



For immediate release

Parents crack down on Internet safety, but there's still some way to go

Nielsen//NetRatings releases fifth edition eGeneration Report

Sydney, 17 October 2007 — More than two in three Australian households with kids online have implemented rules about Internet usage and more than one in three have installed monitoring software and/or filters, according to a report released today by Internet media and market research company Nielsen//NetRatings.

Nielsen//NetRatings' eGeneration Report is an ongoing study of Australia's online youth which measures and monitors traditional Internet metrics including Internet and technology access, online safety and parental control.

The report found that the majority of homes with young people (70%) now have rules about Internet use, with some lessening of rules among older teenagers – only 50 percent have rules compared with more than 70 percent for 6-14 year olds. The most common restrictions were on the type of websites visited. (See chart 1).

In addition to rules, over one in three young people have monitoring software or filters on their home PC, with incidence more common among households with girls (41% vs 34% for boys). Younger children are only slightly more likely to have this monitoring/filtering in place (49%) through 12-14 year olds are close behind (43%); 9-11s and 15-17 year olds are the least likely to have the software (30%).

The report identified that parents are likely to be implementing a variety of different strategies to keep their children safe online at home: young children were far more likely to be supervised, however, the majority of young Internet users are supervised while online *some* of the time. Parents who don't supervise their children's Internet use are more likely to make use of monitoring software or filters (53% compared with 40% who don't monitor or filter use).

The incidence of Internet connections in a 'secluded' area of the home such as a study or child's bedroom has decreased significantly – office connections and connections in children's bedrooms are both down 11 percentage points to 31 percent and nine percent respectively. Conversely there has been a large increase in the number of connections in 'other' areas of the household such as kitchens and family rooms where online activities can be more closely observed. The study, however, remains the most common location for Internet connections. (See chart 2).

"While Internet connections in 'secluded' areas is on the decline, the study remains the most common location for household Internet connections," notes Melanie Ingrey, Director, Market Research, Nielsen//NetRatings Australia. "In these instances parents should take care to monitor the online activities of their children and ensure they are educated in safe online practice."



Australian parents on the whole appeared confident in their child’s knowledge, experience and common sense and feel they are very careful with what type of information they give out about themselves online. However, as many as one in 10 parents of older teens actually admitted that they don’t know whether or not their child is careful about the information they provide when online.

“It really is encouraging to see the turnaround in parents’ attitudes and awareness of online safety, however, with 10 percent still unsure about how careful their kids are online this signals that we still have some way to go,” said Ingrey.

Chart 1: Internet rules

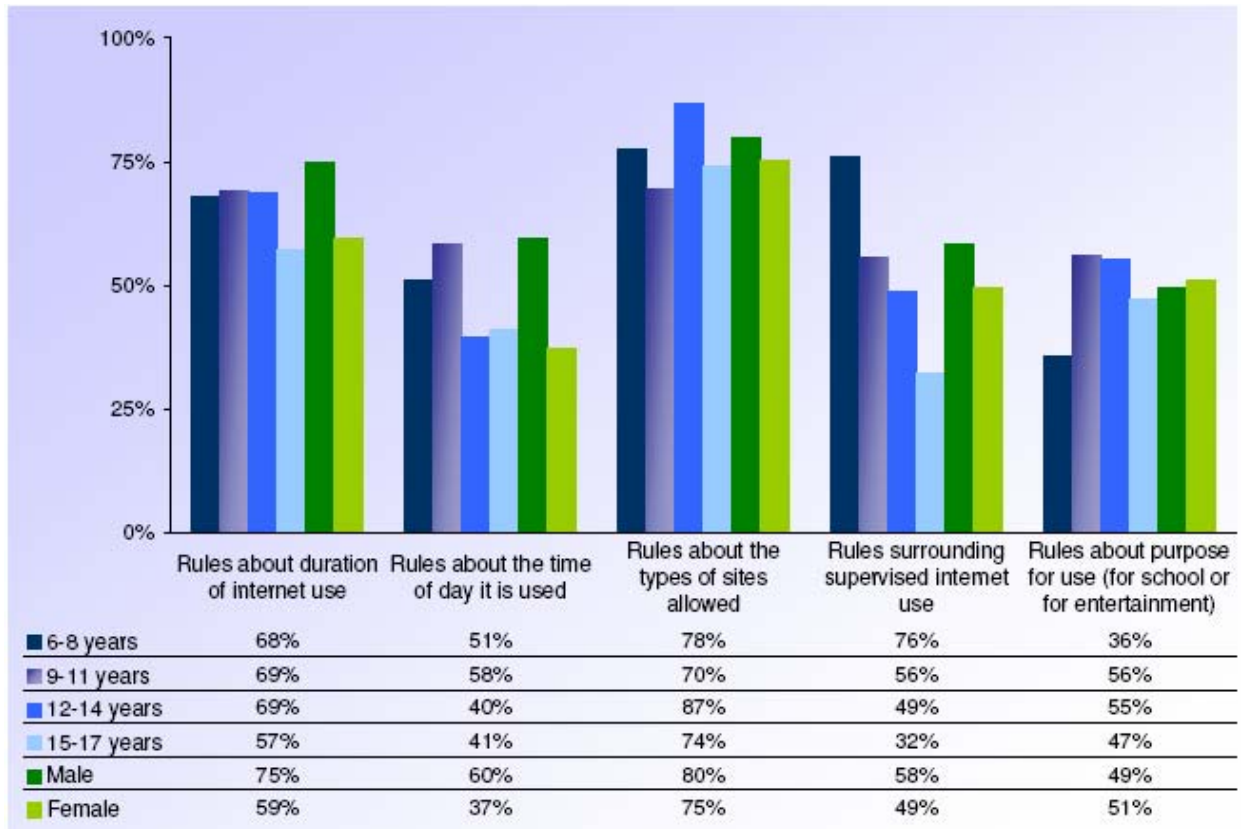
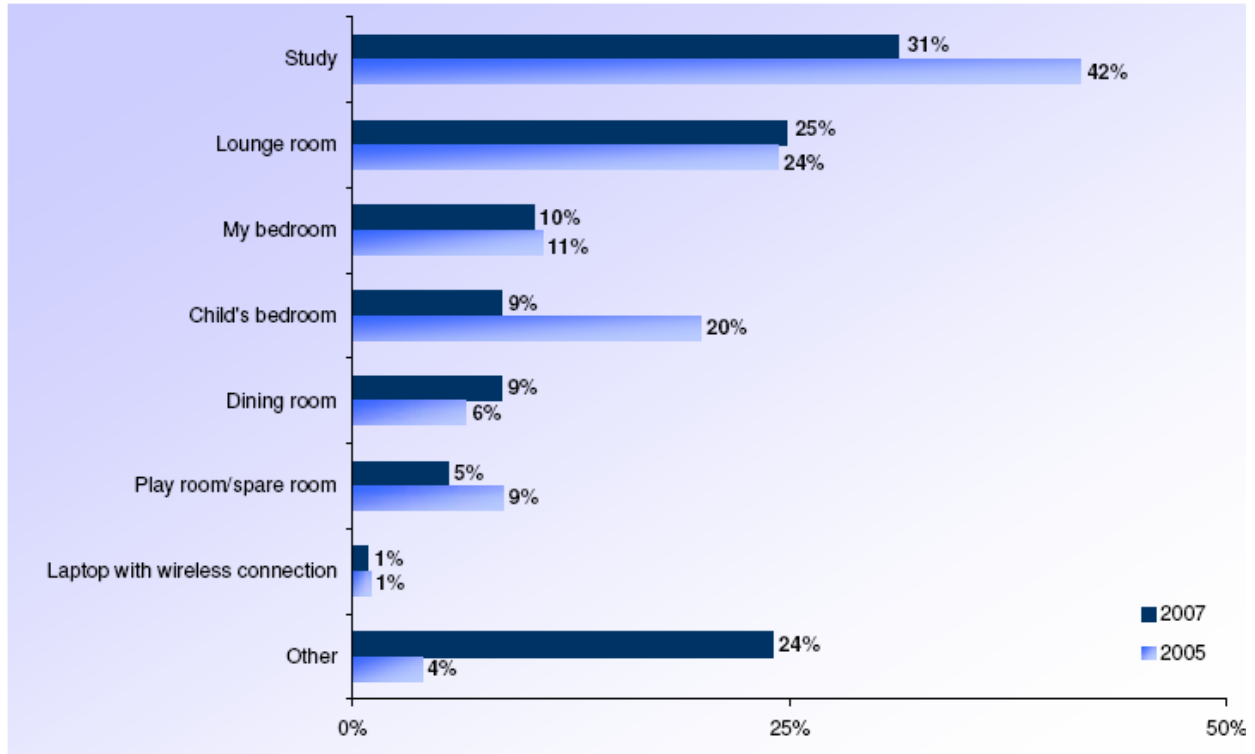


Chart 2: Location of home Internet connections

NB: chart samples = Australian parents of young people aged 6-17 who use the Internet (n=500)

Editor's note: Please source all information to Nielsen//NetRatings**About Nielsen//NetRatings:**

Nielsen//NetRatings is a global leader in Internet media and market research and is the industry's premier source for online advertising intelligence with its NetView, SiteCensus, Market Intelligence, AdRelevance, Analytics and Consulting services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings' services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. Nielsen//NetRatings is a wholly owned subsidiary of The Nielsen Company.

Contact:

Deanie Sultana
Nielsen//NetRatings
Marketing Asia Pacific
Ph: +61 (2) 9686 1175 | Email: deanie.sultana@nielsen.com

Contact:

Melanie Ingrey
Nielsen//NetRatings
Director, Market Research
Ph: +61 (2) insert number | Email: mingrey@netratings.com