

Mexico's online population soars

Mexico City, Mexico: Microsoft sites leads as most visited web property as Mexicans using Internet grow by 20% - making it one of the world's fastest growing markets.



comScore, Inc, a leader in measuring the digital world, today released a report on Internet growth in Mexico based on data from its comScore Media Metrix service. The report found that in March there were 15.5 million home and work Internet users age 15 and older in Mexico, an increase of 20% from the previous year, making it one of the fastest-growing markets. Microsoft sites ranked as the top online property in Mexico reaching more than 90% of the online population, followed by Google sites, Yahoo! sites and Facebook.

"With more than 15 million Internet users in Mexico and growing fast, advertisers are increasingly turning to the digital medium to reach their desired audiences with increased sophistication and efficiency," said Ivár Marchant, comScore country manager for México. "The ability to target audiences across a variety of dimensions including demographics and behaviours is vital to the success of digital campaigns. comScore's growing presence in Mexico reflects the increasing importance of the digital medium to consumers' lives in this market."

Internet usage soars in Mexico as Microsoft sites grabs top position in market

In the past year, Internet usage in Mexico has grown considerably across nearly all measures. The total number of visitors has grown 20% to 15.5 million while visitor engagement has surged. In March, the average Internet visitor in Mexico spent 28 hours online (up 7.5%), consumed 1,898 pages of content (up 18%) and went online 49 times during the month (up 18.6%).

Mexico Internet Market Overview March 2010			
Total Mexico Internet Audience*, Age 15+ - Home & Work Locations			
Source: comScore Media Metrix, Panel-Only Data			
	Mar-2009	Mar-2010	% Change
Total Unique Visitors (000)	12,914	15,462	20
Total Minutes (MM)	20,274	26,097	29
Total Pages Viewed (MM)	20,819	29,342	41
Total Visits (000)	534,799	758,923	42
Average Minutes per Visitor	1,570.0	1,687.8	7.5
Average Pages per Visitor	1,612	1,898	18
Average Visits per Visitor	41.4	49.1	18.6

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

Among users age 15+, Microsoft sites ranked as the top online property in Mexico with 14.3 million visitors up 29% from the previous year, followed by Google sites with 14.2 million visitors, which grew 32%. Yahoo sites grabbed the #3 spot with 9 million visitors (up 23%), followed by Facebook.com with 8.7 million visitors, more than triple the number of visitors from the previous year, as the social networking site solidified its popularity in the market. Online properties native to Latin America including Mercado Libre (5 million

visitors), Batanga (nearly 5 million visitors), and Taringa.net (4.7 million visitors) also ranked among the top ten.

Top Internet Properties Based on Unique Visitors March 2010			
Total Mexico Internet Audience*, Age 15+ - Home & Work Locations			
Source: comScore Media Metrix, Panel-Only Data			
	Total Unique Visitors (000)		
	Mar-2009	Mar-2010	% Change
Total Internet : Total Audience	12,914	15,462	20
Microsoft sites	11,084	14,268	29
Google sites	10,738	14,218	32
Yahoo! sites	7,311	9,003	23
Facebook.com	2,696	8,736	224
Wikimedia Foundation sites	5,427	7,312	35
WordPress	3,606	5,222	45
MercadoLibre	6,154	5,044	-18
Batanga	4,508	4,975	10
Taringa.net	2,296	4,669	103
H15.com	4,100	4,197	2

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

Agencies voice support for comScore services

With insight into audiences' online behaviour so critical to the effective planning and execution of digital media campaigns, agencies across Mexico are increasingly turning to comScore to help navigate this dynamic and rapidly emerging environment:

"For an agency like Wunderman, that is focused on strategy and effectiveness, comScore is a solid starting point to establish an effective and profitable dialog with consumers," said Adrian Bravo, director general of Wunderman Mexico. "Having access to behavioral data and characteristics of actual Internet users helps us validate and optimize our strategies and continue delivering results that exceed our clients' expectations."

"An interactive and effective digital strategy is not possible without a deep knowledge about how Internet consumers use the Web," said Martin Aceves, CEO of Mediagency and its interactive branch, MAInteract. "This is the foundation for generating digital strategies that allow us to build relevant brand relationships into the target users' digital ecosystem. To achieve this, it is critical to have systematic and professional information to create this knowledge. comScore data allows us to satisfy this requirement and is an essential part of our group of tools to provide digital solutions to the brands that we manage."

"Using comScore's services, we can answer questions about the behaviour of certain Internet consumer segments, helping us to plan in a more efficient and effective way," said Guillermo Abud from Starcom Mediavest Group Latinamerica.