

## News Release

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### THE MOST POPULAR WEBSITES FOR KIDS, TEENAGERS AND YOUNG ADULTS:

*Entertainment sites have the greatest affinity with under 12s; for 12-17 year-olds it's games sites and for 18-22 year-olds it's student and video sites*

**London – 15<sup>th</sup> August, 2008** – Nielsen Online, a service of The Nielsen Company, today reveals the websites that have the greatest affinity with Britons under 23 years of age.

### TV Broadcasters driving strong online affinity with children under 12

- Fashion community site Stardoll has the highest percentage (32%) of children under 12 years old amongst its audience – making it the site with the greatest affinity with that age group
- Entertainment sites - including Nick, Cartoon Network, the BBC's CBBC and CBeebies and Disney International - dominate the sites with the greatest affinity with children under 12

### Websites with the greatest percentage of under 12 audience

Rank	Website	% of UK Unique Audience Under 12	UK Unique Audience Under 12 (000s)	Category
1	Stardoll	32%	108	Targeted Portals & Communities
2	Club Penguin	29%	196	Kids, Games, Toys
3	Nick	25%	76	Kids, Games, Toys
4	LEGO	25%	98	Kids, Games, Toys
5	Cartoon Network	24%	107	Kids, Games, Toys
6	BBC CBBC	24%	318	Kids, Games, Toys
7	BBC CBeebies	20%	293	Kids, Games, Toys
8	Disney International	19%	146	Multi-category Entertainment
9	RuneScape	16%	87	Online Games
10	MiniClip	15%	239	Online Games

Source: Nielsen Online, UK NetView. E.g. 32% of Stardoll's UK audience (108,000 people) are under 12 years old

Alex Burmaster, Internet Analyst, Nielsen Online, comments: "The Internet is very much an entertainment resource for young children, mainly due to how well TV broadcasters such as Nickelodeon, Cartoon Network, the BBC and Disney have adapted and extended their traditional offering to the web."

### Online games sites have the strongest affinity with 12-17 year-olds

- Mobile phone social networking site Frengo has the highest percentage (26%) of 12-17 year-olds amongst its audience – making it the site with the greatest affinity with that age group
- Online games sites - including RuneScape, FreeOnlineGames, AddictingGames and MiniClip - dominate the sites with the greatest affinity with 12-17 year-olds

#### Websites with the greatest percentage of 12-17 year-old audience

Rank	Website	% of UK Unique Audience 12-17	UK Unique Audience 12-17 (000s)	Category
1	Frengo	26	117	Cellular/Paging
2	RuneScape	25	138	Online Games
3	Bebo	19	919	Member Communities
4	BBC Learning 5-19	19	184	Educational resources
5	FreeOnlineGames	18	112	Online Games
6	AddictingGames	17	100	Online Games
7	Metro Lyrics	17	108	Music
8	MiniClip	15	240	Online Games
9	LimeWire	12	350	Internet Tools/Web Services
10	Meebo	12	87	Instant Messaging

Source: Nielsen Online, UK NetView. E.g. 26% of Frengo's UK audience (117,000 people) are 12-17 years old

“As children hit their teenage years, general entertainment sites tend to make way for games-focused sites, which offer a massive range of easily accessible games and ensure that teenage gaming activity extends far beyond the PS3, Wii and Xbox consoles.”

### Sites with greatest concentration of young adults dominated by student and video sites

- The three sites with the highest concentration of 18-22 year-olds (40%) are all student-related – the Student Loans Company, UCAS and Student Finance Direct
- Sites offering video-related content – such as Sidereel, TV Links, Alluc and Youku – also feature heavily amongst sites with the greatest affinity with young adults

#### Websites with the greatest percentage of 18-22 year old audience

Rank	Website	% of UK Unique Audience 18-22	UK Unique Audience 18-22 (000s)	Category
1	Student Loans Company	40	45	Loans
2	UCAS	40	77	Educational Resources
3	Student Finance Direct	40	46	Loans
4	Sidereel	39	68	Videos/Movies
5	TV-Links.cc	38	67	Multi-category Entertainment
6	Alluc.org	37	92	Videos/Movies
7	Spielen.de	36	42	Online Games
8	The Student Room	35	79	Targeted Portals & Communities
9	zSHARE	35	77	Web Hosting
10	Youku	34	90	Videos/Movies

Source: Nielsen Online, UK NetView. E.g. 40% of Student Loans Company's UK audience (45,000 people) are 18-22 years old



"It's interesting to see that the sites with the heaviest concentration of young adults split into two conflicting groups – functional and entertainment. This mirrors the uneasy transition of growing up from teenage years into adulthood and the associated increase in responsibility. Whilst entertainment, mainly through video sites, still has a place, this has been usurped by the need to investigate higher education and financing oneself through it."

**ENDS**

**EDITOR'S NOTES**

Please source all information to [Nielsen Online](#)

***About Nielsen Online***

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behaviour, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com).

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