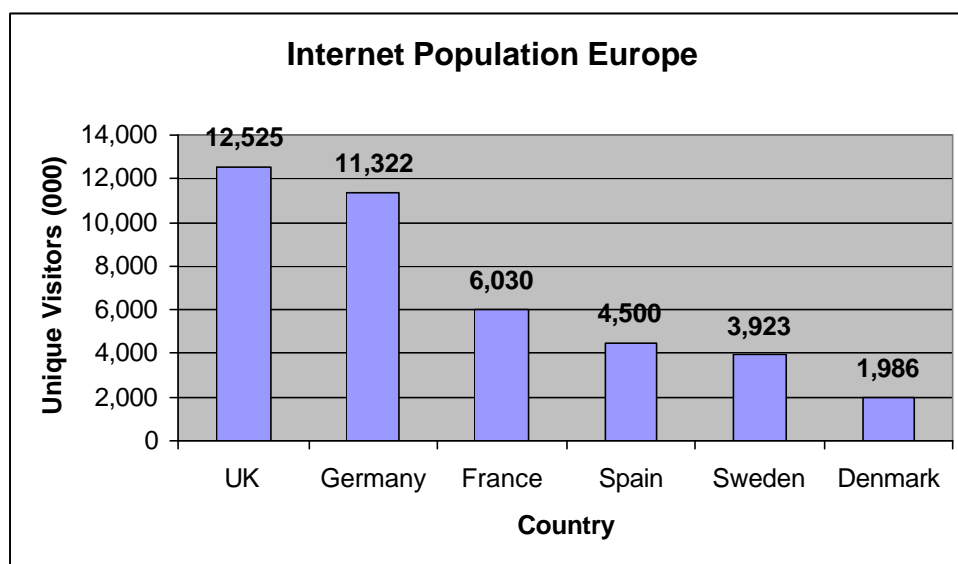


**Latest research from 6 European countries shows how  
Europeans use the Internet differently**

*First ever results from MMXI Europe's new panels in Denmark and Spain*

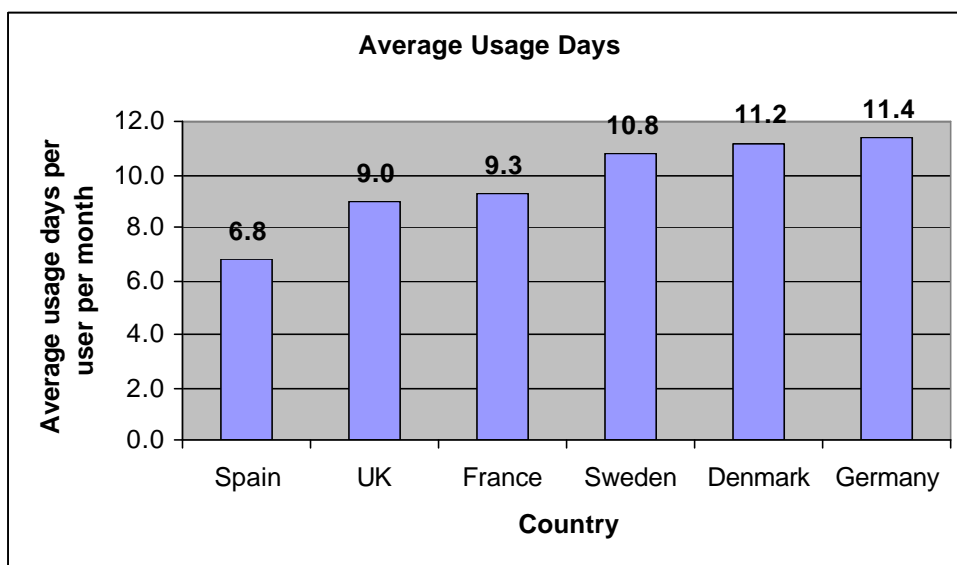
Latest figures from MMXI Europe, part of Jupiter MMXI, shows how Europeans behave differently across the continent when they are online.

The research shows that the Internet is being taken up at significantly different levels across Europe. In October 2000 the UK and Germany lead the field in the number of Internet users with 12.5 million and 11.3 million respectively. France is in a strong third position with 6 million Internet users in the same month, followed by Spain with 4.5 million. Although Sweden and Denmark have less people online, the Internet penetration is higher than in other European countries.



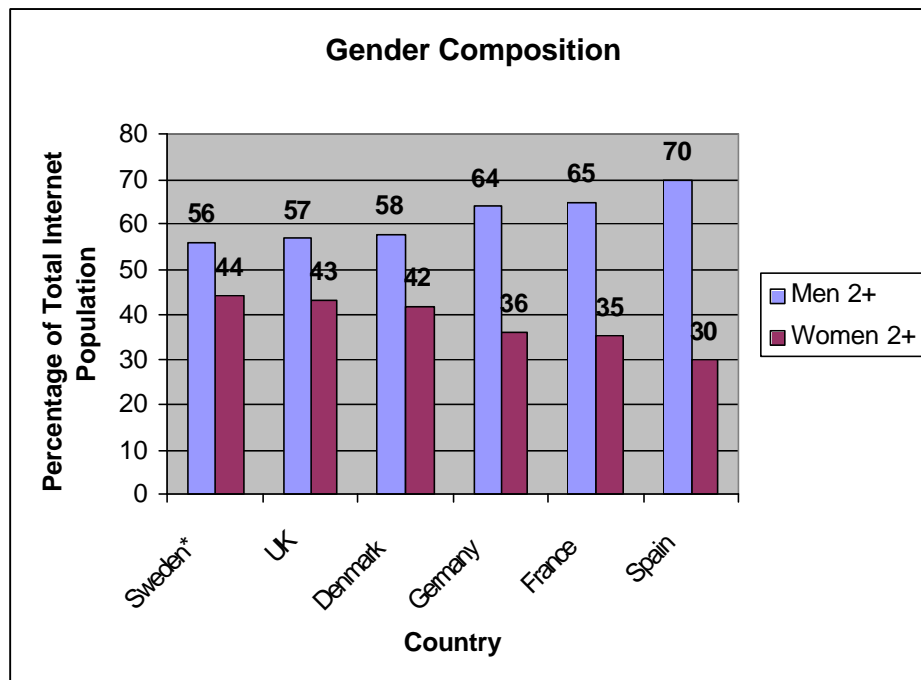
*Source: MMXI Europe UK, France, Germany and Denmark at home panels,  
Spain preliminary at home panel, Sweden at home and at work panel October 2000*

Results from MMXI's new panel in Denmark show that, although Danish Internet users spent less time per usage day online than their European counterparts, they are amongst the most regular users of the Internet, second only to the Germans and followed by the Swedes.



*Source: MMXI Europe UK, France, Germany and Denmark at home panels,  
Spain preliminary at home panel, Sweden at home and at work panel October 2000*

Comparing the gender distribution in Europe, Sweden has the highest proportion of women online, with 44%, followed by the UK with 43% and Denmark with 42%. Again, indicating the level of maturity of the Nordic Internet market.



*Source: MMXI Europe UK, France, Germany and Denmark at home panels,  
Spain preliminary at home panel, Sweden at home and at work panel October 2000*

*\*Sweden men 12-79 and women 12-79*

"Through our extensive coverage of the European and global Internet landscape and constant expansion we are able to provide detailed information about different trends and patterns in Internet usage across the single countries. The big European countries and Scandinavia lead the way in Internet adoption, closely followed by smaller European countries. We can now see that, having taken to email and the World Wide Web very quickly, Europeans use new Internet technologies an integral part of everyday life." Said Arielle Dinard, President Jupiter MMXI.

**Please source all data to MMXI Europe**

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**Top 10 Domains and Global Domains in the UK, France, Germany, Sweden  
and Denmark in October 2000**

The latest top 10 for all countries MMXI Europe and Media Metrix Inc. currently report on can be found on our website at [www.mmxieurope.com](http://www.mmxieurope.com).

**MMXI Europe, a product of Jupiter MMXI – Definitions used in this press release**

Unique Visitors: The number of different individuals that access the content of a specific site or online services, counted only once, even if they visit the same site more than once.

**About Jupiter MMXI**

Jupiter MMXI, (known as Jupiter Media Metrix globally), is the worldwide leader in market intelligence for the new economy. Formulated by the merger of Internet audience measurement experts MMXI Europe with leading industry analyst Jupiter Communications, Jupiter MMXI is the only Internet research company to combine proprietary data with authoritative market analysis, redefining the landscape of Internet research. Jupiter MMXI brands include MMXI Europe audience measurement, AdRelevance, Jupiter Research and

Jupiter Forums. The Internet measurement, analysis, intelligence and events are used by advertisers and marketers, media companies, agencies, e-commerce companies, consultants, financial institutions and investors as a basis for strategic business planning.

MMXI Europe, part of Media Metrix Inc., is the world leader in the field of Internet and digital media audience measurement. The MMXI Europe audience measurement service provides reliable data that is accurate locally and comparable globally for the UK, France, Germany, Sweden and Denmark and soon for Spain and Italy. Panels in Finland, Norway and Switzerland, as well as elsewhere across the continent will follow. As a global company we currently cover over 85% of Internet usage worldwide with panels in the US, Canada, Brazil, Australia and Japan, and soon in Mexico and Argentina. MMXI Europe is a joint-venture of Media Metrix Inc., Ipsos S.A., GfK A.G and Observer (formerly SIFO). MMXI Europe has offices in London, Paris, Nuremberg, Hamburg, Stockholm, Oslo, Copenhagen, Madrid, Milan and Zurich. For more information, please visit: [www.mmxieurope.com](http://www.mmxieurope.com).