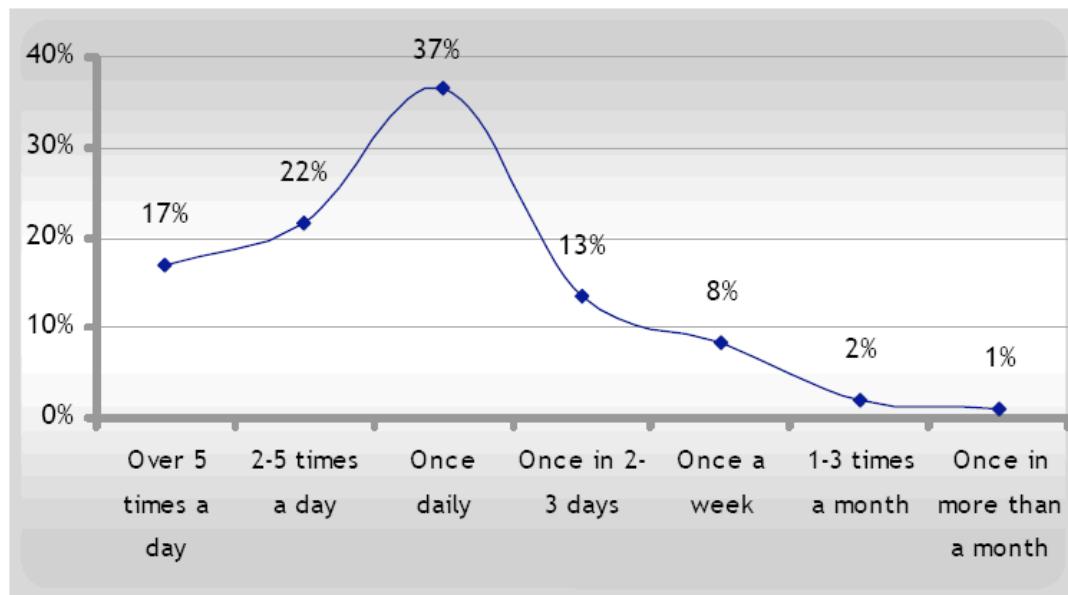


Except for the around 30 % with 24 Hr broadband, every other house hold and office will benefit from a browser which can download necessary content while online and allow us to go through them while offline..... This is regarding the feeds for RSS.... But the extensiveness and the depth of the info would vary greatly from user to user and so the browser must be dynamically competent.

The emergence of regularity in using Internet from home

Chart 16: Frequency of Accessing Internet from Home

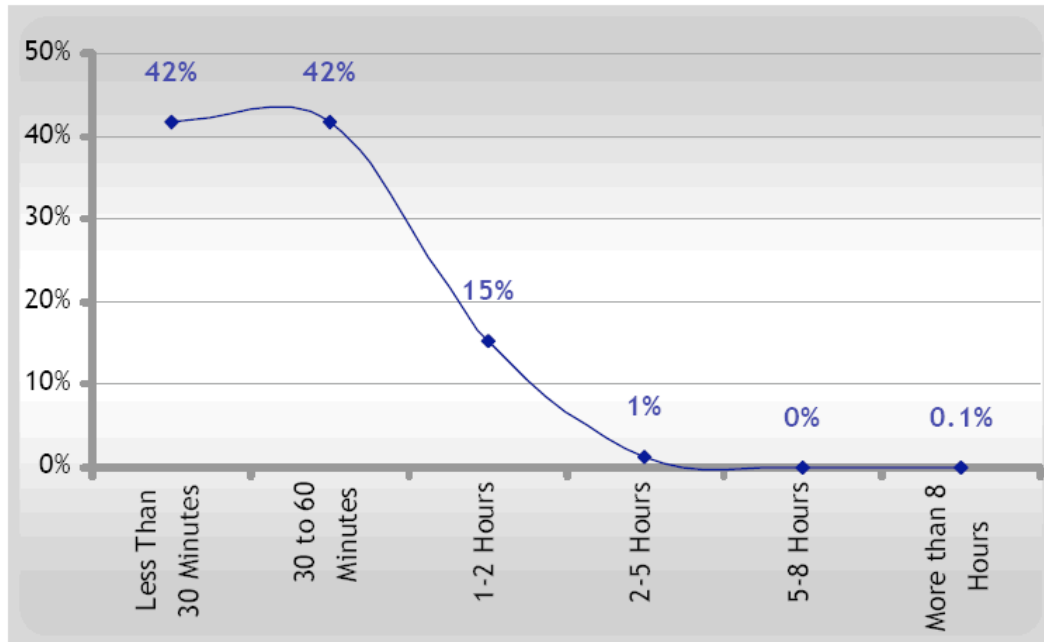


Base: 13,221

The above point gets further stressed herewith..... as over 75% of home users get connected to the net once a day at max, it makes extensive offline downloads all the more useful. Also we got to consider here, the fact that over Half of the Internet users are coming from families with up to Rs.10,000 income per month. Another 42% have MHI in the range of Rs. 10,000 to 50,000. For these people, connection time and charge, DO MATTER.

Time spent on reading newspaper

Chart 23: Time Spent by Internet Users on Reading Newspaper



Base: 19,016

Most of the Internet users just spend up to an hour in reading newspaper.

Although 42% of internet users spend less than half an hour with the newspaper, the majority seem to spend much more. So the mere headlines which would hardly last them for 15 min, which we get from the feeds, would not be sufficient. This again, stresses the need for a more extensive download of contents with the extensivity level totally being dependent on the user preferences.

Currently we aren't aware of the impact of RSS feed download on browser operation speed, if any is there... No better pace to get them, than from mozilla directly....

Table 10: Top of Mind (spontaneous) recall for websites

TOM recall for Websites	%
Yahoo	35%
Google	21%
Rediff	15%
Indiatimes	5%
Hotmail	5%

Preferred websites: Information Search

Table 14: Primary choice of website for information search

Top Info Search Websites	%
Google	77%
Yahoo	6%
Rediff	4%

Obviously google is way too ahead of the others.... Most preferred search engine

Preferred websites: Online Ticketing

Table 15: Preferred websites for Booking Travel Tickets

Top Travel Ticketing Websites	%
IRCTC	38%
Makemytrip	9%

Preferred website: News & Events

Table 17: Preferred websites for News & Events

Top News & Events Websites	%
Indiatimes	16%
NDTV	13%
Rediff	12%
Yahoo	10%
Google	6%

All these sites provide RSS feeds....

Preferred websites: Online Gaming

Table 20: Preferred websites for Games

Top Online Games Websites	%
Yahoo	31%
Google	9%
Games	8%

Table 22: Preferred websites for Financial Info/ Rates

Top Financial Info Websites	%
Moneycontrol/ CNBC	12%
Yahoo	11%
Google	10%
ICICI Bank/ ICICI Direct	10%

Few sites, although they have a significant edge in gaming and Financial info, the user percentage way too less to make them look significant. Aggregators can get feeds from these financial sites, its available.

Times of India Emerges as the Favorite Offline Newspaper

Table 27: Favorite News papers of Internet users

Favorite Newspaper	%
The Times of India	24%
The Hindu	9%
The Hindustan Times	6%

India Today Remains the Favorite Magazine for Internet Users as well

Table 28: Favorite Magazines of Internet users

Favorite Magazine	%
India Today	18%
Reader's Digest	5%
Outlook	4%

Again Feeds are available for these sites. “Times of India” and “India Today” lead the pitch in news papers and magazines respectively.

Table 24: Preferred language of reading vis-à-vis language websites check regularly

Language	Preferred Language of Reading	Language Websites checked regularly
English	59%	-
Hindi	18%	17%
Tamil	3%	5%

Table 51: Preferred language for reading on the Internet

Language	All Users
Sample Base	20,268
English	59.40%
Hindi	17.90%
Malayalam	3.60%

Compatibility for different language websites and RSS feeds would be all that's expected from the browser. Nothing more.....

Reference: Surveys conducted by juxtconsult