

NEWS RELEASE

EUROPE'S POLITICAL ACTORS ARE WIRED AND WEB-SAVVY

Brussels, 28 September - For immediate release: GPC and Morris & Chapman have presented the results of the **Brussels Internet Survey**, a first of its kind survey investigating primarily how the Brussels based international community use email and internet in their work. Over 800 Brussels based professionals, ranging from EU officials and Members of the European Parliament, to journalists and EU public affairs practitioners completed the survey.

Thomas Bols, Executive Director Operations and Director of the GPC e-services team commented: "Overall the findings have shown that 'Brussels is wired'; and much more than previously thought. As the leading public affairs e-services provider in Europe, GPC will look closely at the findings to further develop our range of "e-products" for our corporate and government clients."

The survey follows a real need from the public affairs market to gain a better understanding of how new technologies can be best implemented in political communications campaigns. To date, providers of political e-services have not had a complete overview of how their audiences react to, or use, such tools as email or internet.

"We were thrilled to partner with GPC, one of the most forward looking players in the public affairs sector, on this unique project" commented Simon Leysen, Managing Director of Morris & Chapman . "Too many 'e-projects' in the EU Public Affairs arena are started up without a clear idea of how the target audiences use the internet. This study will provide valuable insights into market requirements, present and future"

The key findings of the Brussels Internet Survey include:

- The Brussels based international (EU political) community generally prefer first contact to be established via e-mail rather than by letter.
- Over 90% of respondents directly receive and process their own e-mails.
- For almost half of those surveyed, the Internet has become their main source of information.
- Before dealing with an organisation, over 70% of respondents say they will visit the organisations' web-site first to obtain background information.
- Close to 50% of survey participants prefer to download large amounts of data as opposed to receiving it in its original format.

Aside from providing important insights into how Brussels is harnessing the Internet in the policy-making process, the survey also had a charitable dimension. "We are delighted to have donated over € 800 to the UNICEF relief programme in Eastern Africa, honouring our commitment to donate one euro for every participant in the survey," said Caroline Wunnerlich, Managing Director of GPC Brussels.

For a more detailed breakdown of the survey results please visit www.brusselsinternetsurvey.com

-ENDS-

Note to Editors:

1. GPC is part of the Omnicom group of companies, and is a leading public affairs and strategic communications group with offices in Canada, the US, Brussels, London, Edinburgh, as well as a network of owned and associate partners across all EU member states.

GPC provides a wide range of public affairs e-services including developing on-line campaigns, designing web-sites, intranets and extranets, database services, monitoring of the on-line community and online audits and production of multimedia tools.

2. Morris & Chapman Chapman is a Brussels based company offering a one-stop-shop for all graphic & multimedia needs. Our expertise and equipment allow a seamless integration of print, web, video and multimedia solutions to tight deadlines. For more information please got to www.morris-chapman.com
3. A high resolution photograph of the Brussels Internet Survey team can be downloaded from the press section on www.brusselsinternetsurvey.com

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