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News release

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Respondents From Countries That Have The Least Amount Of Internet Access Need It The Most To Thrive, Shows Research

Comprehensive new study conducted by Peer 1 Hosting, reveals respondents from countries with less Internet access are most likely to see the Internet as a tool for social good, and view it as more important than medicine, sleep and clothing

Vancouver, British Columbia – 22 January 2015 – Peer 1 Hosting, the global web infrastructure and cloud hosting provider, announced today the first results of its Human Potential of the Internet Study, which reveal that respondents from countries with the lowest levels of Internet access are the ones that indicate they rely on it the most for information, development, social change and education.

Respondents with low access to the Internet, including many nations in Africa, Asia and the Middle East, were far more likely to agree that the Internet improves quality of life because of access to information, education, and politics

Respondents, where less than half the population has Internet access, agreed that the Internet was a necessary tool to thrive:

o India - 45% strongly/somewhat agree
o Pakistan - 36%
o Egypt - 34%
o China - 27%
o Kenya - 24%

• By contrast, respondents from countries where 78% or more of the population have Internet access didn't tend to see the Internet as a tool for thriving:

o Japan - 8% strongly/somewhat agree
o Australia - 12%
o Canada - 14%
o UK - 14%
o U.S. - 16%

The Human Potential of the Internet Study, which surveyed more than 20,600 Internet users across 25 countries, shows a drastic difference in the attitudes and perceptions about the power of the Internet and its impact on one's life.

Respondents in developing countries, where web access is limited, don't just believe the Internet is a useful tool for society. They also believe it is a force for social good, economic change, and education and want to use it that way. The samples of countries most likely to agree that they use the Internet to drive social change include Kenya (58%), India (57%) and Egypt (55%), all nations with less than 47% Internet access. This contrasts with the

respondents from countries where the Internet was least likely to be seen as a tool for social good – Japan (14%), Australia (16%) and France (18%) – where Internet access exceeds 77% of the population. A conclusion that can be drawn from this is that samples in countries where access exceeds 77% view the Internet as second nature, as it is mostly unrestricted and therefore potentially taken for granted.

“The gap in Internet accessibility around the world hasn’t stopped less-connected countries from recognizing its power to improve life and create opportunities,” said Sheila Bouman, Executive Vice president and Managing Director, Peer 1 Hosting. “In fact, nations with less Internet access realize the potential of the Internet even more so than places with high access. This research offers evidence that filling the gap in global access will help create better lives and reveal the true human potential of the Internet.”

“Up until now the nations of North America and Western Europe have taken the lead in creating a more-connected world through the Internet. As other parts of the world become more connected, we’re seeing a new phase of the Internet emerge, and key growth regions in Asia, Eastern Europe, the Middle East and Africa are at the forefront of this transformation.”

To see more results from the Human Potential of the Internet Study download the report here. Visit the Peer 1 website to find out more about how the Internet is powering peoples’ potential by watching a short video or share your own story using the hashtag #PositiveInternet.

About Peer 1 Hosting

Peer 1 Hosting, a wholly-owned subsidiary of Cogeco Cable Inc. (TSX: CCA), is a global web infrastructure and cloud company where dreamers, innovators, and disruptors go to harness the untapped power of the Internet, to change the world for the better. Peer 1 makes this a reality with every interaction, using innovative technology to deliver an exceptionally responsive, reliable and secure hosting experience. The Peer 1 commitment "where every interaction matters," represents the company’s dedication to powering human potential online, through its personal interactions and connections with customers, partners, people, resources, and technology.

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