

# More than half of Argentines online visit sports sites

BUENOS AIRES, ARGENTINA: comScore, Inc has released a study on the online sports category in Argentina based on data from its comScore Media Metrix service.



The study found that Argentina ranked as the tenth largest global market by percent reach of sports sites with more than half of all online users in the country visiting a sports destination in May 2011. The study also found that OLE.com.ar ranked as the most-visited sports destination with more than 2 million visitors, followed by Gran DT and Canchallena.com.

"Argentines' passion for sports is apparent both on the field and online," said Sebastian Yoffe, comScore country manager for Argentina and Uruguay. "Many fans utilise the online channel to receive instant updates on scores, matches and their favourite players and teams. These users are also highly-engaged, with an average Sports category visitor spending nearly 50 minutes a month consuming sports content online."

## Argentina ranks among top markets for sports category reach

Analysis of top online sports markets based on the percentage of users that visited the Sports category showed that the US led markets in May 2011. During the month, 70.7% of US online users age 15 and older visited a sports site from a home or work computer. Ireland closely followed with 70.3% of its online audience accessing sports sites, while 69.0% of New Zealander visited the category. Leading all South American countries, 61.5% of online users in Brazil visited sports sites during the month, while 52.7% of Argentina's online population frequented the Sports category making it the tenth largest global market by percent reach.

Top Global Markets by Sports Category Percent Reach of Unique Visitors May 2011 Total Audience, Age 15+ - Home or Work Location* Source: comScore Media Metrix	
	% Reach
United States	70.7%
Ireland	70.3%
New Zealand	69.0%
United Kingdom	68.5%
Turkey	63.1%
Spain	62.5%
Brazil	61.5%
Canada	60.9%
South Korea	57.9%
Argentina	52.7%

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

## OLE.com.ar leads sports category in Argentina

In May 2011, nearly 6.9 million Internet users age 15 and older visited a sports site in Argentina from a home or work computer. OLE.com.ar ranked as the most-visited sports destination with 2 million visitors, reaching 15.4% of the entire online population in Argentina. Gran DT followed as the second largest sports site with 964 000 visitors, followed by Canchallena.com with 950 000 visitors.

Top Sports Sites by Unique Visitors May 2011 Total Argentine Audience, Age 15+ - Home or Work Location* Source: comScore Media Metrix	
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	Total Unique Visitors (000)	% Reach
Total Internet : Total Audience	13,038	100.0%
Sports	6,874	52.7%
OLE.COMAR	2,009	15.4%
Gran DT	964	7.4%
Canchallena.com	950	7.3%
Yahoo! Sports	845	6.5%
ESPN	804	6.2%
Terra Sports	524	4.0%
RIVERPLATE.COM	507	3.9%
TYCSports.COM	438	3.4%
MUNDOD	414	3.2%
FOXSports.com on MSN	327	2.5%

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

## Demographic analysis of sports visitors

A demographic analysis of Sports category visitors in Argentina revealed that, perhaps unsurprisingly, males account for a larger share of visitors than females to the category. During the month, males accounted for 57.8% of category visitors, while females accounted for 42.2% of visitors. Males ages 15-34 accounted for not only the largest share of visitors to the Sports category (32.4%), but also averaged the most time on sports sites at 70 minutes per visitor in May.

Demographic Analysis of Sports Category Visitors May 2011 Total Argentine Audience, Age 15+ Home or Work Location** Source: comScore Media Metrix			
	Total Audience (000)	% Composition Unique Visitors	Average Minutes per Visitor
Total Audience	6,874	100.0%	47.5
All Males	3,976	57.8%	61.7
Males: 15-24	1,221	17.8%	70.4
Males: 25-34	1,006	14.6%	69.8
Males: 35-44	739	10.8%	58.2
Males: 45-54	544	7.9%	42.6
Males: 55+	466	6.8%	48.7
All Females	2,898	42.2%	28.0
Females: 15-24	828	12.1%	27.4
Females: 25-34	691	10.1%	31.4
Females: 35-44	527	7.7%	28.7
Females: 45-54	409	6.0%	21.8
Females: 55+	441	6.4%	28.4

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

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