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Internet Statistics Compendium

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Internet Statistics Compendium

Sample document



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1. About this report

Econsultancy's Internet Statistics Compendium is a collection of the most recent statistics and market data publicly available on online marketing, e-commerce, the internet and related digital media. The report is a one-stop shop for internet stats to help you quickly track down the latest data.

The compendium is available as eight main reports, split across different geographical regions:

- [Asia](#)
- [Australia and New Zealand](#)
- [Europe](#)
- [Global / International](#)
- [Latin America](#)
- [Middle East and North Africa](#)
- [North America](#)
- [United Kingdom](#)

Those looking for B2B-specific data should consult our [B2B Internet Statistics Compendium](#).

Statistics and data about the following topics are also included as separate reports:

- **Affiliate Marketing**
- **Customer Experience**
- **Demographics**
- **E-commerce**
- **Email Marketing**
- **Internet Advertising**
- **Mobile**
- **Search Marketing**
- **Social Media**
- **Technology Adoption**
- **Web Analytics**

The information contained – including charts and graphs – is taken both from proprietary Econsultancy data and from third party sources, credited throughout the document and in the acknowledgements at the end of each report.

If there is data that you feel is inaccurate, missing, or incorrectly credited then please get in touch with Econsultancy's Research Director Linus Gregoriadis: linus@econsultancy.com or phone +44 (0)20 7269 1450. Likewise, if you would like to contribute data or research then contact us.

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1.1. About Econsultancy

Econsultancy is a [global independent community-based publisher](#), focused on best practice digital marketing and ecommerce, and used by over 240,000 internet professionals every month.

Our hub has 105,000+ members worldwide from clients, agencies and suppliers alike with over 90% member retention rate. We help our members build their internal capabilities via a combination of research reports and how-to guides, training and development, consultancy, face-to-face conferences, forums and professional networking.

For the last ten years, our resources have helped members learn, make better decisions, build business cases, find the best suppliers, accelerate their careers and lead the way in best practice and innovation.

Econsultancy has offices in London, New York and Dubai and we are a leading provider of digital marketing training and consultancy. We are providing consultancy and custom training in the Middle East, and extensively across Europe and Asia. We trained over 3,000 marketers and ran over 200 public training courses in 2010.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.

Call us to find out more on +44 (0)20 7269 1450 (London) or +1 212 699 3626 (New York). You can also [contact us online](#).

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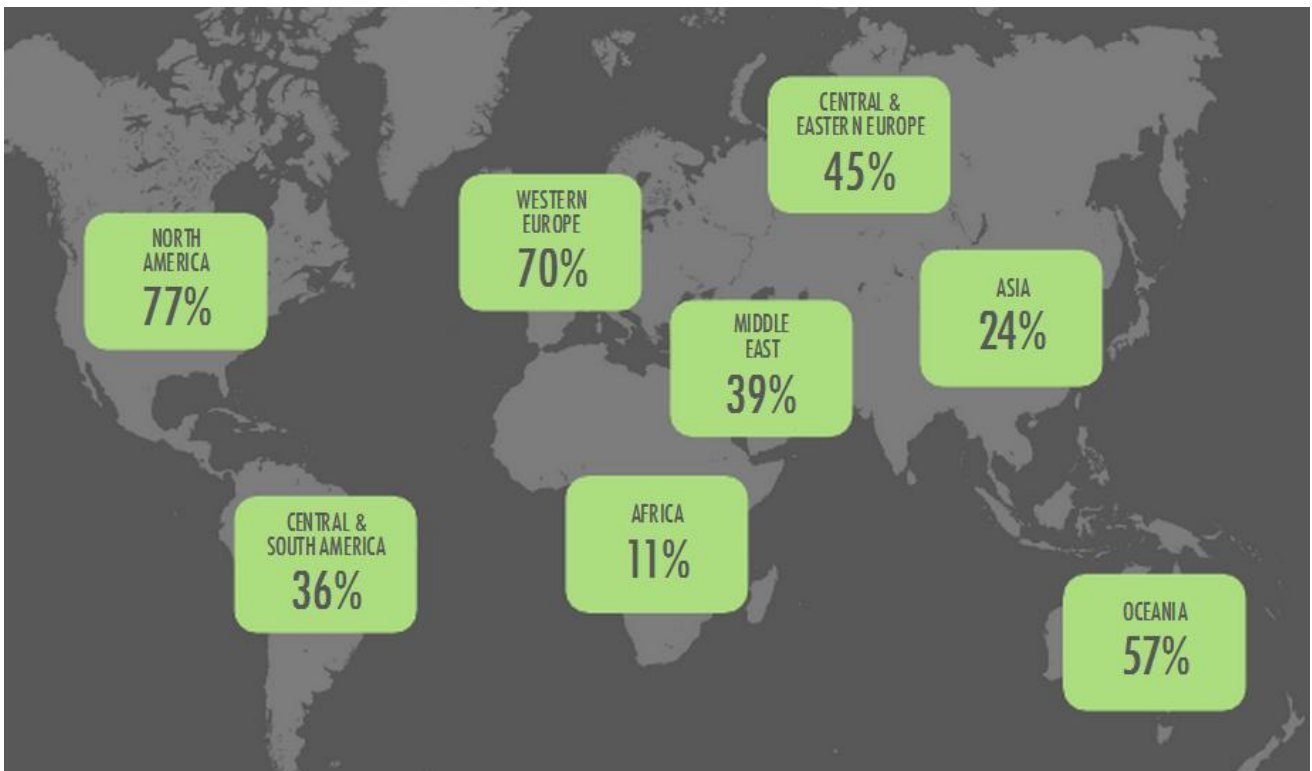


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2. Usage and Demographics

2.1. Global reach / penetration of interactive services

- The internet reaches 30% of the global population and there are more than 2bn users worldwide. [Source: [We Are Social](#), January 2012]
- North America leads the world for internet penetration. [Source: [We Are Social](#), January 2012]



- 24% of people online 'can't live without the internet'. [Source: [Symantec](#), November 2011]
- 41% of people online 'need the internet in their everyday life'. [Source: [Symantec](#), November 2011]

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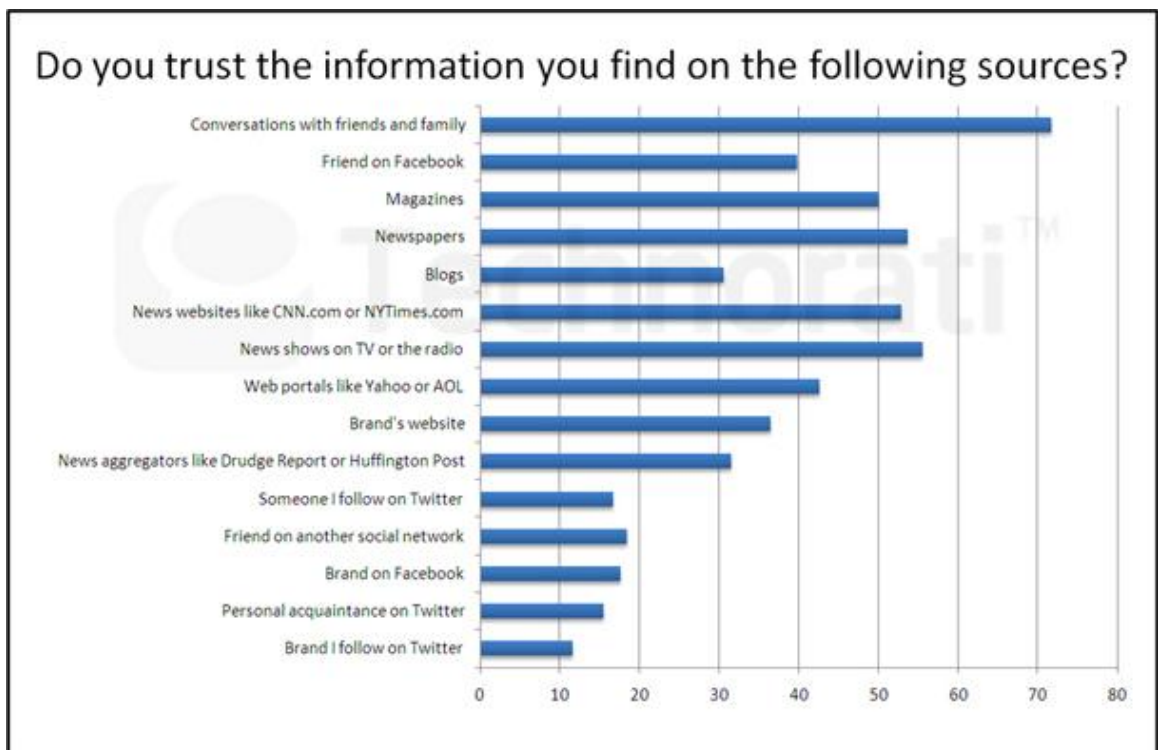
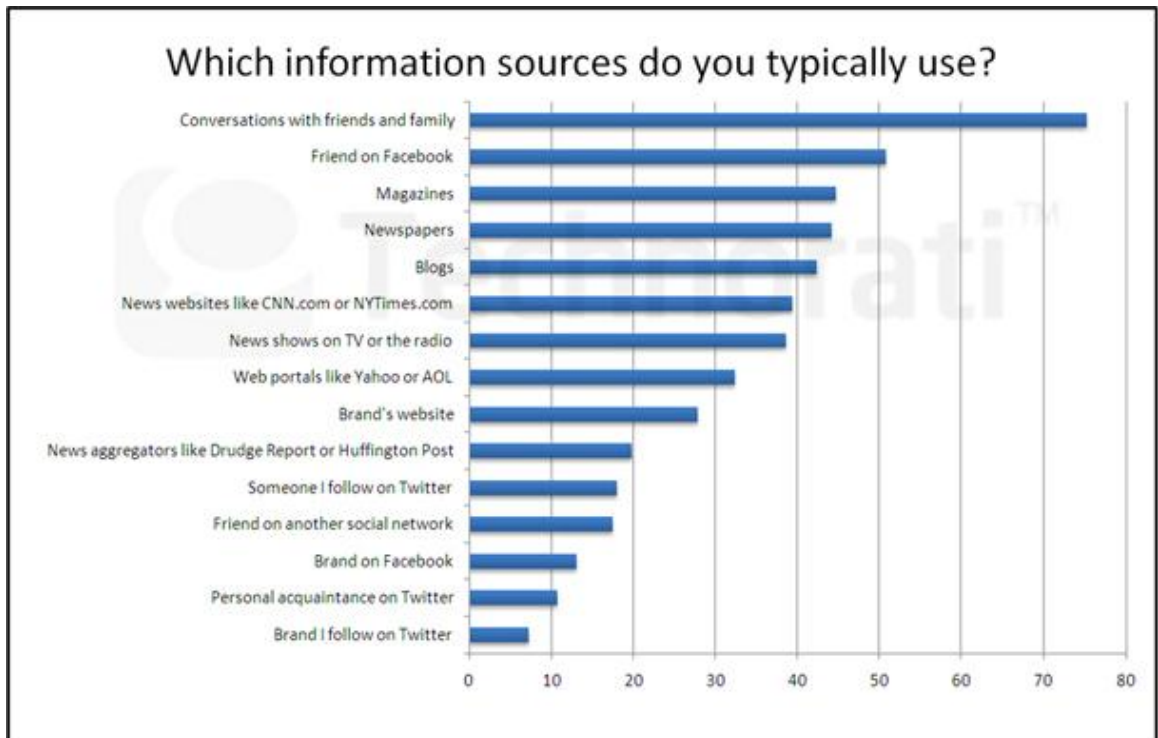


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2.2. Overall media consumption figures

- Conversations with friends and family remain the most valuable and trusted information source for consumers. [Source: [Technorati](#), November 2011]



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2.3. What users are doing and looking at online

2.3.1. What users are going online for

- Business travellers lead leisure travellers for sharing information online during trips. [Source: [Amadeus](#), January 2012]

Did you do any of the following during your last trip?*

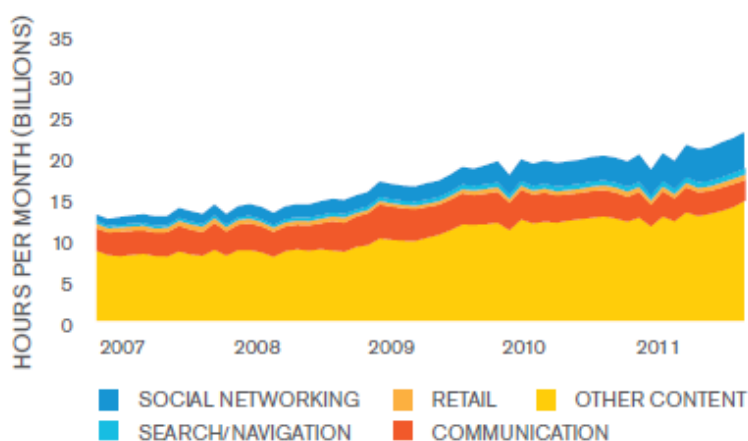


- Social networking accounts for 19% of all time spent online. [Source: [comScore](#), December 2011]

Time Spent Online on Key Internet Categories

Source: comScore Media Metrix, Worldwide, March 2007 – October 2011

* Time spent on Communications includes time spent on web-based Email and Instant Messengers.



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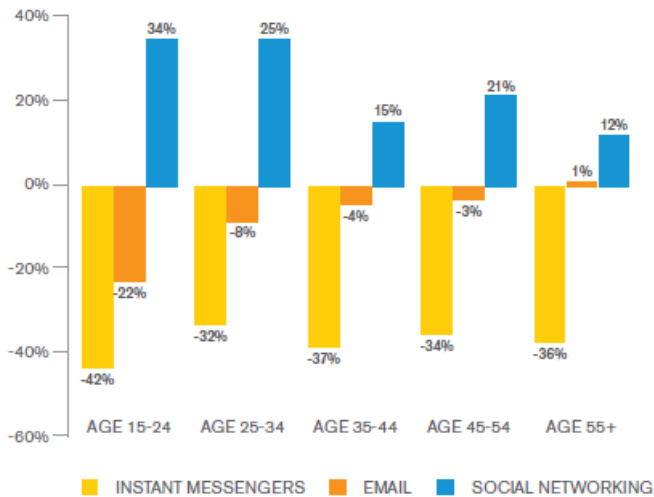


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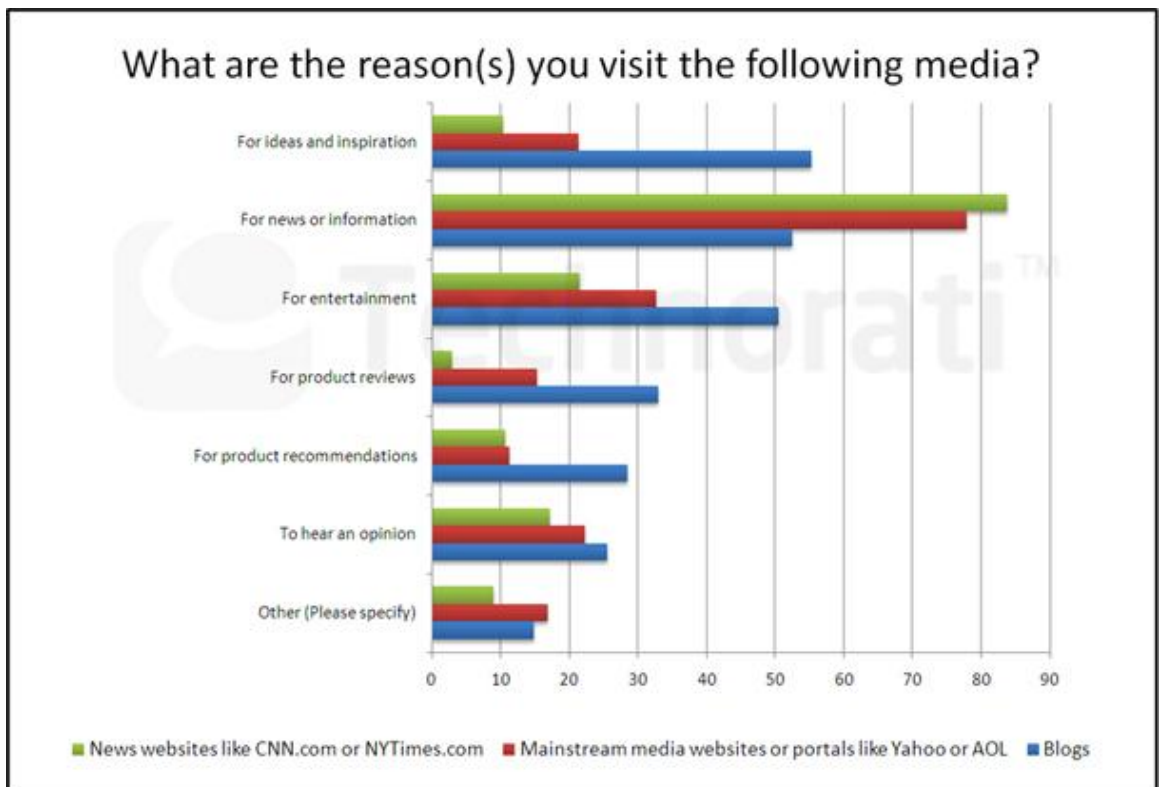
- Average time spent social networking is increasing, but instant messaging and email is largely decreasing. [Source: [comScore](#), December 2011]

Change in Average Time Spent with Content Category by Age Segment

Source: comScore Media Metrix, Worldwide, October 2011 vs. July 2010



- More than 70% of consumers visit media websites or portals for news or information. [Source: [Technorati](#), November 2011]



3. Video

3.1. Market size and growth trends

- Google Sites (including YouTube) are the biggest global video property. [Source: [comScore](#), December 2011]

Top 5 Global Video Properties by Total Videos* Viewed (000) October 2011 Total Worldwide – Visitors Age 15+ Home/Work Location** Source: comScore Video Metrix		
	Videos (000)	Share of Videos
Total Internet : Total Audience	201,420,689	100.0%
Google Sites	88,278,970	43.8%
Youku Inc.	4,644,727	2.3%
VEVO	3,697,229	1.8%
Facebook.com	2,590,812	1.3%
Dwango Co., Ltd.	2,458,180	1.2%

- In Turkey, videos reach 93.6% of the online population. [Source: [comScore](#), December 2011]

Selected Markets by Videos* per Viewer and Online Video Viewing Penetration October 2011 Total Worldwide – Visitors Age 15+ Home/Work Location** Source: comScore Video Metrix			
Selected Markets by Videos per Viewer	Videos per Viewer	Selected Markets by % Reach of Web Population	% Reach Web Population
Canada	303.7	Turkey	93.6%
US	286.3	Canada	90.9%
UK	268.6	Chile	90.2%
Turkey	250.7	Argentina	89.6%
Germany	250.6	Brazil	89.0%
Japan	222.7	Hong Kong	88.9%
France	190.1	Spain	88.9%
Spain	178.6	US	88.0%
Hong Kong	160.0	Mexico	87.2%
Singapore	153.2	France	86.8%

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4. Social Media

4.1. Social networking

4.1.1. Market growth and trends

- Social networks reach is 22% of the global population. [Source: We Are Social, January 2012]
- North America leads the world for social network penetration. [Source: We Are Social, January 2012]



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4.1.2. Facebook

- The US leads the world for number of Facebook users. [Source: Fortunecate.it, January 2012]

TOP 15 FACEBOOK COUNTRIES by number of users in January 2012



- Brands are acquiring fans at a rate of 9% per month. [Source: Efficient Frontier, January 2012]



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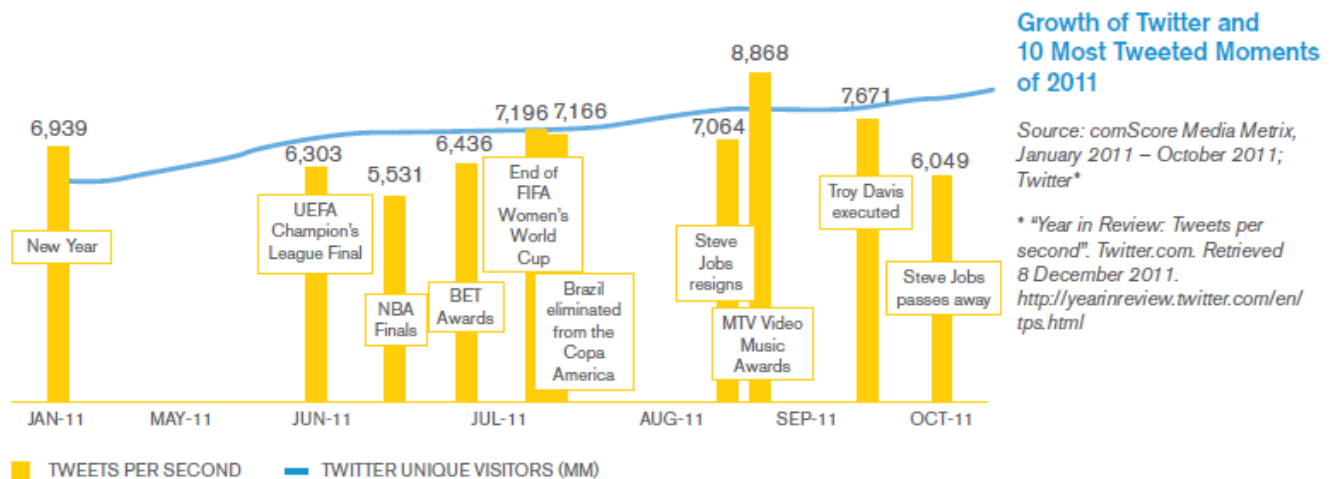
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4.1.3. Twitter

- Twitter penetration across BRIC countries. [Source: fnbox, via [TNW](#), December 2011]

Twitter penetration	
24%	Brasil
8%	India
0%	Russia
0%	China

- The 2011 MTV Music Video Awards saw 8,868 tweets generated per second. [Source: [comScore](#), December 2011]



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5. E-commerce

5.1. Market size and trends

- 46% of parents whose children shop online allow their child to use their credit/debit card. [Source: [Symantec](#), November 2011]
- 30% of parents who let their children shop with their credit/debit card online say their child has used it without permission. [Source: [Symantec](#), November 2011]
- 23% of parents who let their children shop with their credit/debit card online say their child has overspent on it. [Source: [Symantec](#), November 2011]
- 39% of college students buy more online than in person. [Source: [Cisco](#), September 2011]

College Students %	Total (n=1441)	US (n=100)	CAN (n=101)	MEX (n=106)	BRA (n=105)	UK (n=100)	FRA (n=100)	DEU (n=100)	SPA (n=103)	ITA (n=100)	RUS (n=106)	IND (n=113)	CHN (n=102)	JPN (n=101)	AUS (n=104)
Buy more in person than online	61	54	74	75	34	50	76	45	50	54	89	72	40	75	67
Buy more online than in person	39	46	26	25	66	50	24 J	55	50	46	11	28	60	25	33

5.2. Conversion rates

- Photos of people on a website can help double conversion rates. [Source: [Think Vitamin](#), via GetElastic, October 2010]
- 70% of companies surveyed by Econsultancy said that their conversion rates had improved during 2009. [Source: [Econsultancy RedEye Conversion Report](#), October 2009]

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5.2.1. Shopping carts / dropout rates

- The top 10 reasons for lost online travel purchases [Source: Qubit, via [Eyefortravel](#), November 2011]
 - Price disparities and poor presentation
 - Site functionality issues such as lack of time-saving features
 - Poor on-site search
 - Poorly displayed product descriptions
 - Presentation of additional charges
 - Navigation issues such as poor sorting and filtering functionality
 - Lack of discounts/sales
 - Errors and bugs
 - Site speed, particularly page load times
 - Unclear details about product availability

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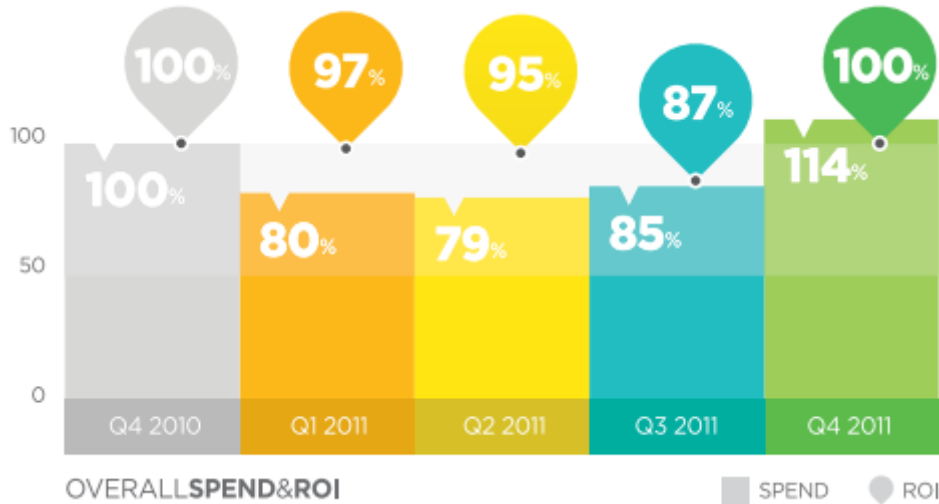


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6. Search Engine Marketing

6.1. Overall market figures

- Search ROI increased by 18% quarter-on-quarter during 2011. [Source: [Efficient Frontier](#), January 2012]



- Google accounts for 81% of search spend share. [Source: [Efficient Frontier](#), January 2012]



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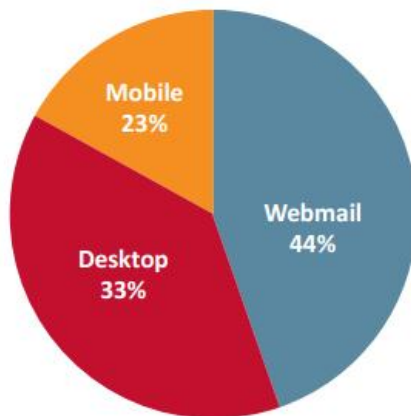
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7. Email Marketing

7.1. Market size and growth trends

- 44% of email is read via webmail. [Source: [Return Path](#), December 2011]

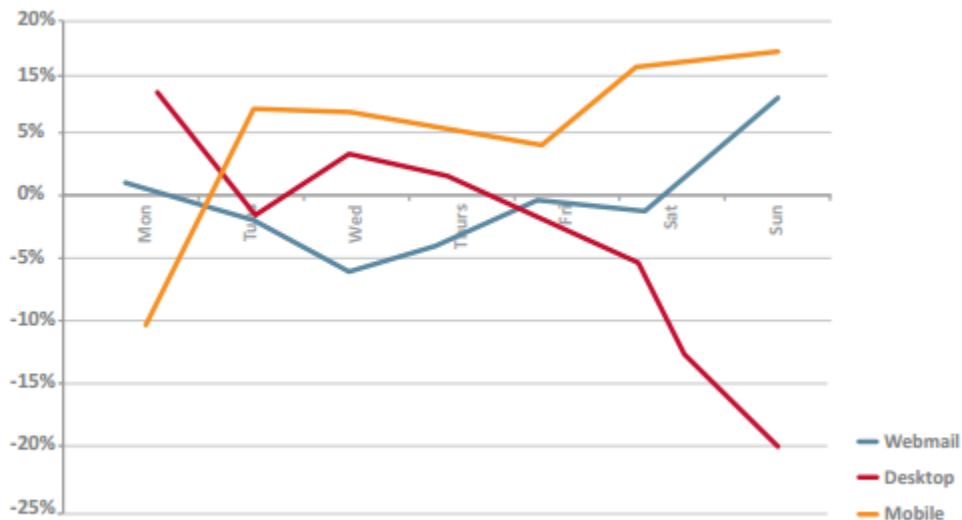
Where Email is Read: Webmail, Desktop and Mobile Views



Mobile, Webmail, Desktops: Where are we viewing email now? Return Path Inc., 2011.

- Use of mobile and webmail increases during the weekend. [Source: [Return Path](#), December 2011]

How Day of Week Affects Where Email is Viewed



Mobile, Webmail, Desktops: Where are we viewing email now? Return Path Inc., 2011.



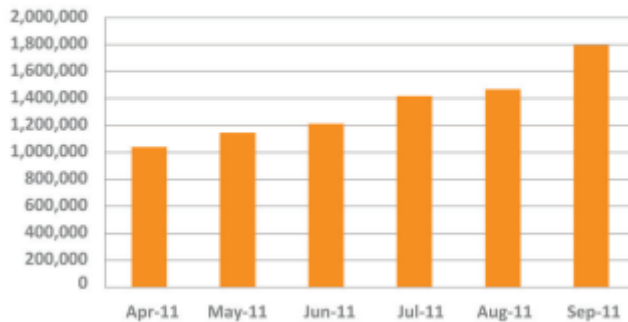
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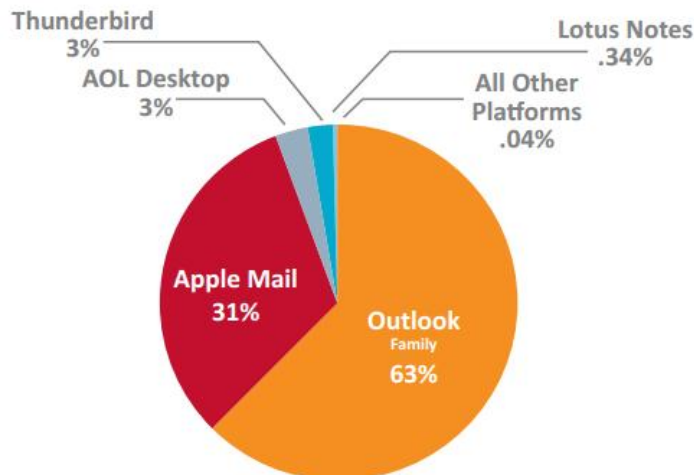
- Email views on the iPad jumped by 12% between March, when the iPad 2 launched, and April 2011. [Source: [Return Path](#), December 2011]

iPad Email Views Skyrockets



- Outlook accounts for 63% of desktop email access. [Source: [Return Path](#), December 2011]

Email Desktop Access: Outlook is King



Mobile, Webmail, Desktops: Where are we viewing email now? Return Path Inc., 2011.

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8. Internet Advertising

8.1. Market size and growth trends

- Global display ads are growing by 18.9% per year. [Source: [ZenithOptimedia](#), December 2011]

Internet advertising by type

US\$ million, current prices Currency conversion at 2010 average rates.

	2010	2011	2012	2013	2014
Display	21,845	25,362	29,965	35,597	42,648
Classified	10,951	11,989	13,068	14,236	15,594
Paid search	31,183	35,491	41,234	47,931	55,039
Total	63,979	72,842	84,267	97,764	113,281

Source: ZenithOptimedia

- Google has increased its share of the internet ad market from 34.9% in 2006 to 44.1% in 2010. [Source: [ZenithOptimedia](#), December 2011]

Market share of the main internet portals

Share of global internet ad expenditure (%)

	2006	2007	2008	2009	2010
Google	34.9	40.3	42.5	41.9	44.1
Microsoft	8.1	7.9	4.2	4.0	4.0
Yahoo!	18.7	14.9	11.7	9.6	8.3
AOL	6.3	5.5	4.2	2.2	1.5
Facebook	0.2	0.4	0.6	1.4	3.1
Total	68.1	68.9	63.2	59.2	61.0

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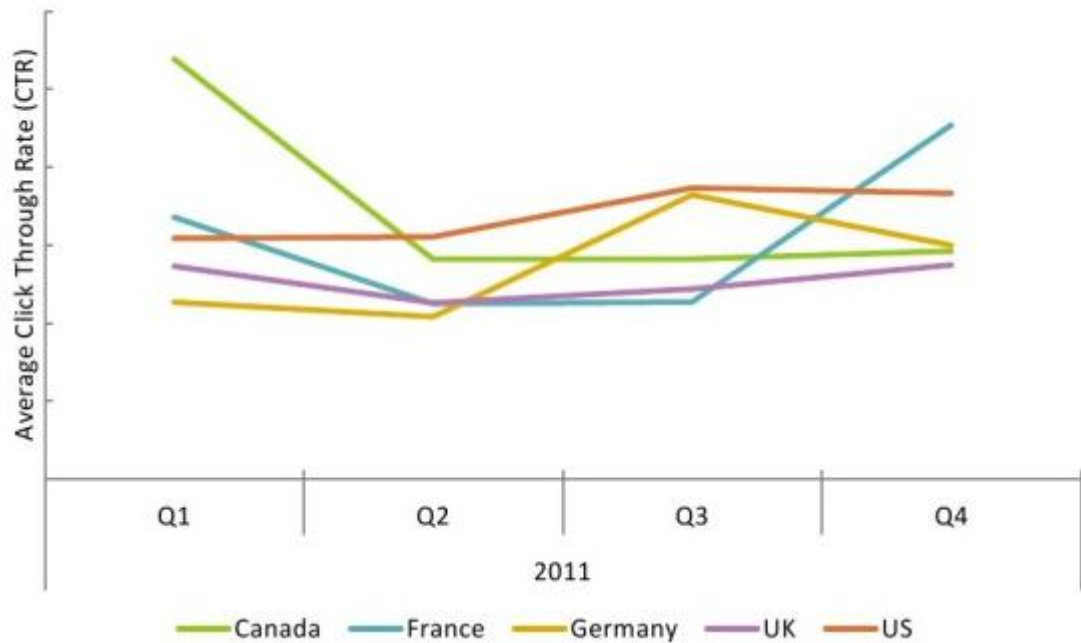


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8.2. Online advertising response rates

- Across Canada, France, Germany, UK and the US, Facebook click through rates increased by 18% during 2011. [Source: [TBG Digital](#), January 2012]

Figure 3 Average Click Through Rates across five major markets



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9. Mobile

9.1. Market growth and trends

9.1.1. Market size and demographics

- Mobile reaches 86% of the global population and there are more than 5.8bn subscribers worldwide. [Source: [We Are Social](#), January 2012]
- North America, Western Europe, Central and South America, Middle East and Central and Eastern Europe all boast 100+% mobile penetration. [Source: [We Are Social](#), January 2012]



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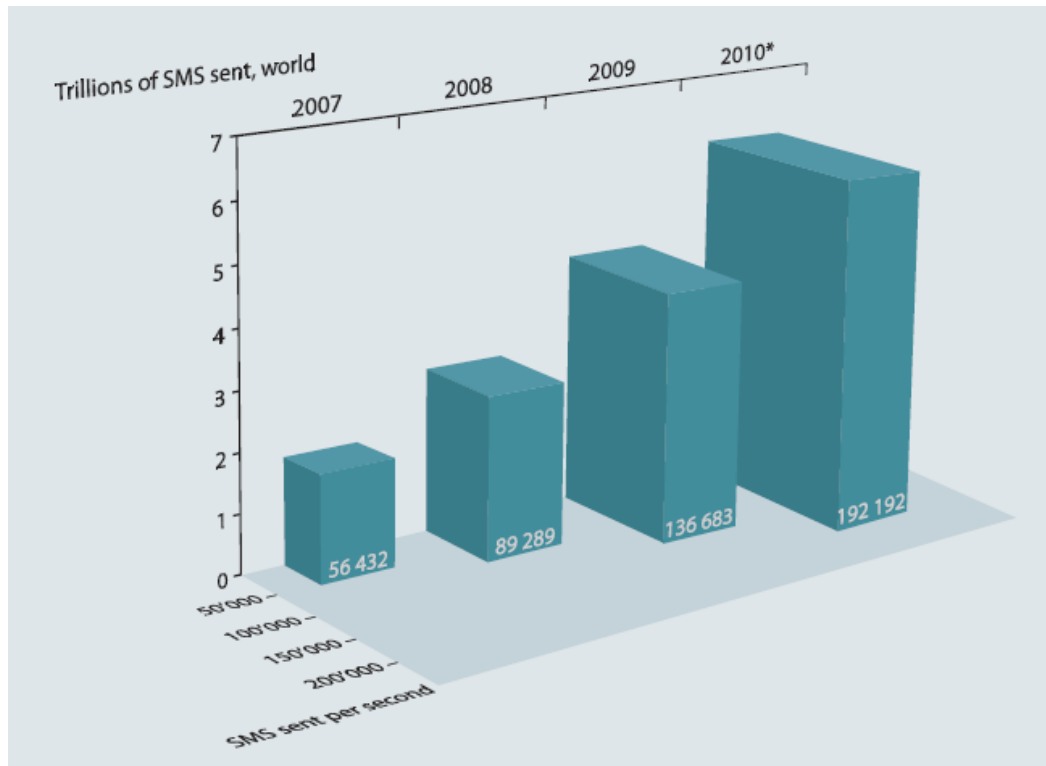
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9.1.2. SMS

- Trillions of SMS sent 2007-2010. [Source: [ITU](#), December 2010]



- SMS traffic is generating \$812,000 every minute (or \$14,000 every second). [Source: [ITU](#), December 2010]

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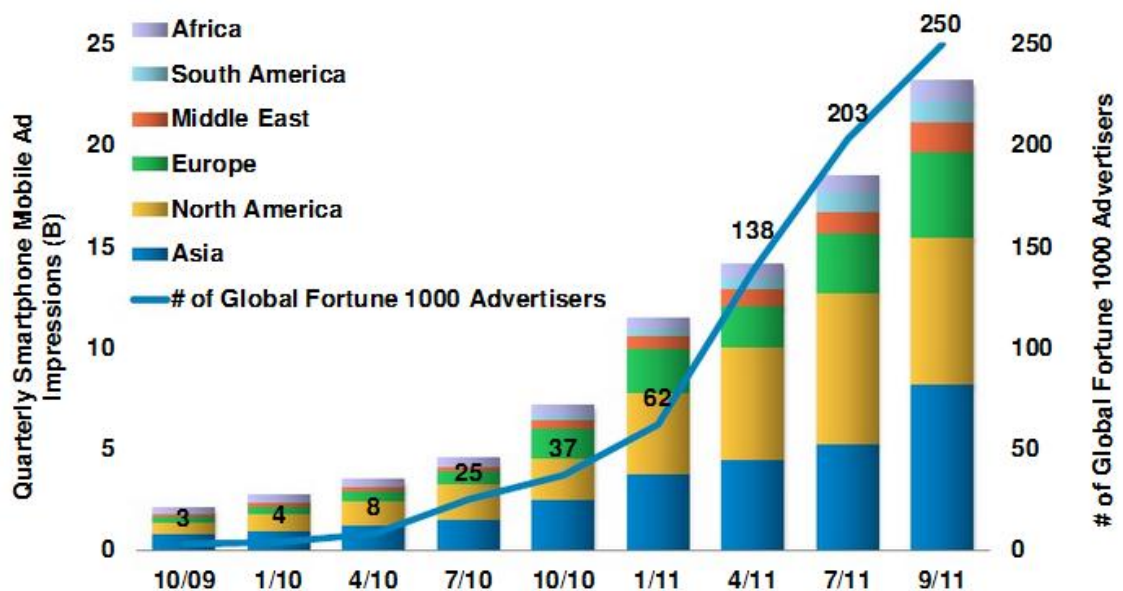
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9.2. Mobile advertising

9.2.1. Advertising impressions

- Asia and North America are leading the growth in mobile advertising. [Source: [KPCB](#), October 2011]

InMobi – # of Fortune 1000 Companies Launching Mobile Ad Campaigns & Quarterly Smartphone Ad Impressions, 10/09-9/11



- Worldwide requests from Android devices increased 97% from October to December. [Source: Experian Hitwise, January 2010]

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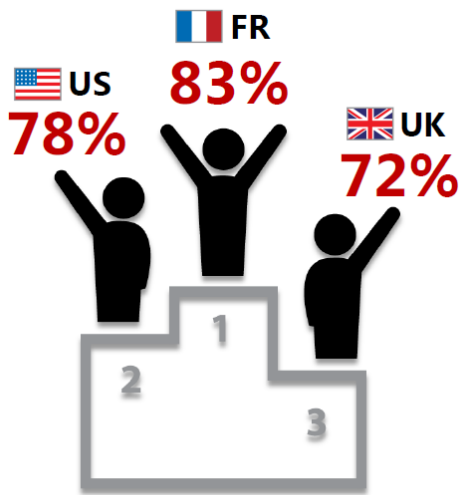
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This sample document is intended to give an indication of the type of data covered in the Internet Statistics Compendium and how information is presented. The content within each individual statistics document varies, depending on the availability of data.

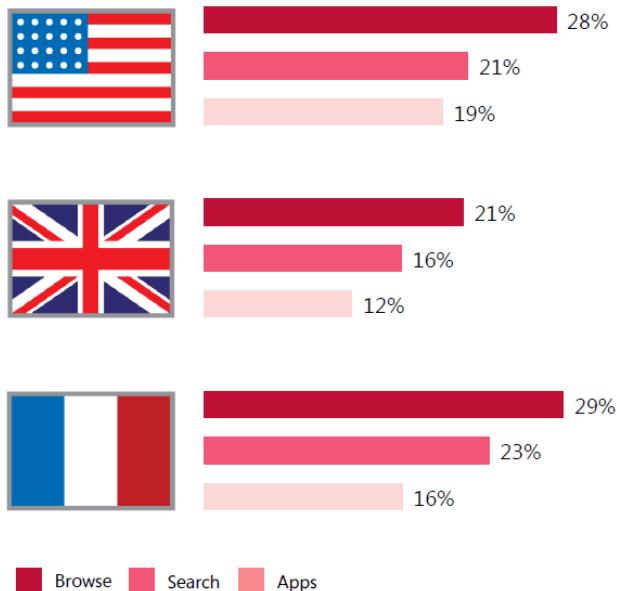
9.2.2. Advertising response

- 83% of French mobile users go to an apparel store after being exposed to a related mobile ad. [Source: [Microsoft](#), March 2011]



Went to Offline Store

- Across the US, UK and France mobile browsers have the largest influence of driving offline apparel purchases. [Source: [Microsoft](#), March 2011]



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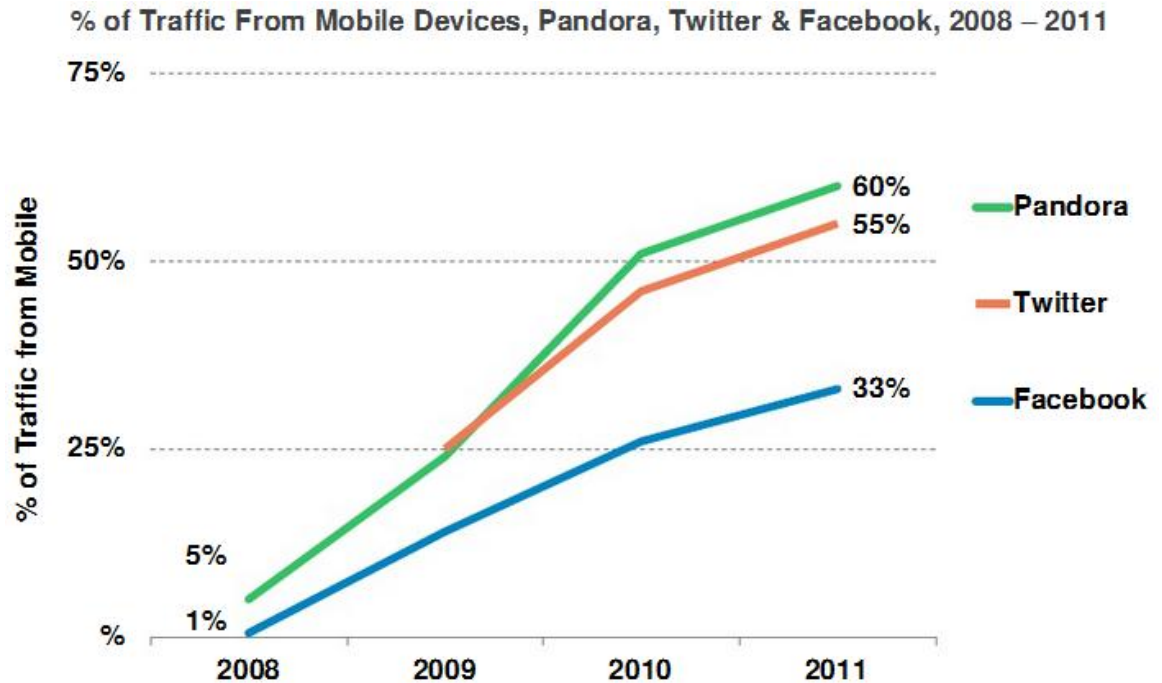
Important



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9.3. Mobile internet

- 60% of traffic to Pandora is from mobile devices. [Source: [KPCB](#), October 2011]



- Mobile data and internet traffic is expected to increase by 129% in the Middle East and Africa region between 2010 and 2015. [Source: [Cisco](#), June 2011]

Mobile Data and Internet Traffic, 2010–2015							
	2010	2011	2012	2013	2014	2015	CAGR 2010–2015
By Geography (PB per Month)							
North America	49	118	235	416	675	986	82%
Western Europe	64	146	326	635	1,073	1,632	91%
Asia Pacific	55	128	269	530	997	1,837	102%
Japan	40	86	172	289	425	578	70%
Latin America	12	26	60	127	257	488	111%
Central and Eastern Europe	10	25	56	110	201	346	102%
Middle East and Africa	6	17	44	90	179	387	129%
Total (PB per Month)							
Mobile data and Internet	237	546	1,163	2,198	3,806	6,254	92%

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10. Acknowledgements

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ACMA	AmericaEconomia	Bazaarvoice	BRMB
ACNielsen	American University of Beirut	BBC	Bronto
Actinic	Amodiovalerio Verde	BCS	Brown University
ADMA	Analysys International	Ben Edelman	Browser News
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Affiliate4U	AppsArabia	BizRate/Shopzilla	Canalys
AffiliateBenchmarks	ArabCrunch	Blendtec	Carat
Affiliates4u	Ari Kesisoglu	Blogher	CCI
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AFP	Association of Online Publishers (AOP)	Bloglines	Chadwick Martin Bailey
Ahram Online	ATG	Boston Consulting Group (BCG)	ChannelAdvisor
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