

## SURFING THE FAMILY TREE

### More than 1.5 million UK surfers research their family history online

The latest research from Nielsen//NetRatings, the Internet research specialists, reveals that searching for ancestors on the web is becoming increasingly popular, with 1.7 million surfers, or 7% of the total people online in the UK logging on to research their family history in April. This makes the Genealogy category almost as popular as in the US, where 8% of online surfers visited the category in the same month.

The number of visitors to the Genealogy category has risen by 44% in the past year, and much of this growth has come from the increasing popularity of Genes Reunited, a site owned and run by the creators of Friends Reunited. In April, 61% of all visitors to the genealogy category visited Genes Reunited, and its audience is now almost three times that of its nearest rivals in the category.

Genes Reunited allows members to build family trees and share them with other users. Visitors can also search through the database of other members' ancestors to see if they have any in common. The site also incorporates a message service to allow members to contact people for more information. Genes Reunited currently has 3 million members and over 34 million names\* in its family tree database (\*Source Friends Reunited).

#### Top 3 Genealogy sites, April 2005

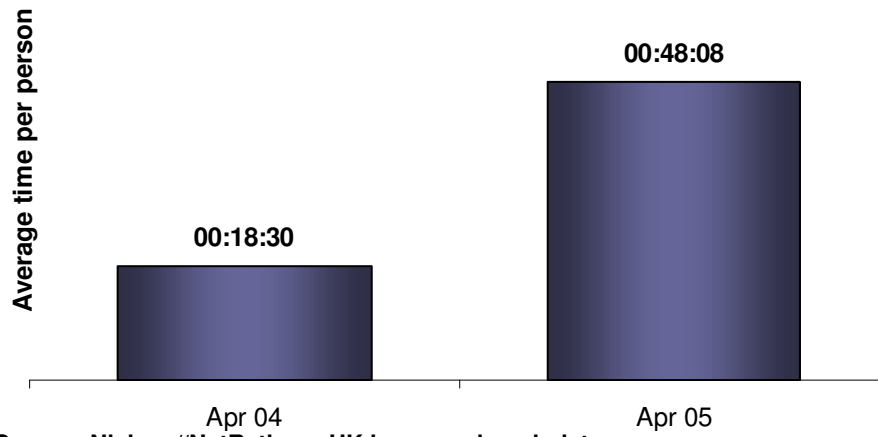
	Unique Audience (000)	Active Reach (%)	Sessions Per Person	Time Per Person (hh:mm:ss)	Audience Growth since Apr 2004
Genes Reunited	1041	4.1	2.4	00:14:03	183%*
Rootsweb	368	1.5	2.9	00:15:47	5%
Ancestry.com	352	1.4	2.8	00:28:50	27%

\* GenesReunited growth measured from Jun 04 when it first appeared in our rankings

**Source: Nielsen//NetRatings UK home and work data Apr 2005**

Hot on the heels of the success of the Friends Reunited site, which regularly attracts almost 2 million people and currently has 12 million members\*, (\*Source Friends Reunited) the Genes Reunited site has experienced rapid growth to its present audience of 1.7 million. The research shows that three quarters (73%) of the visitors to Genes Reunited had also been to the Friends Reunited site that month.

### Average time spent in the Genealogy category



Source: Nielsen//NetRatings, UK home and work data

Time spent in the Genealogy category has more than doubled in the last year, with people now spending almost 50 minutes per month on family history sites. The growing popularity of the category can also be attributed to the growth of broadband Internet access from home. In fact nearly three quarters of all visitors to genealogy websites in April were using a high speed internet connection from home.

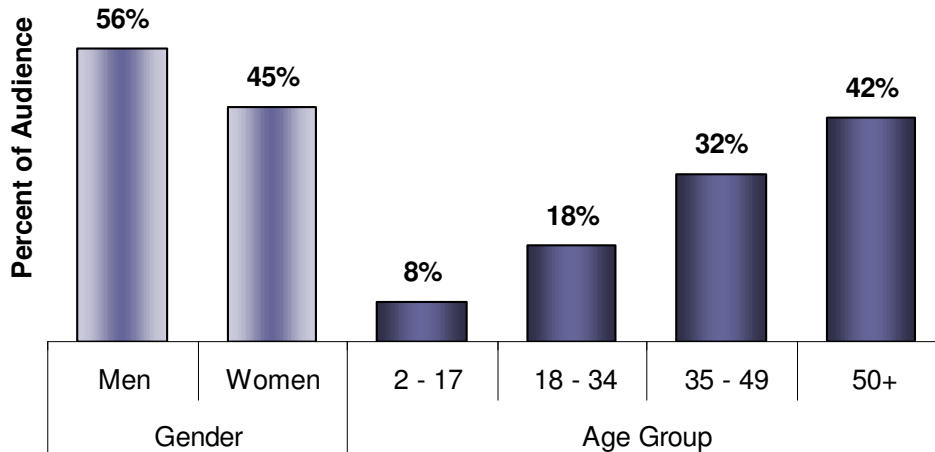
### Broadband access to Genealogy websites

	Percent of home audience	Proportion of Total page views in the category	Average Page Views per Person	Proportion of Total time spent in the category
Low Speed (up to 128k)	26.8 %	13.5 %	61	16.2 %
High Speed (>128k)	73.2 %	86.5 %	143	83.8 %

Source: Nielsen//NetRatings, UK home only data Apr 05

The majority of the UK audience to genealogy websites is aged 35 or over. Whilst there are more men than women currently visiting the site, the proportion of women logging on to do family history research has increased by 9% since April 2004. This is a bigger shift than the overall online population, where the number of women online increased by 6% in the same time period.

### Demographics of Genealogy category



Source: Nielsen//NetRatings, UK home and work data, Apr 05

Gabrielle Prior, European Internet Analyst says “ The Internet is ideally suited to helping people research their family tree. Vast amounts of information from census details to birth, death and marriage details, as well as migration and parish records can now be accessed and searched online. The Internet also makes it possible to research family connections in other countries with ease. In addition online community sites like Genes Reunited allow people to post and share their family tree information, search for and contact people with common ancestors. As more and more people get familiar with the web, we expect to see this category continue to grow in popularity.”

**Please source all information to Nielsen//NetRatings.**

**Please note that ACNielsen, and Nielsen are both separate, unrelated companies and should NOT be quoted when sourcing the attached data. If an abbreviated name is required then please use NetRatings.**

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**About Nielsen//NetRatings**

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