European engagement, top web properties rankings for March 2011

LONDON, UK: comScore, Inc has released an overview of Internet usage in Europe, showing 363.7 million unique people went online in March 2011 for an average of 26 hours per person.

comScore

Among the individual markets, Germany had the largest Internet audience (age 15+) with 49.7 million unique visitors, followed by Russia with 47.4 million visitors and France with 42.3 million visitors. Visitors coming from the Netherlands exhibited the highest engagement, spending 34.4 hours on average online in March - 33% higher than Europe as a whole - followed by the visitors in the United Kingdom who spent 33.0 hours on average. Visitors in the Netherlands also viewed 3,515 pages each on average, 31% greater than the European average.

Overview of European Internet Usage by Country Ranked by Total Unique Visitors (000) March 2011 Total Europe Audience, Age 15+, Home and Work Locations Source: comScore Media Metrix			
Location	Total Unique Visitors (000)	Average Hours per Visitor	Average Pages per Visitor
World-Wide	1,350,539	23.1	2,094
Europe	363,697	26.0	2,678
Germany	49,729	23.4	2,643
Russian Federation	47,417	22.8	2,532
France	42,251	27.5	2,644
United Kingdom	36,244	33.0	2,953
Italy	22,981	17.9	1,688
Turkey	22,768	29.4	3,098
Spain	21,317	26.3	2,404
Poland	18,192	25.9	2,976
Netherlands	11,953	34.4	3,515
Sweden	6,138	25.0	2,369
Belgium	5,903	19.7	2,016
Austria	4,654	13.8	1,456
Switzerland	4,646	18.4	1,794
Portugal	4,099	20.2	1,878
Denmark	3,638	20.8	2,138
Finland	3,336	24.7	2,359
Norway	3,212	25.1	2,019
Ireland	2,048	18.8	1,720

Top web properties in Europe

Google Sites ranked as the top European web property in March, attracting 330.3 million unique visitors and reaching 90.8% of the total European Internet audience. Microsoft Sites ranked second with 272.8 million visitors (75.0% reach), followed by Facebook.com in third place with 234.6 million visitors (64.5% reach).

Russian social network VKontakte had the highest average engagement among the top 30 properties, with visitors spending an average of 405.1 minutes (6.8 hours) on the site over the course of the month. Russian Mail.ru Group ranked second at 310.0 minutes (5.2 hours), followed by Facebook.com with an average of 285.7 minutes (4.8 hours).

Facebook.com accounted for the highest number of page views in March with 109.9 billion, representing 11.3% of all pages viewed that month. Google Sites ranked second with 94.8 billion page views, followed by VKontakte with 33.1 billion page views.

Top 30 Properties in Europe by Total Unique Visitors (000) March 2011 Total Europe Audience, Age 15+, Home and Work Locations Source: comScore Media Metrix			
Properties	Total Unique Visitors (000)	Total Pages Viewed (MM)	Average Minutes per Visitor
Total Internet : Total Audience	363,697	973,802	1,557.9
Google Sites	330,328	94,752	180.9
Microsoft Sites	272,840	28,394	197.7
Facebook.com	234,635	109,921	285.7
Wikimedia Foundation Sites	156,913	2,222	11.8
Yahoo! Sites	144,220	9,914	74.1
eBay	107,065	14,648	60.7
Amazon Sites	88,685	2,612	16.1
Mail.ru Group	72,213	31,381	310.0
BitTorrent Network	72,191	23	0.1
The Mozilla Organisation	70,906	438	5.8
VEVO	69,108	614	10.6
AOL, Inc.	67,676	1,851	30.6
Apple Inc.	66,675	522	5.2
Glam Media	62,543	848	9.7
Ask Network	62,038	624	4.4
Axel Springer AG	58,750	1,810	16.2
Adobe Sites	57,403	278	2.9
CBS Interactive	56,508	597	8.8
Yandex Sites	54,206	7,849	69.1
Dailymotion.com	53,672	771	14.3
WordPress	50,666	501	6.2
Viacom Digital	48,655	491	11.3
VKontakte	46,059	33,123	405.1
NetShelter Technology Media	44,447	466	6.1
Orange Sites	41,903	5,361	65.2
Deutsche Telekom	39,500	2,597	37.7
Skype	37,890	146	48.8
Technorati Media	37,313	202	3.5
BBC Sites	35,269	1,519	37.7
Schibsted (Anuntis-Infojobs-20minutos)	34,021	5,548	79.4

Spotlight: Spain

In March 2011, the total audience in Spain was 23.5 million unique people, up 5% from a year ago. Internet users in Spain spent the most time on Portals sites, at 517.8 minutes (8.6 hours) per person on average. Instant Messengers and Social Networking sites ranked second and third, with an average of 375.6 minutes and 345.0 minutes, respectively.

Top Engagement Categories for Spain* Ranked by Average Minutes per Visitor March 2011 Total Spain, Age 6+, Home and Work Locations Source: comScore Media Metrix

Categories	Average Minutes per Visitor	Total Unique Visitors (000)	% Reach
Total Internet : Total Audience	1,474.4	23,495	100.0%
Portals	517.8	23,002	97.9%
Instant Messengers	375.6	9,672	41.2%
Social Networking	345.0	22,482	95.7%
E-mail	183.9	17,134	72.9%
Entertainment	130.3	22,870	97.3%
Multimedia	99.2	18,049	76.8%
Games	77.4	13,242	56.4%
Sports	72.5	12,830	54.6%
Online Gaming	66.6	9,551	40.6%
News/Information	51.3	20,012	85.2%

*Excludes Services and Corporate Presence.

Microsoft Sites and Google Sites continued to lead the Spanish market in terms of total unique visitors, attracting 22.8 million visitors and 22.2 million visitors in March, respectively. With its acquisition of social networking site Tuenti, Spanish telecommunications company Terra Telefonica grew its visitation to 14.0 million unique visitors, up 67% from a year ago.

Top Properties in Spain Ranked by Total Unique Visitors March 2011 Total Spain, Age 6+, Home and Work Locations Source: comScore Media Metrix

Properties	Total Unique Visitors (000)	Average Minutes per Visitor
Total Internet : Total Audience	23,495	1,474.4
Microsoft Sites	22,790	288.5
Google Sites	22,229	187.1
Facebook.com	15,696	181.6
Terra - Telefonica	14,008	321.2
Yahoo! Sites	13,560	42.2
Schibsted (Anuntis-Infojobs-20minutos)	10,402	35.9
Wikimedia Foundation Sites	9,791	10.5
Vocento	8,949	23.8
RCS Media Group	8,496	55.2
Grupo Prisa	8,492	40.9

In terms of engagement, Terra Telefonica also led the market with 321.2 minutes per visitor, buoyed in large part by Tuenti's highly engaged user base (473.6 average minutes per visitor). Despite Tuenti's high engagement, Facebook still ranked as the top social network in Spain in March, with 15.7 million unique visitors and a 66.8% reach of the market. Overall, Social Networking as a category saw significant gains in penetration over the past year, from 78.7% to 95.7% of all Spanish Internet users.