

Google Dominates Internet Landscape in India and Brazil

Google Sites Account for Nearly 30 Percent of All Time Spent Online in these Two Markets, Three Times Higher than Average

RESTON, Va., Sept 14, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world today released a study focusing on Google's relative dominance in the two emerging Internet markets of India and Brazil. As background, Google Sites ranked as the most visited Internet property worldwide with 854 million unique visitors age 15 and older in July, an increase of 18-percent during the past year. Nearly 75 percent of all Internet users worldwide visited the Google Sites property, which accounted for 9.4 percent of all time spent online. Nearly one out of every ten minutes a person spends online around the world is spent on a Google site.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

Google usage is more prevalent in certain global markets than others. Two particular markets stand apart from the rest in terms of their dependence on Google: Brazil and India. In July, 29.8 percent of total time spent online in Brazil was spent on Google Sites, with India only slightly lower at 28.9 percent. The next highest global market was Ireland at 15.9 percent.

Top Ten Global Internet Markets by Google Sites' Share of Time Spent
 July 2009
 Age 15+, Home & Work Locations
 Source: comScore

	Total Internet	Total Minutes (MM) Google Sites	Google Sites' Share of Total Minutes Spent Online
Worldwide	1,541,617	145,473	9.4%
Brazil	46,352	13,808	29.8%
India	21,799	6,294	28.9%
Ireland	1,717	273	15.9%
Singapore	3,326	475	14.3%
Portugal	4,430	590	13.3%
South Africa	2,764	358	12.9%
Mexico	23,035	2,950	12.8%
Italy	21,776	2,699	12.4%
Austria	3,435	417	12.1%
Denmark	3,458	417	12.1%

"It's interesting that the dynamics of Google usage would be so similar in Brazil and India given that the two markets are on opposite sides of the world and quite different culturally from one another," said Alex Banks, managing director of comScore Latin America. "As it turns out, there are interesting similarities between Brazil and India as emerging Internet markets. Google's prevalence in these markets can perhaps best be explained by the fact that the time at which these markets really began to develop and flourish was around the same time that Google was becoming a major player in the search landscape. As a result, Google became the dominant Internet brand in these markets and its success appears to have bled from search into other areas of the web like social networking."

Google Dominance in Brazil and India

The Google brand has extended to success across most of the categories in which it plays in Brazil and India. In some categories, Google is the only player of consequence, commanding considerably high market shares. For example, in Brazil, Google Sites accounts for 89.5 percent of all searches conducted, while Google Orkut has a dominant position in social networking (96.0 percent of time spent), as does Google Maps in the maps category (70.9 percent of time spent) and Google-owned YouTube in the multimedia category (91.6 percent).

In India, Google Sites accounted for 88.4 percent of all searches conducted, and had commanding share of time spent in social networking with Orkut (68.2 percent), maps with Google Maps (63.9 percent), multimedia with YouTube (82.8 percent). It also commanded slightly less than half of all time spent in the blogs category with Blogger (47.6 percent) and email with Gmail (46.8 percent).

Google-Owned Sites Across Selected Site Categories in Brazil and India
 July 2009
 Total Brazil and India, Age 15+, Home & Work Locations
 Source: comScore World Metrix and comScore qSearch

Site Category	Google Site	Category Rank by Unique Visitors	Google's Share of Time Spent in Category
Brazil			
Search*	Google Sites	1	89.5%
Social Networking			
	Orkut	1	96.0%
Maps			
	Google Maps	1	70.9%
Photos			
	Picasa Network	2	8.9%
Blogs			
	Blogger	1	43.7%
Multimedia			
	YouTube	1	91.6%
Email			
	Gmail	2	9.7%
India			
Search*	Google Sites	1	88.4%
Social Networking			
	Orkut	1	68.2%
Maps			
	Google Maps	1	63.9%
Photos			
	Picasa Network	1	16.2%
Blogs			
	Blogger	1	47.6%

----- Multimedia -----	----- YouTube -----	--- 1 ---	---- 82.8% ----
----- Email -----	----- Gmail -----	--- 2 ---	---- 46.8% ----

*Search category market share based on share of searches conducted, not share of time spent like the other categories

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