

Overview of European Internet usage for May 2011

LONDON, UK: comScore, Inc has released an overview of Internet usage in Europe, showing 366.9 million unique visitors went online in May 2011 for an average of 26.8 hours per person.



This study draws its data from comScore's research panel, which measures Internet usage in 49 European markets aggregated under the European region and provides individual reporting on 18 markets. Among the reportable markets, the Netherlands, United Kingdom, and Turkey showed the highest average engagement with users from these markets spending an average of more than 30 hours online in the past month.

Overview of European Internet Usage by Country Ranked by Total Unique Visitors (000) May 2011 Total Europe Audience, Age 15+, Home and Work Locations Source: comScore Media Metrix			
Location	Total Unique Visitors (000)	Average Hours per Visitor	Average Pages per Visitor
World-Wide	1,373,976	23.9	2,161
Europe	366,862	26.8	2,752
Germany	49,993	24.1	2,638
Russian Federation	48,294	24.0	2,618
France	42,335	27.8	2,682
United Kingdom	36,660	33.9	3,079
Italy	23,210	18.3	1,762
Turkey	22,900	31.8	3,448
Spain	21,450	26.8	2,449
Poland	18,193	26.9	3,061
Netherlands	11,963	35.2	3,467
Sweden	6,161	25.0	2,423
Belgium	5,944	20.5	2,085
Austria	4,676	14.1	1,485
Switzerland	4,666	19.6	1,923
Portugal	4,146	21.5	2,034
Denmark	3,649	21.7	2,256
Finland	3,349	26.0	2,396
Norway	3,227	26.5	2,156
Ireland	2,079	21.5	1,953

Top web properties in Europe

Google Sites ranked as the top European web property in May with 333.4 million unique visitors (up 9% from a year ago), reaching 90.9% of the total European Internet audience. Microsoft Sites continued to rank second with 270.9 million visitors (73.8% reach), followed by Facebook.com in third place with 240.0 million visitors (65.4% reach). Among the top properties for May, the biggest gains versus April came from The Mozilla Organisation (up 52%), WordPress (up 13%), and VKontakte (up 12%).

Europeans continued to spend significant time on social networking sites, with Russian social network VKontakte exhibiting the highest average engagement among the top 30 properties at 496.7 minutes (8.3 hours) on the site. Facebook.com overtook Russian web property Mail.ru Group in May with an average of 326.0 minutes (5.4 hours) spent by visitors on the property, up 15% from the prior month. Mail.ru Group visitors spent an average of 315.1 minutes (5.3 hours), up 7%. Facebook.com also continued to account for the highest number of page views at 139.8 billion in May (up 21%), representing 13.8% of all pages viewed in Europe during the month.

Top 30 Properties in Europe by Total Unique Visitors (000) May 2011 Total Europe Audience, Age 15+, Home and Work Locations Source: comScore Media Metrix			
Properties	Total Unique Visitors (000)	Total Pages Viewed (MM)	Average Minutes per Visitor
Total Internet : Total Audience	366,862	1,009,540	1,605.2
Google Sites	333,436	99,147	188.6
Microsoft Sites	270,859	27,218	193.0
Facebook.com	240,010	139,769	326.0
Wikimedia Foundation Sites	161,311	2,449	13.0
Yahoo! Sites	141,054	9,682	73.9
eBay	107,689	14,324	59.5
Amazon Sites	91,475	2,658	15.9
The Mozilla Organisation	78,079	493	7.3
VEVO	77,670	774	11.8
Apple Inc.	69,872	514	4.8
Mail.ru Group	69,005	31,990	315.1
AOL, Inc.	64,278	1,664	28.5
Glam Media	63,892	937	11.5
Viacom Digital	56,952	537	10.4
Ask Network	56,945	526	4.1
Yandex Sites	55,720	7,817	64.7
Dailymotion.com	53,936	755	14.3
WordPress	52,269	430	5.3
VKontakte	52,123	38,151	496.7
CBS Interactive	51,950	538	8.9
Adobe Sites	48,473	229	3.3
Axel Springer AG	48,162	1,851	17.3
Orange Sites	41,138	4,609	62.0
NetShelter Technology Media	40,712	407	6.1
Deutsche Telekom	40,290	2,501	34.1
Technorati Media	39,621	206	3.1
Twitter.com	36,877	656	14.6
BBC Sites	34,962	1,440	34.0
Schibsted (Anuntis-Infojobs-20minutos)	34,259	5,068	77.2
Skype	33,817	139	51.0

Spotlight: Travel, taxes, and flowers draw visitation in France

In May 2011, a total of 47.4 million users in France (age 6+) went online, up 3% from the previous year. Users in France stayed an average of 1,571.8 minutes or 26.2 hours online in May. Google Sites ranked as the most visited property with 44.5 million unique visitors, followed by Microsoft Sites (40.8 million visitors), and Facebook.com (32.5 million visitors). Luxury retailer Groupe PPR, which attracted 18.2 million visitors, was the fastest gaining property with a 17% increase from a month ago.

Top Properties in France Ranked by Total Unique Visitors (000) May 2011 Total France, Age 6+, Home and Work Locations Source: comScore Media Metrix

Properties	Total Unique Visitors (000)	% Reach	Average Minutes per Visitor
Total Internet : Total Audience	47,374	100.0%	1,571.8
Google Sites	44,530	94.0%	175.9
Microsoft Sites	40,823	86.2%	245.9
Facebook.com	32,480	68.6%	308.8
Orange Sites	23,310	49.2%	99.8
Yahoo! Sites	22,070	46.6%	60.6
CCM-Benchmark	20,844	44.0%	10.5
Wikimedia Foundation Sites	20,656	43.6%	14.2
Iliad - Free.fr Sites	20,520	43.3%	22.0
Groupe Pages Jaunes	19,889	42.0%	13.9
Groupe PPR	18,181	38.4%	12.2

As there were a string of bank holidays in France in May, the fastest growing web category was Car Rental (up 69% from the previous month), driven by the growth in monthly visitation to Paris-based European rental car company property Europcar, Hertz.fr, and Priceline subsidiary eLocationdeVoitures.fr. In preparation for an annual income tax filing deadline at the end of May, properties in the Taxes category also saw an increase in visitation of 50%. Finally, as Mother's Day approached for France, properties purveying flowers, presents, and e-cards in the Flowers/Gifts/Greetings category saw an increase of 43%.

Fastest Growing Categories in France* Ranked by Percent Change in Total Unique Visitors (000) from April 2011 May 2011 Total France, Age 6+, Home and Work Locations Source: comScore Media Metrix

Categories	Total Unique Visitors (000)	% Reach	% Growth from April 2011
Total Internet : Total Audience	47,374	100.0%	0.1%
Car Rental	2,620	5.5%	68.8%
Taxes	633	1.3%	49.6%
Flowers/Gifts/Greetings	5,540	11.7%	43.2%
Humour	7,395	15.6%	38.4%
Health Care	2,426	5.1%	38.0%
Beauty/Fashion/Style	13,480	28.5%	36.6%
Lotto/Sweepstakes	8,498	17.9%	34.3%
Government	19,081	40.3%	33.2%
Information	6,545	13.8%	29.8%
Airlines	7,529	15.9%	28.7%

**Excludes Platform and ISP categories.*

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