

# Newspaper sites across Europe demonstrate growth in the past year

LONDON, UK: comScore, Inc has released an overview of Internet usage in Europe, showing 368.6 million unique visitors went online in June 2011 for an average of 26.1 hours per person.



This release highlights Internet usage in 49 European markets aggregated under the European region and provides individual reporting on 18 markets. Among the reportable markets, the Netherlands, United Kingdom, and Turkey continued to show the highest average engagement, with users from these markets spending an average of more than 31 hours online in the past month.

**Overview of European Internet Usage by Country Ranked by Total Unique Visitors (000) June 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	1,383,098	23.1	2,118
Europe	368,624	26.1	2,684
Germany	50,128	23.9	2,597
Russian Federation	48,738	22.9	2,462
France	42,374	27.6	2,708
United Kingdom	36,867	33.0	2,974
Italy	23,341	18.7	1,843
Turkey	22,967	31.1	3,435
Spain	21,518	26.2	2,318
Poland	18,193	25.8	2,948
Netherlands	11,968	34.1	3,268
Sweden	6,173	23.0	2,253
Belgium	5,965	20.2	2,099
Austria	4,688	14.0	1,515
Switzerland	4,676	18.9	1,864
Portugal	4,169	21.2	2,041
Denmark	3,655	20.7	2,129
Finland	3,355	22.7	2,091
Norway	3,234	24.8	2,112
Ireland	2,094	20.9	1,906

## European travel sites show biggest gains since May 2011

Google Sites ranked as the top European web property in June with 335.4 million unique visitors (up 6% from a year ago), reaching 91.0% of the total European Internet audience. Microsoft Sites continued to rank second with 259.8 million visitors (70.5% reach), followed by Facebook.com in third place with 246.4 million visitors (66.8% reach). Among the top 50 properties for June, the biggest gains versus May came from Priceline.com Inc., which includes other travel sites Agoda and Booking.com, showing an overall 15% increase. Expedia Inc. also showed a 7% increase in visitors compared to May 2011, largely driven by an increase in traffic to TripAdvisor Sites.

Europeans continued to spend most of their time on average on social networking sites. Although European engagement with Russian social network VKontakte declined by 6% from the previous month, the property continued to display the highest average engagement among the top 30 properties, with Europeans spending 465.4 minutes (7.8 hours) on the site. Facebook.com maintained its lead over Russian web property Mail.ru in June with an average of 328.8 minutes (5.5 hours) spent by visitors on the property. Facebook.com also continued to account for the highest number of page views at 151.5 billion in June (up 8%), representing 15.3% of all pages viewed in Europe during the month.

Top 30 Properties in Europe by Total Unique Visitors (000) June 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	368,624	989,547	1,564.0
Google Sites	335,382	94,246	184.5
Microsoft Sites	259,828	25,416	188.2
Facebook.com	246,370	151,455	328.8
Wikimedia Foundation Sites	153,883	2,191	12.0
Yahoo! Sites	139,235	8,821	69.6
eBay	104,856	13,577	59.0
Amazon Sites	89,643	2,653	16.8
VEVO	81,947	857	13.2
Apple Inc.	69,943	511	4.8
Mail.ru Group	69,220	30,676	308.0
AOL, Inc.	62,332	1,580	29.2
Glam Media	62,233	950	12.1
Viacom Digital	57,993	543	11.1
The Mozilla Organisation	57,242	313	6.4
Yandex Sites	56,298	7,382	60.8
Ask Network	54,860	462	3.8
Axel Springer AG	54,666	1,319	14.6
Vkontakte	54,007	35,223	465.4
CBS Interactive	49,134	508	8.6
WordPress	47,691	410	5.5
Dailymotion.com	47,543	767	15.2
Adobe Sites	43,911	202	3.3
Orange Sites	41,454	4,505	60.5
NetShelter Technology Media	38,688	374	5.7
Deutsche Telekom	38,180	2,482	34.9
Technorati Media	37,389	195	3.2
Twitter.com	36,337	649	14.9
Schibsted (Anuntis-Infojobs-20minutos)	33,047	4,736	73.9
BBC Sites	32,151	1,263	33.2
Hubert Burda Media	31,677	478	7.0

## Spotlight: Newspaper site audience increases 11% in the past year

In June 2011, a total of 167.2 million unique visitors went to newspaper properties in Europe (up 11% from a year ago), spending 40.5 minutes on average during the month. The most visited Newspaper property in Europe was the British *Daily Mail*, drawing 17.2 million unique visitors who each spent an average of 25.9 minutes on the site. The *Daily Mail* also currently ranks as the second most popular newspaper site worldwide.

*The Guardian* ranked second in Europe with 13.5 million unique visitors, followed by the German newspaper *Bild* with 9.9 million unique visitors. Turkish newspapers *Hürriyet* and *Milliyet* also ranked among the top five newspaper properties, drawing 9.5 million unique visitors and 8.8 million unique visitors, respectively. Also among the top sites for June 2011 were French newspapers *Le Monde* and *Le Figaro* and *Komsomolskaya Pravda* and *RIA Novosti* from Russia. *The New York Times* property, the only non-European site in the list of top newspaper entities, attracted nearly 5.7 million online readers from Europe.

Top Newspaper Sites in Europe By Total Unique Visitors (000) June 2011 Total Europe, Age 15+, Home and Work Locations Source: comScore Media Metrix	
	Total Unique Visitors (000)
Total Newspaper Sites	167,210
Mail Online	17,206
Guardian.co.uk	13,505
Bild.de	9,941
Hurriyet.com.tr	9,453
Milliyet.com.tr	8,803
Le Monde Sites	6,673
KP.ru (Komsomolskaya Pravda)	6,438
The New York Times Brand	5,692
Le Figaro	5,478
RIAN.ru (RIA Novosti)	5,409

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