

# Europe's internet users strong newspaper site visitors

LONDON, UK: comScore, Inc, a leader in measuring the digital world, has released an overview of Internet usage in Europe, showing that 379.4 million Europeans went online in November 2011 for an average of 27.8 hours per person.



This release highlights Internet usage in 49 European markets aggregated into the European region and provides individual reporting on 18 markets. Amongst its findings, the study also showed that 47.8% of Europeans visit newspaper sites, with a notable percentage of visits to the top 5 newspaper sites preceded by a visit to Facebook.

## Nearly 1 in 2 Europeans visit newspaper sites

In November 2011, 181.5 million unique people in Europe visited newspaper sites, an increase of 9% from the previous year. The *Daily Mail* continued to attract the largest audience at 20.1 million unique visitors, followed by *The Guardian* at 15.7 million unique visitors. Turkish newspapers *Hürriyet* and *Milliyet* and German newspaper *Bild* rounded out the top five newspaper properties, with each attracting approximately 10 million unique visitors.

Top Newspaper Sites in Europe by Total Unique Visitors (000) November 2011 Total European Audience, Age 15+, Home and Work Locations	
(Source: comScore Media Metrix)	
	Total Unique Visitors (000)
Total Internet : Total Audience	379,402
News/Information - Newspapers	181,529
Mail Online	20,068
Guardian.co.uk	15,705
Hurriyet.com.tr	10,429
Bild.de	9,663
Milliyet.com.tr	9,628
ElPais.com	8,472
Elmundo.es Sites	7,849
KP.ru (Komsomolskaya Pravda)	7,233
Telegraph Media Group	6,877
RIA.ru (RIA Novosti)	6,182

An analysis of the sites visited by Europeans prior to visiting the top 5 newspaper sites shows that Google Sites preceded at least 12% of visits to the top 5 newspaper sites, with a significantly higher percentage seen for the *Daily Mail* and *The Guardian* (more than 23% of inbound site traffic). At least 10% of visits are preceded by a visit to Facebook, second only

to Google Sites. (This data includes both direct referrals from Facebook links and visits initiated by direct user navigation following a visit to Facebook.)

Interestingly, the percentage of traffic to these sites preceded by a visit to Facebook has significantly increased in each case, highlighting both Facebook's growing prominence in the European web landscape and its increasing ability to drive referral traffic. The percentage of inbound site traffic preceded by a Facebook visit was highest at Turkish site *Milliyet*, where it accounted for nearly a fifth of traffic (18.9%). Facebook visitation also preceded a significant percentage of inbound traffic to the *Daily Mail* and *The Guardian*, with both sites at approximately 13%, while German newspaper site Bild.de saw an even higher share (14.8%). *Milliyet*, the fifth largest European newspaper site, demonstrated the highest point change in such traffic (9-percentage point increase), followed closely by *The Guardian* (8-percentage point increase).

Traffic to Top 5 Newspaper Sites in Europe Preceded by Facebook.com November 2011 vs. November 2010 Total European Audience, Age 15+, Home and Work Locations (Source: comScore Media Metrix)			
Site	Percentage of Incoming Traffic Preceded by A Visit to Facebook.com		
	Nov-10	Nov-11	Point Change
Mail Online	8.5%	13.1%	4.6
Guardian.co.uk	4.6%	12.8%	8.2
Hurriyet.com.tr	6.5%	10.0%	3.5
Bild.de	8.4%	14.8%	6.4
Milliyet.com.tr	9.9%	18.9%	9.0

## Fastest growing properties in Europe

Google Sites continued to rank as the top European web property in November with 347.3 million unique visitors, reaching 91.5% of the total European Internet audience. Meanwhile, Russian social network VKontakte continued to display the highest average engagement amongst the top properties, with European visitors spending 438.9 minutes (7.3 hours) on the site. Amongst the fastest growing properties in Europe from October to November were the home improvement retailer Kingfisher (up 21%), followed by French film property AlloCiné Sites (up 19%). Social networking site LinkedIn.com and daily deals site Groupon also ranked amongst the fastest growing properties, exhibiting a 6-percent month-on-month increase and a 4-percent increase, respectively.

Top 15 Fastest Growing Properties* in Europe by Total Unique Visitors (000) November 2011 vs. October 2011 Total Europe Audience, Age 15+, Home and Work Locations (Source: comScore Media Metrix)			
Properties	Total Unique Visitors (000)		
	Oct-11	Nov-11	Percent Change
Total Internet Audience: Age 15+	372,066	373,433	1%
Kingfisher	14,850	18,028	21%
AlloCiné Sites	12,743	15,147	19%
Search-Results.com	13,103	15,039	15%
Demand Media	15,320	17,434	14%
The Mozilla Organisation	41,625	46,179	11%
LeGuide.com Sites	13,810	15,252	10%
VideoBB.com	14,443	15,748	9%
Sony Online	14,920	16,221	9%
Groupe PPR	24,930	27,003	8%
Babylon.com	17,984	19,061	6%
LinkedIn.com	27,725	29,366	6%
Wkia Sites	16,398	17,305	6%
New York Times Digital	23,818	25,070	5%
Rambler Media	22,565	23,596	5%
Groupon	23,487	24,508	4%

\* Amongst the Top 100 online properties

## European Internet usage by country

Below is a snapshot of European internet usage in the 18 reportable markets for which comScore provides individual reporting. The Russian Internet audience continued to grow and surpass Germany as the largest online market in Europe. The UK continued to show the highest engagement, with users spending an average of 38.2 hours online during the month.

<b>Overview of European Internet Usage by Country Ranked by Total Unique Visitors (000) November 2011</b> <b>Total Europe Audience, Age 15+, Home and Work Locations (Source: comScore Media Metrix)</b>			
	Total Unique Visitors (000)	Average Hours per Visitor	Average Pages per Visitor
World-Wide	1,438,877	24.4	2,353
Europe	379,402	27.8	2,982
Russian Federation	52,486	24.5	2,730
Germany	50,856	25.8	2,977
France	42,939	28.6	2,903
United Kingdom	37,477	38.2	3,450
Italy	24,225	18.8	2,027
Turkey	23,302	32.2	3,845
Spain	21,612	27.4	2,401
Poland	18,194	27.4	3,208
Netherlands	11,992	34.3	3,398
Sweden	6,231	25.9	2,697
Belgium	6,068	20.8	2,286
Switzerland	4,790	19.0	2,027
Austria	4,745	15.1	1,648
Portugal	4,286	21.2	2,186
Denmark	3,682	23.3	2,411
Finland	3,387	26.0	2,591
Norway	3,272	28.9	2,627
Ireland	2,355	21.3	2,071

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