



# January

Trying to start the new year on a healthy note? An 11% increase in traffic to health, fitness and nutrition websites in January 2005 suggests that millions around the world make a similar New Year's resolution.

M	T	W	T	F	S	S
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

To find out what's happening online in January 2006 contact

**Nielsen//NetRatings**

# February



FRANCE 58%



UK 42%



AUSTRALIA 22%

In February 2005 the French prove to be the most cyber-romantic population on earth, driving monthly visitor numbers for gifts and flowers sites up by 58% in search of the perfect Valentine's Day gift.

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

# March



In an average month over 20 percent of Australians get their sports updates online. This percentage is expected to increase significantly in March 2006, when Melbourne hosts 4,500 athletes from 71 nations competing in the Commonwealth Games.

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

To find out what's happening online in March 2006 contact

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# April



Leading up to the Easter, Spring and Golden Week holidays, travel websites' audiences in the US, Europe and Asia Pacific show an impressive overall growth of 17% in the first trimester of 2005.

<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>	<b>S</b>
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

To find out what's happening online in April 2006 contact

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# May

NEW ZEALAND 54%

UK 52%

US 51%

AUSTRALIA 49%

SINGAPORE 46%

JAPAN 44%

HONG KONG 44%

CHINA 33%

**Women on the web – is your mum part of the growing proportion of female web surfers around the globe?**

<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>	<b>S</b>
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

To find out what's happening online in May 2006 contact

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# June

During June 2005 advertisers from around the world strive to be awarded with a Cyber Lion at the Cannes Lions International Advertising Festival. In the festival month 19,000 advertisers run over 37,000 online ad campaigns and 95,000 banners in Europe alone.

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

To find out what's happening online in June 2006 contact

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# July



Joseph Hachem receives several rounds of 'Aussie, Aussie, Aussie! Oy! Oy! Oy!' from his fellow countrymen upon winning the 2005 Annual World Series of Poker in Las Vegas in July. Between July 2004 and July 2005 the time Australians visit gambling sites increases from 30 to 45 minutes per month.

M	T	W	T	F	S	S
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

# August



HONG KONG 97%

FRANCE 86%

GERMANY 77%

UK 77%

AUSTRALIA 63%

US 63%

SWEDEN 57%

**In August 2005 broadband penetration in Australia draws equal with the US. Both countries share a fifth position behind Hong Kong, France, Germany and the UK.**

<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>	<b>S</b>
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

To find out what's happening online in August 2006 contact

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# September



The devastating force of hurricanes Katrina and Rita drives concerned web users online, fuelling double and triple digit audience growth to news and weather sites in September 2005.

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

# October



Viral marketing makes its successful Halloween entrée when Liquidgeneration's viral campaign, allowing visitors to carve and blow up their own jack o' lanterns, drives its site's traffic by 363% in the first two weeks of October 2005.

M	T	W	T	F	S	S
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

# November



AUSTRALIA 6HRS



NEW ZEALAND 5HRS

In the month leading up to Christmas, marketers present a multitude of new online games, streaming music and digital videos to kids. In 2005 Australian kids aged 6-17 spend on average 6 hours a week using the internet, while their New Zealand counterparts are online for 5 hours each week.

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	29	30		

To find out what's happening online in November 2006 contact

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# December



In the 2004 Christmas season US consumers with broadband make 69% of all online purchases and spend 34% more online than those with slower internet connections.

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

To find out what's happening online in December 2006 contact

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