

Online audience measurement services for Thailand

BANGKOK, THAILAND: comScore, Inc has released the inaugural report on Internet usage in Thailand from its [comScore Media Metrix](#) service.



The report found that Social Networking represented the most-engaging online activity in Thailand, accounting for 29.8% of total time spent online in February, while Portals and Entertainment content reached the largest percentage of online visitors with 98% of the country's web population visiting these categories during the month.

comScore's global reporting capability is based on samples of Internet users across more than 170 different countries, which enables reporting at the worldwide and regional levels. The addition of Thailand brings comScore's audience measurement capabilities to 44 individual countries and completes comScore's coverage of Southeast Asia's six largest economies.

"We are pleased to announce the introduction of online audience measurement in Thailand, bringing comScore's industry leading digital insights to 14 individual markets in the Asia Pacific region," said Joe Nguyen, comScore vice president for Southeast Asia and India. "Across the region and the globe, advertisers, publishers and agencies share a common need for access to accurate and reliable insights into today's digital consumer in order to develop effective marketing strategies and grow their businesses. comScore is committed to delivering these essential insights, helping to spur growth in digital economies around the globe."

Google Sites, Microsoft Sites and Facebook.com lead as top online destinations

In February 2012, Thailand's online population, defined as people age 6 and older that accessed the Internet from a home or work computer in the past 30 days, reached nearly 9.8 million visitors with an average visitor spending 27.4 hours online during the month, consuming an average of 2,845 pages of content.

Google Sites, which includes Google Search and other Google-owned entities such as YouTube.com, led as the top Internet property in Thailand with 9.3 million visitors in February, representing 95.7% of the total online population. Microsoft Sites followed with 9.0 million visitors (92.6% reach), followed by Facebook.com with 8.6 million visitors (88.4% reach).

Investment group MIH Limited, which acquired local site Sanook.com in 2010, was the fourth most-visited property in the country with 4.9 million visitors, while Internet Marketing Co. Ltd., which includes Bloggang.com and Pantip.com among other sites, secured the #5 position with 4.4 million visitors. Kapook.com accounted for all of the traffic for #6 ranked Bunt Centre Co. Ltd., which reached nearly 4.2 million visitors in February.

Top Properties in Thailand by Total Unique Visitors (000) February 2012 Total Thailand - Visitors Age 6+ Home/Work Locations (Source: comScore Media Metrix)		
	Total Unique Visitors (000)	% Reach
Total Internet : Total Audience	9,755	100.0%
Google Sites	9,334	95.7%
Microsoft Sites	9,037	92.6%
Facebook.com	8,622	88.4%
MIH Limited	4,920	50.4%
Internet Marketing Co., Ltd	4,399	45.1%
Bundit Centre Co. Ltd.	4,161	42.7%
TRUE Corporation Public Co. Ltd.	3,896	39.9%
Wikimedia Foundation Sites	3,625	37.2%
Mono Group	3,500	35.9%

iG	3,432	35.2%
Yahoo! Sites	3,351	34.4%
Dek-D Interactive	3,206	32.9%
Nation Multimedia Group	3,097	31.7%
Federated Media Publishing	2,636	27.0%
Apple Inc.	2,284	23.4%

**Excludes visits from public computers such as Internet cafes or access from mobile phones or tablets*

Social networking accounts for 30% of time spent online in Thailand

Analysis of the top content categories in Thailand found that Portals and Entertainment sites led the market in penetration, with each reaching 98% of internet users in February. Social Networking reached 96% of internet users, while 9 out of every 10 consumers visited a Search/Navigation site during the month.

When looking at the top online categories by user engagement, Social Networking led all categories with 29.8% of all time spent online during the month, followed by Entertainment sites, which accounted for 13.9%. Portals ranked third, accounting for 11.1% of minutes, while Instant Messengers (5.2%) and Email (3.9%) rounded out the top five.

Top Content Categories in Thailand by % Reach of Unique Visitors and Share of Total Online Minutes February 2012 Total Thailand - Visitors Age 6+ Home/Work Locations (Source: comScore Media Metrix)			
Top Categories by % Reach	% Reach of Unique Visitors	Top Categories by Share of Time Spent	Share of Total Online Minutes
Portals	98.0%	Social Networking	29.8%
Entertainment	98.0%	Entertainment	13.9%
Social Networking	96.0%	Portals	11.1%
Search/Navigation	91.8%	Instant Messengers	5.2%
Directories/Resources	76.2%	e-mail	3.9%
Technology	74.3%	Games	2.5%
News/Information	71.3%	Search/Navigation	2.0%
Blogs	68.6%	Online Gaming	1.5%

**Excludes visits from public computers such as Internet cafes or access from mobile phones or tablets*

Thailand's young online market - 3 in 4 web users under the age of 35

Thailand is home to one of the youngest online markets globally, with younger internet users accounting for a high percentage of the web population and commanding an even greater share of time spent online. In February, 74.7% of all internet users in Thailand were under the age of 35, with users age 15-24 accounting for 45.2% of visitors and those age 34 representing 29.5%. Users age 15-24 accounted for more than half of all online minutes (50.9%) as visitors in this age group averaged 31.7 hours online in February. Visitors age 25-34 averaged 26 hours online, while those in the 35-44 age segment averaged 25.4 hours during the month.

Demographic Profile of Online Visitors in Thailand February 2012 Total Thailand - Visitors Age 15+ Home/Work Locations (Source: comScore Media Metrix)			
	% Composition Visitors	% Composition Minutes	Average Hours per Visitor
All Males	50.7%	51.5%	28.6
All Females	49.3%	48.5%	27.7
Persons Age:			
Age: 15-24	45.2%	50.9%	31.7
Age: 25-34	29.5%	27.3%	26.0
Age: 35-44	14.3%	12.9%	25.4
Age: 45-54	6.9%	5.3%	21.9
Age: 55+	4.2%	3.6%	24.4

**Excludes visits from public computers such as Internet cafes or access from mobile phones or tablets*

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