and not just by the National Lottery, which appeals to specific demographic groups, and is a lottery based site rather than a full online bettering or gambling site.

	Unique Audience (000)	Unique Audience Rank	Gambling/ Sweepstakes Sector Reach
The National Lottery	1,322	1	35.0%
William Hill	239	2	6.3%
Partypoker.com	233	3	6.2%
Ladbrokes	213	4	5.6%
Pacific Poker	151	5	4.0%
Cyberslotz	139	6	3.7%
The Gaming Club	131	7	3.5%
LoopyLotto	119	8	3.2%
Golden Palace Online Casino	117	9	3.1%
Vernons	102	10	2.7%

Nielsen//NetRatings UK home only data, February 2005

Gabrielle Prior, European Internet Analyst says “With nearly more than one in ten online Europeans visiting a gambling site this is clearly an important sector for the Internet industry. Online gambling and casino sites are also prolific online and offline advertisers. We expect to see this category continue to grow as advertising attracts consumers and the sites add more and more games and prizes. We know from earlier survey work that UK gamblers like the speed and convenience of betting online, and as the broadband boom continues we expect more people to try online gambling.”

Please source all information to Nielsen//NetRatings.

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About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on Website usage, online advertising, consumer attitudes and competitive analysis. For more information, please visit www.nielsen-netratings.com