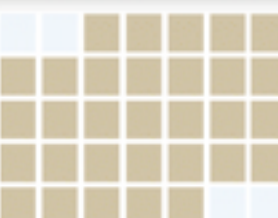


HOW THE WORLD SPENDS ITS TIME ONLINE

Nielsen periodically releases data from its studies of consumer behavior online. Here are the latest findings regarding social networking, brands, and world net usage:

The Average American spends more than 60 hours a month online...

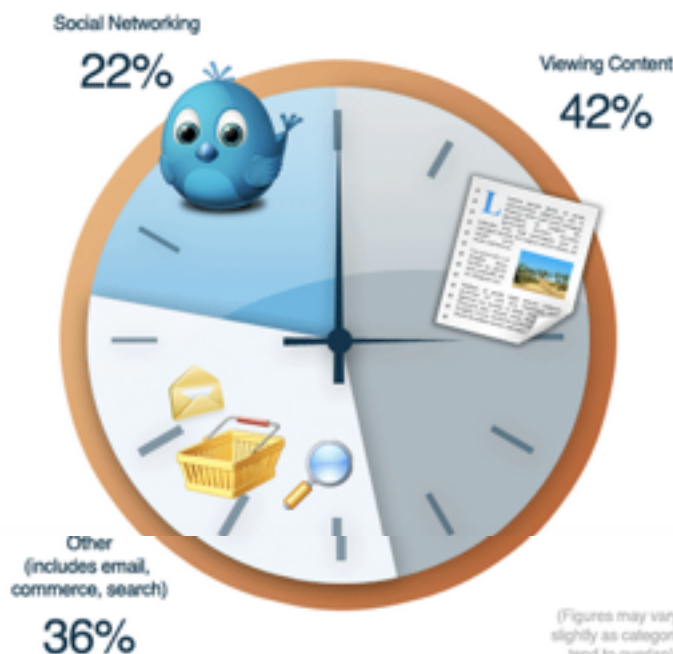


...which ends up being 30 straight days a year.

(The Grannies and Diggers at the extreme ends of the spectrum average each other out)

Total Time Spent Worldwide

As a percentage of total Internet hours spent by all users:



Per Person, Per Month

(of those who use the internet at all)



2,646
Web Pages
Visited



89
Domains
Visited



57
Times
Logged On

source: Nielsen

Most Popular Brands

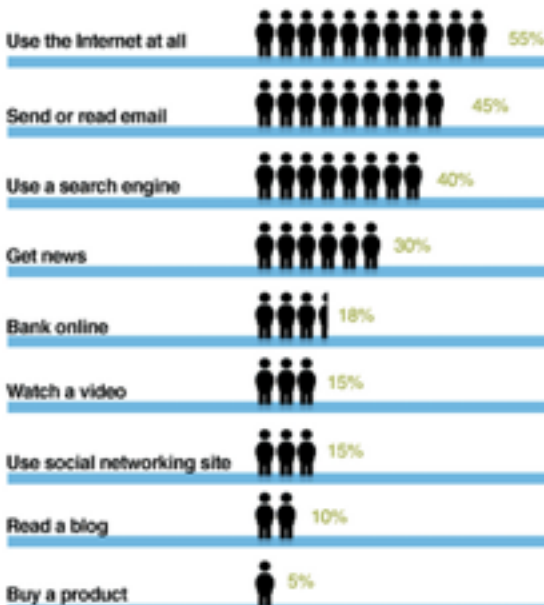
(by percentage of all online users visiting)



Daily Internet Activities

1 person icon = 5%

Percentage of American adults (including non-internet users) who do the following every day:



Social Network Usage

(by percentage of Internet users in that country)

