

Overview of European Internet usage in September 2011

LONDON, UK: comScore, Inc has released an overview of Internet usage in Europe, showing 373.4 million unique visitors went online in September 2011 for an average of 26.4 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 showed strong growth in September 2011 for the career services and development category with a 14% increase in unique visitors from the previous month.

Career services and development sites received largest number of unique visitors to date

In September 2011, nearly 30% of the European online audience (108.4 million unique people) visited sites in the career services and development category, reflecting the most unique visitors the category has seen to date. Within the category, the training and education sub-category experienced the highest growth with a 28% increase, followed by Job Search with a 21% increase.

Among the top career services and development sites for September 2011, Monster Inc. received the most unique visitors at 9.4 million unique people. Indeed.com followed, with 8.3 million unique visitors, reflecting a sizeable 39% growth from the previous month. Jobrapido, an aggregator of listings from other job sites, ranked third, drawing 7.7 million visitors in September. The fourth largest site in the career services and development category was Espace Emploi International, a site for French companies and French nationals listing international vacancies, which attracted nearly 5 million unique visitors in September 2011.

Top Career Services and Development Sites in Europe by Unique Visitors (000) September 2011 vs. August 2011 Total European Audience, Age 15+, Home and Work Locations (Source: comScore Media Metrix)		
Property	Total Unique Visitors (000)	
	Sep-2011	% Change from Aug-2011
Total Internet : Total Audience	373,433	0%
Career Services and Development	108,395	14%
Monster, Inc.	9,443	7%
Indeed	8,307	39%
Jobrapido	7,651	16%
Espace Emploi International	4,978	-5%
Headhunter	4,574	10%
Bundesagentur für Arbeit	4,024	9%
Stepstone	3,842	10%
CareerBuilder LLC	3,839	23%
JSC Rabota dlya Was	3,594	12%
Superjob Sites	3,355	11%

Fastest growing properties in Europe

Google Sites continued to rank as the top European web property in September with 341.1 million unique visitors, reaching more than 91% of the total European Internet audience. Microsoft Sites ranked second with 263.3 million visitors (70.5% reach), followed closely by Facebook.com in third place with 250 million visitors (66.9% reach). Russian social network VKontakte continued to display the highest average engagement among top properties, with Europeans spending 427 minutes (7.1 hours) on the site.

Among the fastest growing properties in Europe from the August to September were the Dublin-based digital media company Populis (up 44%), Czech portal Seznam.cz (up 25%), and gaming site EA Online (up 16%). Italian telecommunications operator Wind Telecomunicazioni and the Mozilla Organisation also showed substantial increases in traffic of 15% and 14%, respectively.

Top 15 Fastest Growing Properties in Europe by Total Unique Visitors (000) September 2011 vs. August 2011 Total Europe Audience, Age 15+, Home and Work Locations (Source: comScore Media Metrix)			
Properties	Total Unique Visitors (000)		
	Aug-2011	Sep-2011	Percent Change
Total Internet : Total Audience	372,066	373,433	0%
Populis	12,162	17,533	44%
Seznam.cz AS	11,358	14,151	25%
EA Online	13,267	15,336	16%
WIND Telecomunicazioni	15,363	17,653	15%
The Mozilla Organisation	58,041	66,428	14%
Vivendi	16,659	18,796	13%
Opera Software	16,720	18,763	12%
Gameforge Sites	12,738	14,293	12%
New York Times Digital	17,304	19,351	12%
RCS Media Group	13,744	15,347	12%
WordPress	60,339	67,219	11%
Ask Network	56,547	62,932	11%
Ucoz Web Services	28,219	31,162	10%
LinkedIn.com	24,834	27,296	10%
Rakuten Inc	13,301	14,564	9%

European Internet usage by country - Russia overtakes Germany

Below is a snapshot of European Internet usage in the 18 reportable markets for which comScore provides individual reporting. In September 2011, Russia overtook Germany as the market with the highest number of unique visitors online. The UK showed the highest engagement, with users spending an average of nearly 36 hours online in September.

Overview of European Internet Usage by Country Ranked by Total Unique Visitors (000) September 2011 Total Europe Audience, Age 15+, Home and Work Locations (Source: comScore Media Metrix)			
	Total Unique Visitors (000)	Average Hours per Visitor	Average Pages per Visitor
World-Wide	1,420,316	24.0	2,292
Europe	373,433	26.4	2,805
Russian Federation	50,810	22.4	2,439
Germany	50,139	24.4	2,750
France	42,349	27.2	2,780
United Kingdom	37,197	35.6	3,272
Italy	23,748	18.5	1,986
Turkey	23,167	32.2	3,807

Spain	21,046	27.1	2,373
Poland	18,193	24.8	2,947
Netherlands	11,913	33.4	3,303
Sweden	6,208	24.9	2,489
Belgium	6,026	19.4	2,072
Switzerland	4,738	18.7	1,947
Austria	4,722	14.1	1,586
Portugal	4,239	21.8	2,191
Denmark	3,671	22.2	2,298
Finland	3,374	24.9	2,455
Norway	3,257	27.8	2,516
Ireland	2,343	20.2	1,979

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