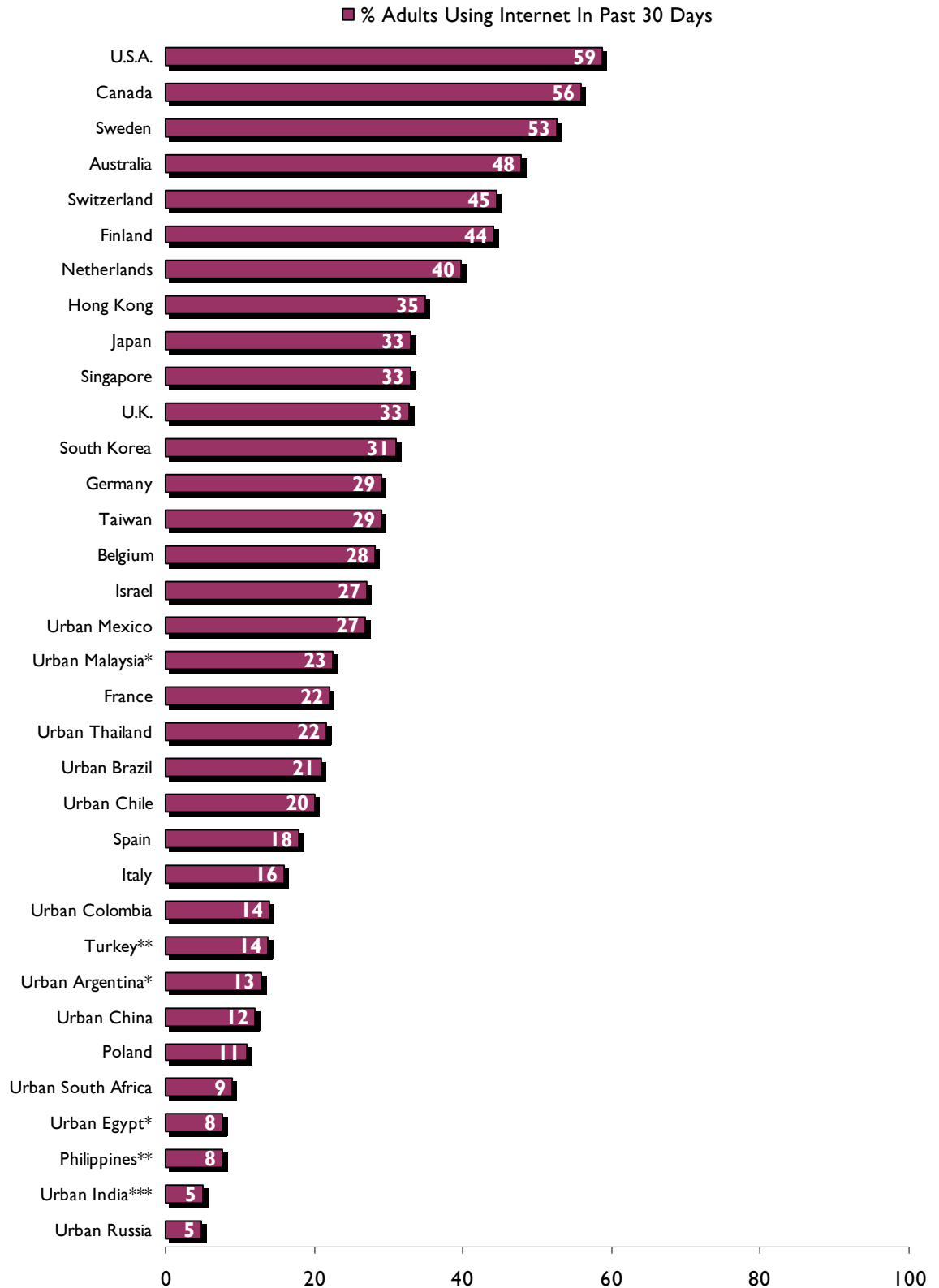


Internet Users: Cross-Country Penetration

"When was the last time you used the Internet from any location for any reason? Was it ... in the past 7 days / 30 days?"

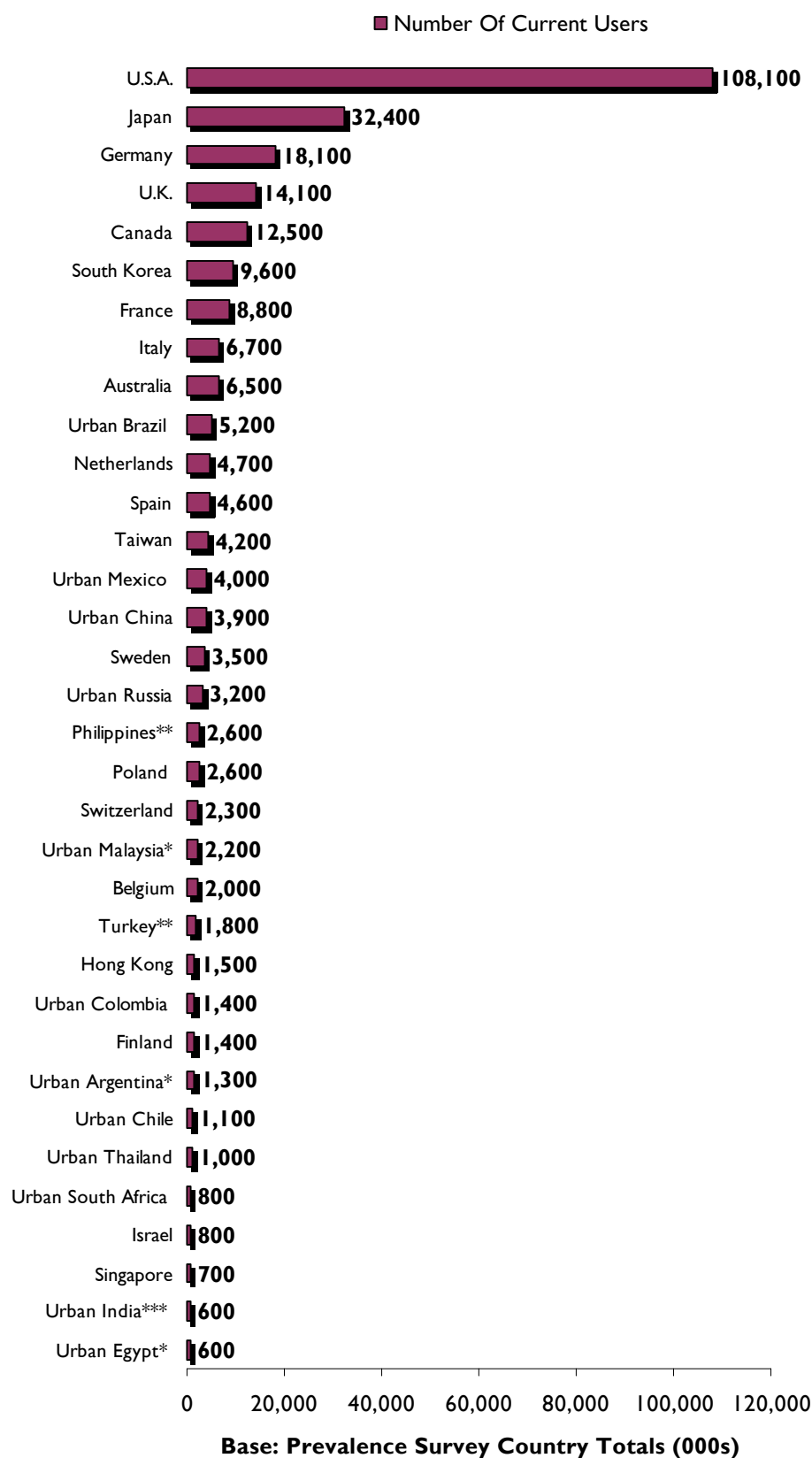


* Mainly Urban samples, not exclusively.

** Quasi-National samples.

*** Middle income SEC's

Projected Adult Internet Users (Past 30 Days)



* Mainly Urban samples, not exclusively.

** Quasi-National samples.

*** Middle inner SEC's

Next-Generation Technology Could Make a Huge Difference in Internet Accessibility

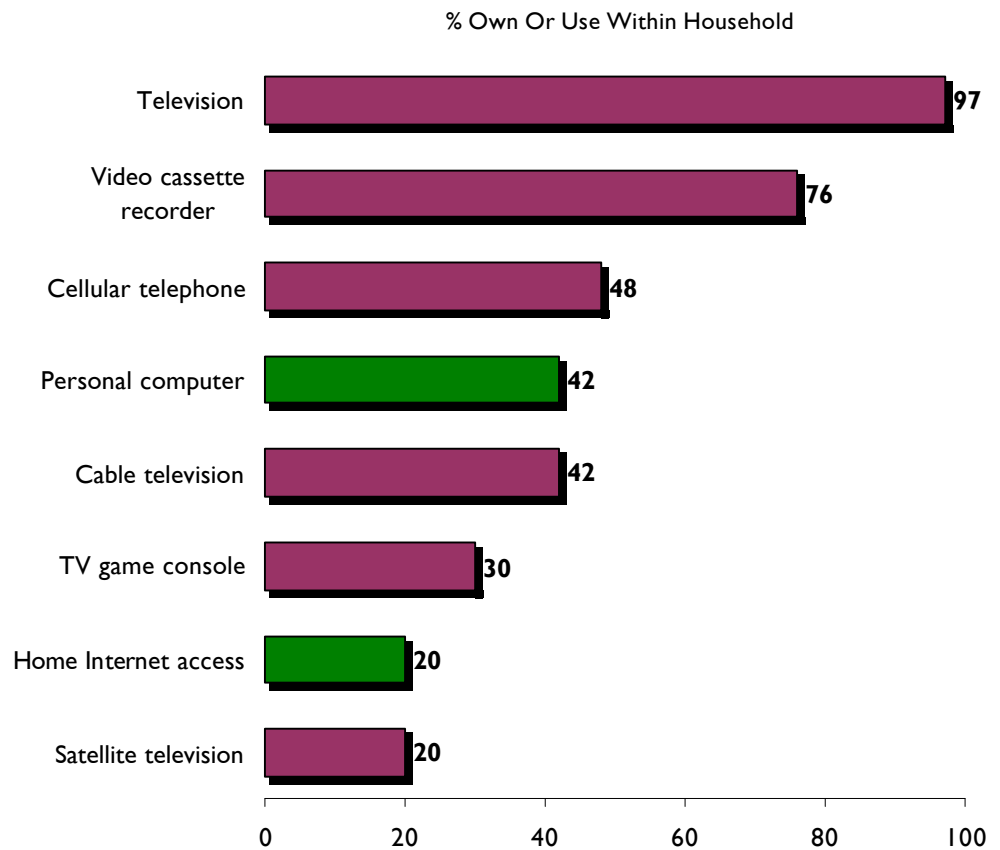
While this tells us that Internet access at home has not become the basic household commodity that television or even PCs now represent, this gadget inventory has potentially interesting implications for the future. The widespread penetration of television, as well as of wired and cellular telephone, cable, and satellite TV communications, could provide ready access to the Internet from the next generation of technology. This next-generation technology includes TV-top or wireless devices that bypass the requirement of having a specifically configured PC with a modem or cable link to a local service provider. These next-generation technologies reach a miniscule proportion of surveyed Internet Users (see Chapter II for detailed discussion of these findings), but they could be responsible for a surge in usage as newer, cheaper technology comes on the scene.

Comparison of Internet Home Access With Other Consumer Electronics

"Do you or anyone in your household currently own a personal computer?"

"From where do you primarily access the Internet? (home)"

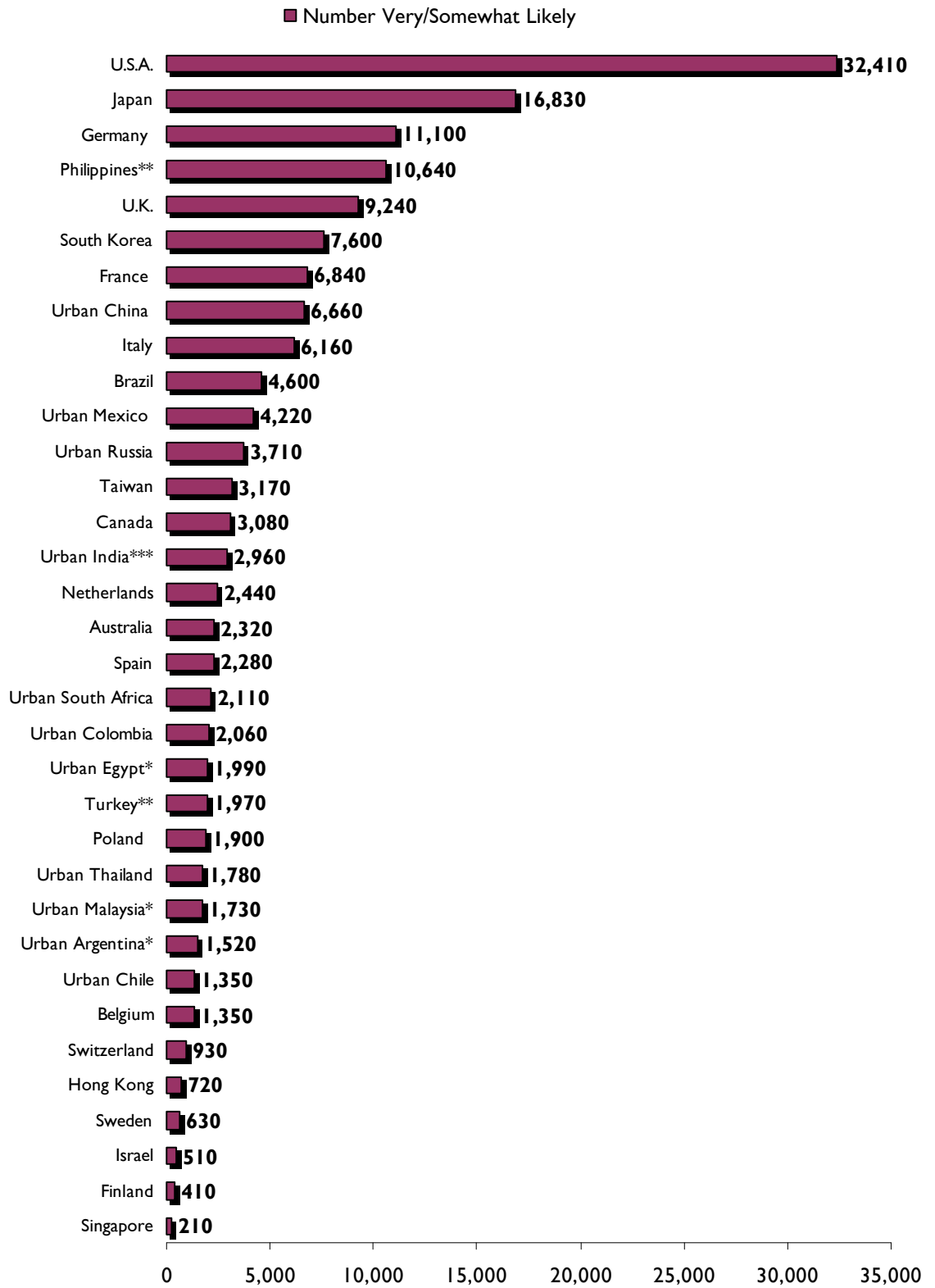
"Which of the following items do you own or use within your household?"



Base: Prevalence Survey Country Totals (N=21,298)

Internet Intenders: Population Projections

"How likely are you to actually use the Internet within the next 12 months?"



* Mainly Urban samples, not exclusively.

** Quasi-National samples.

*** Middle, upper SEC's.