

Web-based email usage in Europe jumps 14%

LONDON, UK: comScore, Inc, a leader in measuring the digital world, today released an overview of internet usage in Europe during June 2012, showing that 397.2 million Europeans went online for an average of 25.9 hours.



The June report, which includes internet usage in 49 European markets aggregated into the European region and individual reporting on 18 markets, also highlights that web-based email is still popular among European internet users. Nearly 70% of the European internet audience accessed Email sites during the month, displaying a growth rate of 3.7 percentage points over the past year. UK and Spain ranked first for penetration, with web-based Email reaching 82.7% and 79.2% of their respective internet audiences.

Web-based email sees growth across European countries

In Europe, 276.5 million people accessed sites like Hotmail and Google Gmail via their computer, equalling to a 69.5% reach among the internet audience above 15 years of age. The number of European web-based email users grew by 14% over the past year to 276 million, while total penetration increases by 3.7 percentage points.

The UK had the highest market penetration of web-based email usage at 82.7% with the total number of users increasing 9% versus last year. Among the top 10 email markets in Europe, Ireland had the fastest growing audience (up 23%), followed by Russia (up 21%).

**Top 10 European Markets for E-mail Sites by Percent Reach June 2011 vs June 2012
Europe: Age 15+, Home & Work Locations (Source: comScore Media Metrix)**

	Percent Reach Among Internet Audience	Total Audience (000)		
	June 2012	Pp YoY Change	June 2012	% YoY Change
Europe	69.5%	+3.7pp	276,480	+14%
United Kingdom	82.7%	+5.2pp	31,141	+9%
Spain	79.2%	+1.2pp	17,330	+3%
Netherlands	78.9%	+3.3pp	9,469	+5%
France	77.2%	+1.6pp	33,364	+4%
Portugal	73.2%	-1.9pp	3,294	+5%
Poland	70.5%	N/A	13,098	N/A
Russian Federation	69.6%	+0.5pp	40,940	+21%
Ireland	69.4%	+3.6pp	1,693	+23%
Sweden	68.7%	+6.1pp	4,339	+12%
Germany	66.5%	-0.7pp	34,485	+2%

Hotmail reigns among web-based email sites

Microsoft's Hotmail, recently renamed Outlook.com, ranked as the top web-based email provider in Europe with 108.2 million visitors (up 1% vs. year ago) for an average of 1.9 hours per user during the month. Google's Gmail ranked second in the Email category with 74.7 million users but saw a much stronger growth rate of 18% over the past year. Yahoo! Mail came in third with 44.3 million users, and was the most engaged email portal among the top 5 (2.1 hours per user). Russian providers Mail.ru Mail and Yandex Mail rounded up the top five attracting 42.3 million and 25.1 million users respectively, and experienced the strongest

audience growth rates among the top 5 European web-based email sites.

Top 5 Email Sites in Europe by Total Audience (000) June 2011 vs June 2012 Total Europe: Age 15+, Home & Work Locations (Source: comScore Media Metrix)

	Total Unique Visitors (000)	Average Minutes per Visitor		
	June 2012	% YoY Change	June 2012	% YoY Change
E-mail	276,480	+14%	106.4	-6%
Hotmail	108,202	+1%	110.7	-14%
Google Gmail	74,670	+18%	59.5	+7%
Yahoo! Mail	44,290	+4%	127.3	+29 %
Mail.Ru - Mail	42,767	+22%	19.7	+15%
Yandex Mail	25,143	+37%	17.1	+58%

European internet usage by country

Below is a snapshot of European internet usage in the 18 reportable markets for which comScore provide individual reporting. The Russian internet audience continued to be the largest online market in Europe with 58.8 million users going online in June. The UK audience was by far the most engaged market across Europe, with an average user spending 37.9 hours online.

Overview of European Internet Usage by Country Ranked by Unique Visitors (000) June 2012 Total European Internet Audience, Age 15+, Home and Work Locations (Source: comScore Media Metrix)

	Total Unique Visitors (000)	Average Hours per Visitor	Average Pages per Visitor
Worldwide	1,491,181	24.0	2,289
Europe	397,762	25.9	2,694
Russian Federation	58,803	23.6	2,506
Germany	51,825	24.5	2,754
France	43,214	27.7	2,793
United Kingdom	37,665	37.9	3,434
Italy	28,568	16.6	1,688
Turkey	23,779	26.8	3,062
Spain	21,880	24.4	2,127
Poland	18,579	27.9	3,149
Netherlands	12,006	32.6	3,147
Sweden	6,319	21.8	2,190
Belgium	6,223	21.9	2,264
Switzerland	4,978	17.5	1,802
Austria	4,868	13.5	1,417
Portugal	4,501	20.2	2,011
Denmark	3,726	21.1	2,207
Finland	3,434	24.5	2,495
Norway	3,313	26.7	2,504
Ireland	2,438	20.4	1,957

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