

## Clearing and beyond – The Web as a marketing tool

- 33 million internet users in the UK – 45% of UK population (up 30% since last year)
- 544 million internet users world wide
- Next year there will be more people using the internet than using televisions
- By 2005 1 billion people will be on line  
*MORI Technology Tracker, May 2002*
  
- 300 million page impressions to Big Brother 1 web site
- 1 million page impressions the day Nasty Nick was evicted
- 745 million page impressions to Big Brother 2 – 20 times the impressions on the BBC web site, representing 40% of UK internet traffic
- It is estimated that Big Brother 3 will generate more internet traffic than any other web site to date
- 86% of businesses in UK are on line
- 60% have a web site
- Fast becoming one of the main promotional mediums
  
- The web is a primary rather than just a secondary source of information
- 82% of general course enquiries to the University come via the web
- Web site is often first contact with the University
- Sophisticated audience and will be used to advanced web technology
- “In order to engage them you have to entertain them” (Jim McNivern, Kerb)
  
- In 2000 UCAS web site had 6.5 million hits
- In 2001 site had 11 million hits
- In August 2001 UCAS was in the Top 10 UK sites searched for
- U o B site had 1500 page impressions on 16 August 2001 (A level results day)
- 40% of clearing hotline enquiries stated that they had used the site