



FOR IMMEDIATE RELEASE

**THE NEED FOR INTERNET SPEED:
BROADBAND PENETRATION INCREASED MORE THAN 300% SINCE 2002**

*112 million U.S. Adults Have Broadband in Their Household
San Francisco, Boston and San Diego are Top Local Markets for
Broadband Penetration*

NEW YORK (April 15, 2008) – Broadband penetration* increased more than 300 percent since 2002, according to a new analysis from consumer and media research firm Scarborough Research. In 2002, 12 percent of U.S. adults had a broadband connection in their household. Now, almost half (49 percent) have broadband – an increase of more than 300 percent, bringing broadband penetration to a mainstream level. In terms of types of broadband connections, DSL connections grew more than cable modems, but both have expanded significantly. Since 2002, cable modem penetration increased 188 percent, while DSL connections increased 575 percent. The data in this analysis is from Scarborough’s USA+ database, which is a nationally syndicated consumer study covering a sample of more than 220,000 adults ages 18 and older.

San Francisco is the top local U.S. market for broadband penetration according to Scarborough. Sixty-two percent of adults in San Francisco live in a household that has a broadband Internet connection. Other top broadband markets include Boston and San Diego. In these cities, 61 percent of adults have a broadband connection in their household.

“There is obviously an increasing need for more high-speed Internet connectivity as it enables fast and efficient delivery of rich media content,” said Gary Meo, senior vice president of digital media services, Scarborough Research. “Consumers clearly are demanding more speed in order to upload, download, post and interact with content in a Web 2.0 environment.”

The cities that rank highly for broadband penetration are also prominent Internet usage markets. For example, adults in San Francisco, Boston and San Diego are more likely than the average person to have accessed the Internet during the past month, and they are also more likely to have spent 10 or more hours online during the past week.

San Francisco adults are 12 percent more likely than all adults nationally to have

*Broadband is defined by Scarborough Research as U.S. adults who have a DSL or cable modem Internet connection in their household.

accessed the Internet in the past month, and 26 percent more likely to have spent 10 or more hours online during the past week.

“Despite broadband usage growing into a mainstream phenomenon nationwide, there are still markets that lag the national average,” said Mr. Meo. “These markets tend to be concentrated in the South and Southwest.”

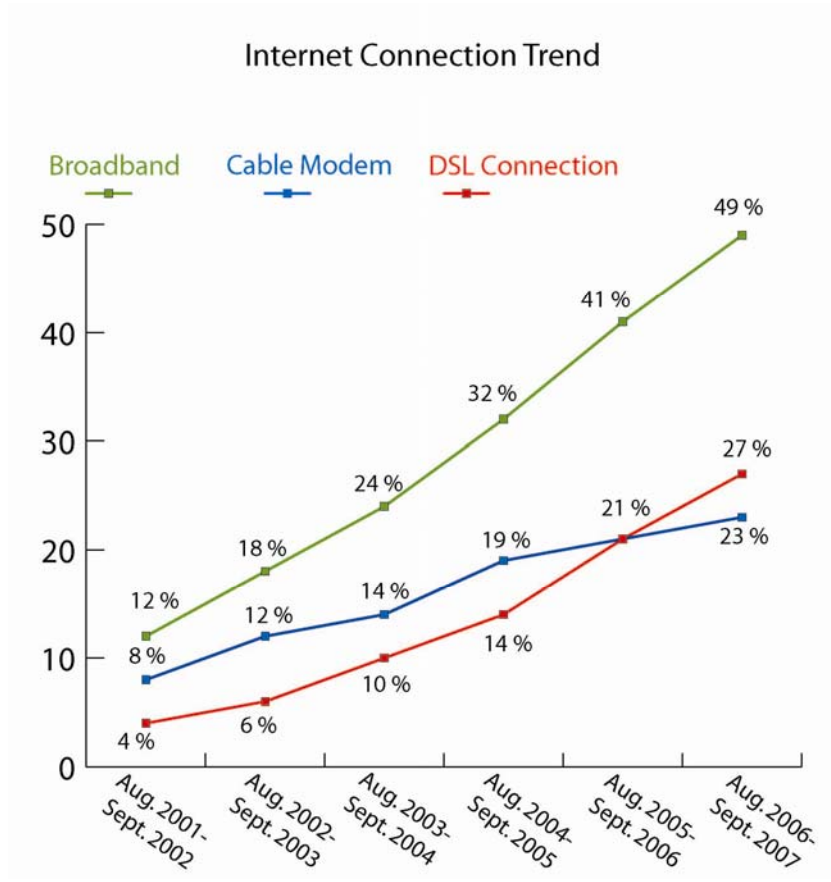
Broadband subscribers are more likely than other Internet users to be engaged with Internet content. They are 30 percent more likely than total Internet users to have downloaded podcasts during the past month, 29 percent more likely to have downloaded/watched TV programs and 27 percent more likely to have downloaded/listened to other audio clips during this timeframe.

Broadband subscribers are also nine percent more likely than other Internet users to have visited a newspaper website during the past week.*

Additionally, this consumer group more likely than other Internet users to use the Internet for sports content. They are 23 percent more likely than other Internet users to have participated in fantasy sports during the past month and 15 percent more likely than other Internet users to have checked sports scores online during this timeframe. Broadband subscribers are also more likely to visit of the major league websites such as MLB.com (18 percent more likely than total Internet users to access MLB.com in the past month), NHL.com (15 percent more likely), NFL.com and NBA.com (14 percent more likely).

*Source for newspaper website information: Scarborough Research, Multi-Market Study Release 2 2007

Internet Connection Trend



SOURCE: Scarborough Research, Scarborough USA+ Studies, Release 2, 2002-2007

Broadband: U.S. adults who have a DSL or cable modem Internet connection in their household.

Cable Modem: U.S. adults who have a cable modem Internet connection in their household.

DSL Connection: U.S. adults who have a DSL Internet connection in their household.

Scarborough Local Market Analysis: Top Markets for Broadband Penetration

DMA®*	Percent (%)
San Francisco/Oakland/San Jose, CA	62
Boston, MA	61
San Diego, CA	61
Hartford/New Haven, CT	60
Honolulu, HI	59
Seattle/Tacoma, WA	59
Washington, D.C.	58
Austin, TX	58
Providence/New Bedford, RI	57
Atlanta, GA	56
Phoenix, AZ	56
New York, NY	55
Orlando/Daytona Beach/Melbourne, FL	55
Miami/Ft.Lauderdale, FL	55
Baltimore, MD	55
Los Angeles, CA	55
Las Vegas, NV	54
Chicago, IL	54
West Palm Beach/Fort Pierce, FL	54
Kansas City, MO	53
Detroit, MI	53
Tampa/St.Petersburg, FL	53
Philadelphia, PA	52
Tucson, AZ	52
Sacramento/Stockton/Modesto, CA	52
Norfolk/Portsmouth/Newport News, VA	52
Raleigh/Durham, NC	51
Milwaukee, WI	51
Syracuse, NY	51
Wichita/Hutchinson, KS	51
Cleveland/Akron, OH	51
Minneapolis/St. Paul, MN	51
Houston, TX	50
Jacksonville, FL	50
Columbus, OH	50
Dallas/Fort Worth, TX	50
Mobile, AL/Pensacola, FL	50
Denver, CO	50
Rochester, NY	49
Colorado Springs/Pueblo, CO	48

DMA®*	Percent (%)
Oklahoma City, OK	48
Cincinnati, OH	48
Buffalo, NY	48
Charlotte, NC	48
Dayton, OH	48
Salt Lake City, UT	48
Albany/Schenectady/Troy, NY	47
Harrisburg/Lancaster/Lebanon/York, PA	47
Nashville, TN	47
Portland, OR	47
St. Louis, MO	46
Greensboro/High Point/Winston-Salem, NC	45
Fort Myers/Naples, FL	45
Louisville, KY	44
Green Bay/Appleton, WI	44
Des Moines/Ames, IA	44
Pittsburgh, PA	44
Toledo, OH	43
Greenville/Spartanburg/Asheville/Anderson, SC	43
Indianapolis, IN	43
Grand Rapids/Kalamazoo/Battle Creek, MI	42
Lexington, KY	42
Richmond/Petersburg, VA	41
Bakersfield, CA	41
Wilkes-Barre/Scranton, PA	41
Knoxville, TN	40
San Antonio, TX	40
Tulsa, OK	40
Chattanooga, TN	40
Little Rock/Pine Bluff, AR	40
El Paso, TX	40
Birmingham, AL	40
Memphis, TN	39
Flint/Saginaw/Bay City, MI	39
Spokane, WA	35
Albuquerque/Santa Fe, NM	34
Fresno/Visalia, CA	33
Charleston/Huntington, WV	33
Roanoke/Lynchburg, VA	29

*DMA or Designated Market Area is a trademark of Nielsen Media Research

SOURCE: Scarborough Research, Scarborough USA+ Studies Release 2 2001-2007. Release 2 2007 fieldwork dates are August 2006 - September 2007. All data in this study is from Scarborough USA+ unless otherwise indicated.

About Scarborough Research

Scarborough Research (www.scarborough.com, info@scarborough.com) measures the lifestyle and shopping patterns, media behaviors and demographics of American consumers, and is considered the authority on local market research. Scarborough's core syndicated consumer insight studies in 81 Top-Tier Markets and its Multi-Market Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough USA+ (a national database), Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies. Surveying more than 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. (www.arbitron.com) and The Nielsen Company (www.nielsen.com).

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