

comScore reports top 20 web properties in Israel

Facebook audience nearly doubles in Israel in past year, property now ranks #2, while local Israeli companies account for majority of top Israeli web properties.



RESTON, United States: comScore, Inc, a leader in measuring the digital world, yesterday 23 June 2010, released an overview of Internet usage in Israel based on the comScore Media Metrix audience measurement service.

The data revealed that despite Israel's modest market size it has one of the most active and engaged Internet populations in the world, ranking second only behind Canada in terms of the average time spent online during the month at 38.3 hours per user in May 2010. Notably, this high engagement among Israeli Internet users is 60% greater than the total worldwide average of 24 hours per user.

Top 10 Countries by Time Spent Online		
May 2010 Total Worldwide, Age 15+ - Home & Work Locations Source: comScore Media Metrix		
	Total Unique Visitors (000)	Average Hours Spent Online per User
Worldwide	1,244,104	24.0
Canada	23,002	40.4
Israel	4,138	38.3
United States	184,155	36.3
United Kingdom	38,229	32.3
Netherlands	11,928	31.4
South Korea	29,854	31.0
Turkey	22,247	30.7
Sweden	5,906	28.9
Hong Kong	4,141	28.7
Spain	20,556	28.3

"Israel is one of the most active and dynamic Internet markets in the world," said Mike Read, comScore senior vice president. "Israelis are particularly sophisticated, tech-savvy consumers who spend considerably more time online than average, while Israel is also known for its spirit of innovation and entrepreneurship, especially in technology and digital media industries. Though relatively small in size, Israel has contributed disproportionately to the development of the current global digital landscape."

Google sites tops list of most visited web properties in Israel

Google sites ranked as the top property with 3.8 million visitors age 15 and older accessing the property from home and work locations, representing 92% of the total Internet audience, followed by Facebook.com with 3.5 million visitors (85% penetration). Facebook.com exhibited the highest growth among the top ten properties with an increase of 92% in the past year. During that time, Facebook climbed three spots in the ranking to the #2 position.

Israeli company Walla! Communications ranked third with 3.1 million visitors, followed by another Israeli company Ynet Group (which includes Ynet.co.il, One.co.il and Winwin.co.il), while Microsoft sites rounded out the top five with 2.8 million visitors. Approximately two-thirds of the top 20 web properties in Israel are represented by local Israeli companies.

Top 20 Web Properties in Israel	
May 2010 Total Israel, Age 15+ - Home & Work Locations Source: comScore Media Metrix	
	Total Unique Visitors (000)
Total Internet : Total Audience	4,138
Google sites	3,826
Facebook.com	3,528
Walla! Communications	3,063
Ynet Group	2,995
Microsoft sites	2,830
TapuzPeople	2,074
Keshet	2,058
Nana10 Group	1,950
AOL LLC	1,790
Wikimedia Foundation sites	1,736
FXP.CO.IL	1,487
Yad2	1,479
Dmedia Group	1,472
Smile Group	1,408
Yahoo! sites	1,302
TheMarker Group	1,177
MP3MUSIC.CO.IL	1,063
Bezeq	1,002
2ALL.CO.IL	984
VEVO	977

**Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.*

"While the top web properties across many global markets are dominated by global Internet brands, Israel boasts numerous local companies among its top properties, a true testament to the home-grown technological talent and innovation in this market," added Read.

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