

EIAA Mediascope Europe 2008

Executive Summary

Mediascope Europe 2008

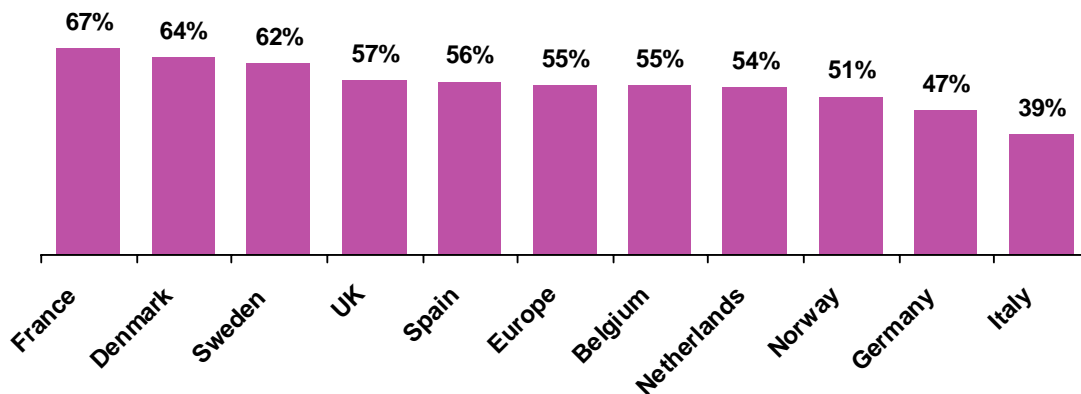
Now in its sixth consecutive year, Mediascope Europe 2008 provides a unique insight into the evolution of TV, Internet, Radio, Newspaper and Magazine consumption across Europe, and the role the Internet plays in people's lives.

Summary

CONSUMERS TAKE CONTROL OF LIFESTYLES ONLINE

- The 2008 research shows that Europeans are deepening their experience of the internet by not only increasingly using it for leisure pursuits but to actively enhance and manage their daily lifestyles
- 178 million Europeans (60%) are online each week
- Over half (55%) of European internet users are now online every single day:

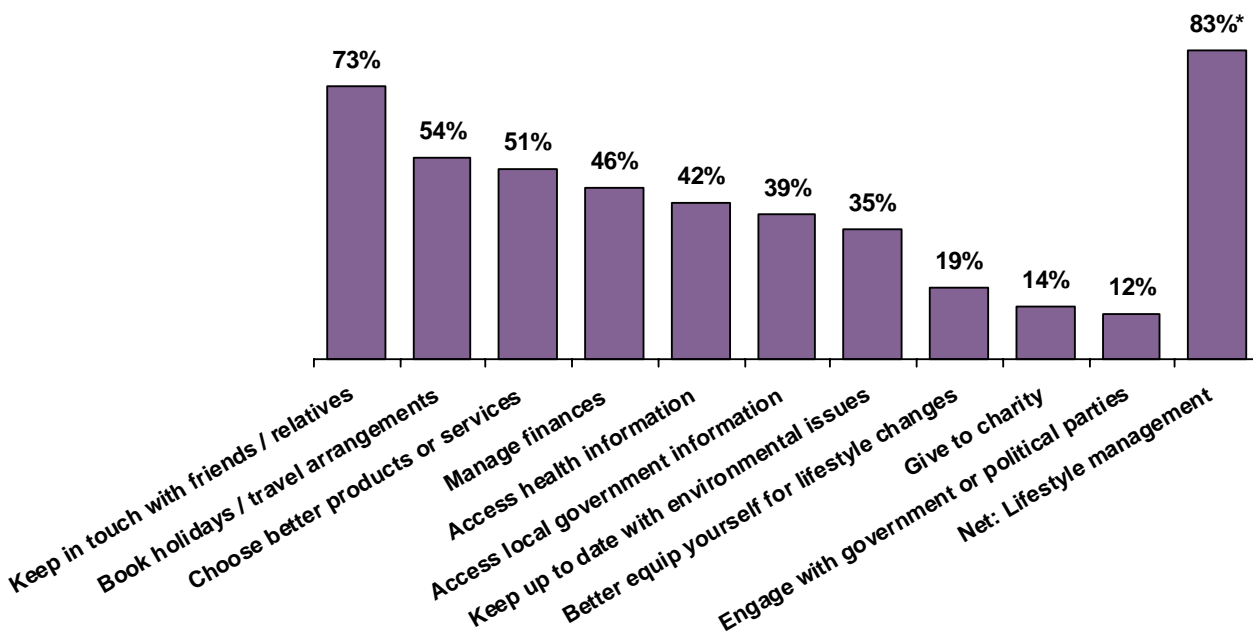
% online 7 days a week – all European internet users



[Base: All European internet users (n=6021)]

- Three quarters (75%) of internet users are online during their evenings compared to 67% in 2007
- 51% of Europeans use the internet at the weekend, +13% since 2007
- Freedom and flexibility are key watchwords for today's consumers too with almost half (49%) of broadband users using wireless
- Almost three quarters (73%) of European internet users state that as a result of the internet they are staying in touch with friends and relatives more
 - 54% have booked more holidays or made travel arrangements
 - Almost half (46%) are better able to manage their finances

% who do activities more – all internet users



* Net: Lifestyle Management is an aggregate of: book holidays/travel arrangements, choose products or service, manage finances, access health information. Better equip yourself for lifestyle changes

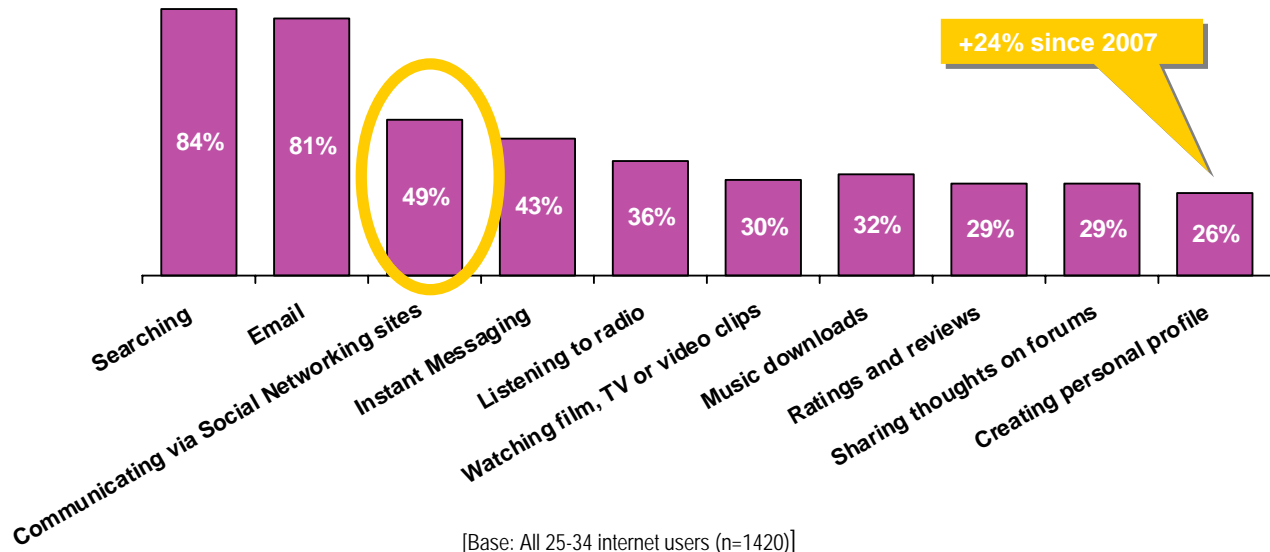
[Base: All European internet users (n=6021)]

'GOLDEN YOUTH' MAKING THE MOST OF ONLINE

- Time spent online has risen amongst 25-34 year olds (from 13 hours in 2007 up to 13.9), 36% are now heavy users of the internet and almost two thirds (63%) are online daily

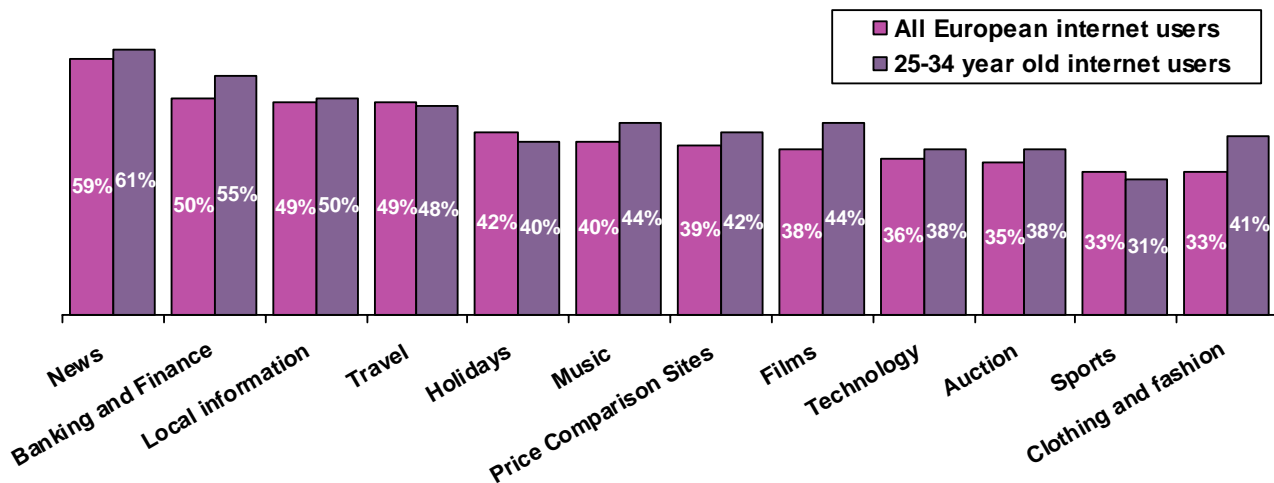
- They are active lifestyle users too with almost half (49%) regularly communicating via social networking sites and more than a quarter (26%) creating personal profiles (+24% since 2007)

Top 10 web activities –25-34 internet users



- 25-34 year olds manage their finances (53%) and to book holidays or travel arrangements (56%) more as a result of the internet
- They also visit more clothing and fashion websites (41%) more than the average European internet user:

Top 10 websites visited – all European internet users vs. 25-34 internet users

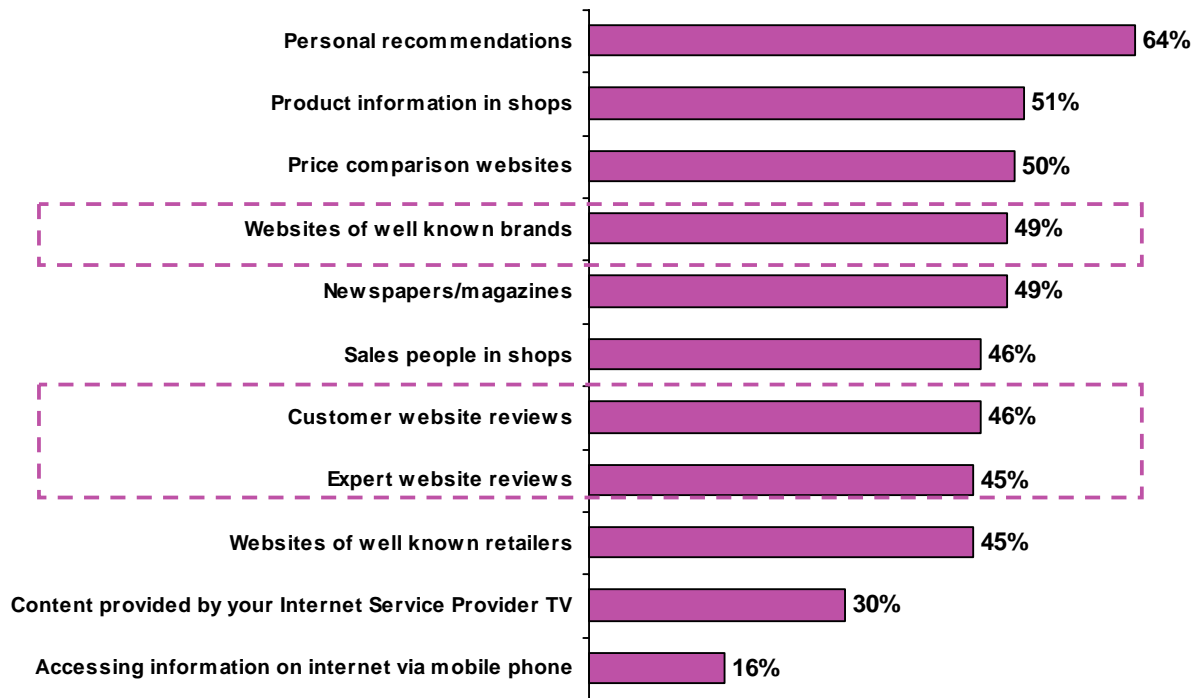


[Base: All European internet users (n=6021) and All 25-34 internet users (n=1420)]

THE INFLUENCE OF THE INTERNET

- When researching or considering a product or service, 64% of European internet users consider personal recommendations important, with websites of well-known brands (49%) and both online customer (46%) and expert (45%) reviews following closely, showing that internet users are increasingly using both online as well as personal recommendations to make purchase decisions:

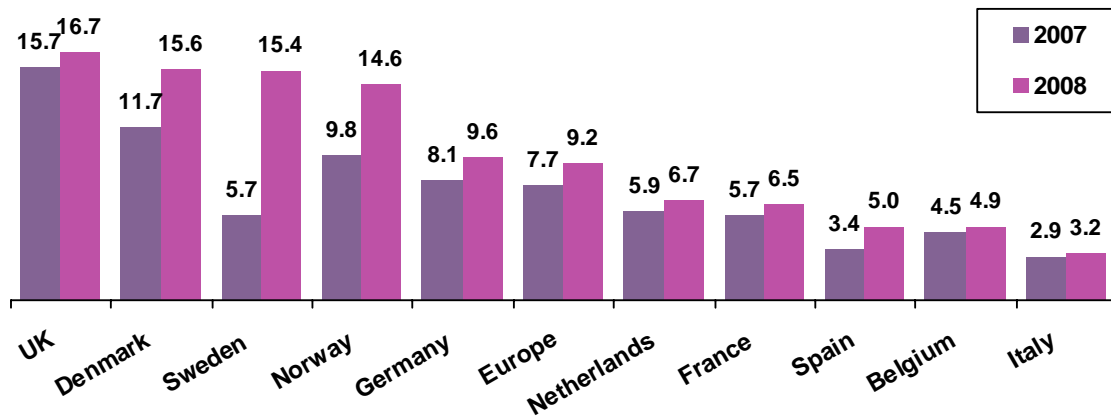
Important information sources – all European internet users



[Base: All European internet users (n=6021)]

- 41% of European internet users admitted to changing their mind about the brand they were about to buy based on online research and the amount converting to purchase was boosted to 87%
- As a result of this growing confidence, consumers made a record number of purchases online in 2008 – a mean average of 9.2 purchases per person over a six month period versus 7.7 in 2007

Average items bought online in six months – all internet users



[Base: All European internet users (n=6021)]

FIVE YEARS OF RAPID GROWTH IN INTERNET USE

- First conducted across 10 European countries in 2004, the EIAA Mediascope Europe Study remains one of the most comprehensive pieces of research available into how people allocate their time across media in Europe and how consumers use the internet for content, communication and commerce
- Now in its sixth year, it forms a unique benchmark for the evolution of consumer media use and online behaviours

INTERNET USE	2008 Study	2004 Study	Growth
Weekly internet use	60%	47%	+28%
Weekday internet use	59%	47%	+25%
Weekend internet use	51%	39%	+31%
Time spent online per week	12.0 hours	8.8 hours	+ 36%
Days spent online each week (average)	5.6	4.9	+14%
Proportion online every day	55%	40%	+38%
Proportion of heavy internet users	28%	17%	+65%
Broadband penetration rates	80%	56%	+43%
Online research to purchase conversion rate	87%	50%	+74%
Researched online	97%	80%	+21%
Bought online	84%	40%	+110%
Researched online, bought offline	85%	57%	+49%

KEY MESSAGES

- There is huge potential to engage and interact with a rapidly growing online audience if marketers can fully understand *how* consumers are spending their time online. It seems that internet users are increasingly using the medium as a way to enhance their lifestyle.
- Technology is also seen as a key driver for these trends with better information for consumers and faster connection speeds. In addition, this year we have seen the uptake of wireless and how this has penetrated the broadband user base thus enabling Europeans to access the internet from a wider range of locations. Web 2.0 applications and technologies continue to pick up momentum (a trends from 2007) and are driving internet usage today and in to the future.
- 25-34 year olds are driving digital growth in 2008. This provides an opportunity for marketers to target into a largely untapped demographic, who are regarded as more financially secure and have a wider awareness and understanding of what they want from products and services. As a result, it represents a unique opportunity for advertisers to target this lucrative market that has arguably been overlooked in the past.
- Marketers need to understand that in order to engage and interact with consumers online, they need to be seen as a trusted source. We are seeing that internet users are increasingly mixing personal recommendations with online reviews to gain a better understanding and make a more information purchase decision - something that advertisers can use to their advantage to target specific audiences.

METHODOLOGY

The **EIAA Mediascope Europe 2008** study, which was managed by SPA and conducted by Synovate and Research Now, involved 9,095 interviews in total with 6000 CATI interviews in UK, France, Spain, Italy, Germany, Belgium and the Netherlands in addition to 3000 online interviews in Scandinavia along with 3000 interviews using an Omnibus study. Interviews were conducted throughout September 2008.

For more information please go to www.eiaa.net or email info@eiaa.net

If you are an agency or advertiser requiring a more detailed presentation of this data please contact afennah@eiaa.net



THE EIAA

European Interactive Advertising Association (www.eiaa.net) is a unique pan-European trade organisation for sellers of interactive media and advertising technology and service providers. The primary objectives of the EIAA are to champion and to improve the understanding of the value of online advertising as a medium, to grow the European interactive advertising market by proving its effectiveness, thus increasing its share of total advertising investment. Since its founding in 2002 the EIAA has invested substantially in multimedia research, marketing, standardisation activities and education, of both the market and government, on the role of interactive advertising. With this wide-ranging programme the EIAA has grown quickly to command a solid reputation and influential position within the European online market.

EIAA members include AD Europe (Orange, United Internet Media, Libero), AdLINK Group, blinkx, CNN International, Doubleclick, eBay International Advertising, Gruner + Jahr, LYCOS Network Europe, Microsoft Advertising, MTV Networks International, Platform-A, PREMIUM PUBLISHERS ONLINE, wunderloop and Yahoo! Europe The EIAA is chaired by Michael Kleindl, Managing Partner of Valkiria Network.

With these member networks reaching the majority of the European online audience, the EIAA is in a unique position to work with advertisers and agencies to realise the full potential of interactive media in any marketing strategy.