

NetBase / NetView 4. Quartal 2004

The Internet Special Report Switzerland

Adressen

Publica Data AG

Dufourstrasse 131
CH-8034 Zürich
Phone: +41 1 420 17 60
Fax: +41 1 420 17 90
info@publicadata.ch



MMXI Switzerland

Stauffacherstrasse 28
CH-8004 Zürich
Phone: +41 1 296 6000
Fax: +41 1 296 6008



Publica Data AG

Giacomettistrasse 1
CH-3000 Bern 15
Phone: +41 31 350 94 49
Fax: +41 31 350 94 38

Kontaktperson

Vanessa Marr (-Meister)

vanessa.marr@publicadata.ch

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Top 20 Switzerland Domain Report 4Q 2004

Domain Ranking www.	Unique Audience (000)	Active Reach (%)	Visits per Person*	Time per person**
google.ch	2467	69.7	18.5	0:51:52
microsoft.com	1989	56.2	4.3	0:15:02
bluewin.ch	1938	54.7	29.5	1:40:06
msn.ch	1708	48.3	13.2	0:17:48
msn.com	1622	45.8	15.5	0:56:34
sbb.ch	1194	33.7	3.9	0:28:34
passport.com	1069	30.2	14.7	0:03:53
search.ch	1048	29.6	7.3	0:25:05
sunrise.ch	940	26.6	12.3	0:47:18
ebay.ch	916	25.9	5.2	0:42:52
passport.net	907	25.6	10.2	0:09:34
yahoo.com	858	24.2	11.9	0:56:32
google.com	845	23.9	4.4	0:09:32
ricardo.ch	833	23.5	8.3	1:21:48
windowsmedia.com	747	21.1	2.6	0:05:45
directories.ch	723	20.4	3.5	0:15:50
macromedia.com	626	17.7	2.4	0:03:27
ebay.de	619	17.5	4.2	0:21:45
swisscom.com	594	16.8	2.8	0:12:50
yahoo.de	591	16.7	7.7	0:25:27
total	3541	100.0	59.0	18:18:42

MMXI Switzerland / Nielsen//NetRatings 4Q 2004

WebSites (Internet Applications Excluded) - Panel Type: at home

Internet Universe Estimate 4Q 2004: 4'589'278 Personen 2+

Active Internet Universe 4Q 2004: 3'540'874 Personen 2+ (= Basis für Active Reach (%))

Sample (Panel) 4Q 2004: 3'035 Personen

* % Anzahl Besuche pro Person auf dieser WebSite bzw. total während der Untersuchungsperiode

** % verbrachte Zeitdauer (hh:mm:ss) pro Person auf dieser WebSite bzw. total während der Untersuchungsperiode

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Internet Universum: Use at home

Digital Media Composition
4th Quarter 2004

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		3'213	100	Census Region	3'213	100	Occupation	3'213	100		
Males	15+	1749	54.4	Zurich Swiss German	616	19.2	Self employed	205	6.4		
	15-24	330	10.3	East Swiss German	488	15.2	Artisans/Small business	51	1.6		
	25-34	428	13.3	Central Swiss German	333	10.4	Agriculture	16	0.5		
	35-49	583	18.1	Middleland Swiss German	996	31.0	Empl. - Executive	433	13.5		
	50+	408	12.7	Total Swiss German	2433	75.7	Empl. - Others	1141	35.5		
				French Swiss	687	21.4	Workers	248	7.7		
Females	15+	1464	45.6	Italian Swiss	93	2.9	Students	481	15.0		
	15-24	320	10.0				Housewives/Houseman	343	10.7		
	25-34	367	11.4	Household income		100.0	Pensioners	290	9.0		
	35-49	500	15.6	below CHF 3850	231	7.2	no answer	7	0.2		
	50+	277	8.6	CHF 3850-6500	883	27.5	Education		100		
				CHF6501-7800	406	12.6	Unknown	42	1.3		
				CHF 7801-9500	336	10.5	Primary	221	6.9		
				more than CHF 9500	468	14.6	Secondary	1735	54.0		
Household Sizes			100	no answer	890	27.7	College	386	12.0		
1 persons		683	21.3				University	829	25.8		
2 persons		986	30.7								
3 persons		587	18.3								
4 person		664	20.7								
5+ persons		292	9.1								

Source: NetBase 4Q 2004 Publica Data AG
Anzahl Interviews: 3'500 Personen 15+ / Monat

Internet Universum: Business Use

Digital Media Composition
4th Quarter 2004

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		2'428	100	Census Region	2'428	100	Occupation	2'428	100		
Males	15+	1396	57.5	Zurich Swiss German	490	20.2	Self employed	191	7.9		
	15-24	263	10.8	East Swiss German	373	15.4	Artisans/Small business	42	1.7		
	25-34	364	15.0	Central Swiss German	252	10.4	Agriculture	11	0.5		
	35-49	521	21.5	Middleland Swiss German	735	30.3	Empl. - Executive	449	18.5		
	50+	249	10.3	Total Swiss German	1850	76.2	Empl. - Others	1004	41.4		
				French Swiss	509	21.0	Workers	166	6.8		
Females	15+	1032	42.5	Italian Swiss	69	2.8	Students	403	16.6		
	15-24	244	10.0				Housewives/Houseman	121	5.0		
	25-34	288	11.9	Household income		100	Pensioners/No Answer	40	1.6		
	35-49	361	14.9	below CHF 3850	142	5.8					
	50+	138	5.7	CHF 3850-6500	625	25.7	Education		100		
				CHF6501-7800	311	12.8	Unknown	27	1.1		
				CHF 7801-9500	284	11.7	Primary	138	5.7		
				more than CHF 9500	408	16.8	Secondary	1223	50.4		
Household Sizes			100	no answer	659	27.1	College	301	12.4		
1 persons		586	24.1				University	739	30.4		
2 persons		709	29.2								
3 persons		449	18.5								
4 person		471	19.4								
5+ persons		212	8.7								

Source: NetBase 4Q 2004 Publica Data AG
Anzahl Interviews: 3'500 Personen 15+ / Monat

Internet Universum: Use elsewhere

Digital Media Composition
4th Quarter 2004

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		339	100	Census Region	339	100		339	100		
Males	15+	202	59.6	Zurich Swiss German	59	17.4	Self employed	16	4.7		
	15-24	80	23.6	East Swiss German	60	17.7	Artisans/Small business	1	0.3		
	25-34	40	11.8	Central Swiss German	33	9.7	Agriculture	2	0.6		
	35-49	43	12.7	Middleland Swiss German	119	35.1	Empl. - Executive	32	9.4		
	50+	39	11.5	Total Swiss German	272	80.2	Empl. - Others	97	28.6		
			0.0	French Swiss	57	16.8	Workers	29	8.6		
Females	15+	137	40.4	Italian Swiss	10	2.9	Students	99	29.2		
	15-24	50	14.7				Housewives/Houseman	26	7.7		
	25-34	35	10.3	Household income		100	Pensioners/no answer	37	10.9		
	35-49	26	7.7	below CHF 3850	52	15.3					
	50+	26	7.7	CHF 3850-6500	89	26.3	Education		100		
				CHF6501-7800	29	8.6	Unknown	6	1.8		
				CHF 7801-9500	24	7.1	Primary	48	14.2		
				more than CHF 9500	38	11.2	Secondary	195	57.5		
Household Sizes			100	no answer	107	31.6	College	22	6.5		
1 persons		92	27.1				University	68	20.1		
2 persons		84	24.8								
3 persons		71	20.9								
4 person		56	16.5								
5+ persons		36	10.6								

Source: NetBase 4Q 2004 Publica Data AG
Anzahl Interviews: 3'500 Personen 15+ / Monat

Internet Universum: Total use (at home / at work / elsewhere)

Digital Media Composition
4th Quarter 2004

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		3'838	100	Census Region	3'838	100	Occupation	3'838	100		
Males	15+	2070	53.9	Zurich Swiss German	714	18.6	Self employed	245	6.4		
	15-24	390	10.2	East Swiss German	587	15.3	Artisans/Small business	62	1.6		
	25-34	491	12.8	Central Swiss German	388	10.1	Agriculture	18	0.5		
	35-49	697	18.2	Middleland Swiss German	1204	31.4	Empl. - Executive	531	13.8		
	50+	492	12.8	Total Swiss German	2893	75.4	Empl. - Others	1411	36.8		
				French Swiss	831	21.7	Workers	294	7.7		
Females	15+	1768	46.1	Italian Swiss	115	3.0	Students	563	14.7		
	15-24	375	9.8				Housewives/Houseman	379	9.9		
	25-34	457	11.9	Household income		100	Pensioners	327	8.5		
	35-49	601	15.7	below CHF 3850	310	8.1	no answer	9	0.2		
	50+	335	8.7	CHF 3850-6500	1082	28.2	Education		100		
				CHF6501-7800	477	12.4	Unknown	49	1.3		
				CHF 7801-9500	405	10.6	Primary	260	6.8		
				more than CHF 9500	520	13.5	Secondary	2103	54.8		
Household Sizes			100	no answer	1045	27.2	College	456	11.9		
1 persons		921	24.0				University	971	25.3		
2 persons		1166	30.4								
3 persons		689	18.0								
4 person		734	19.1								
5+ persons		329	8.6								

Source: NetBase 4Q 2004 Publica Data AG
Anzahl Interviews: 3'500 Personen 15+ / Monat