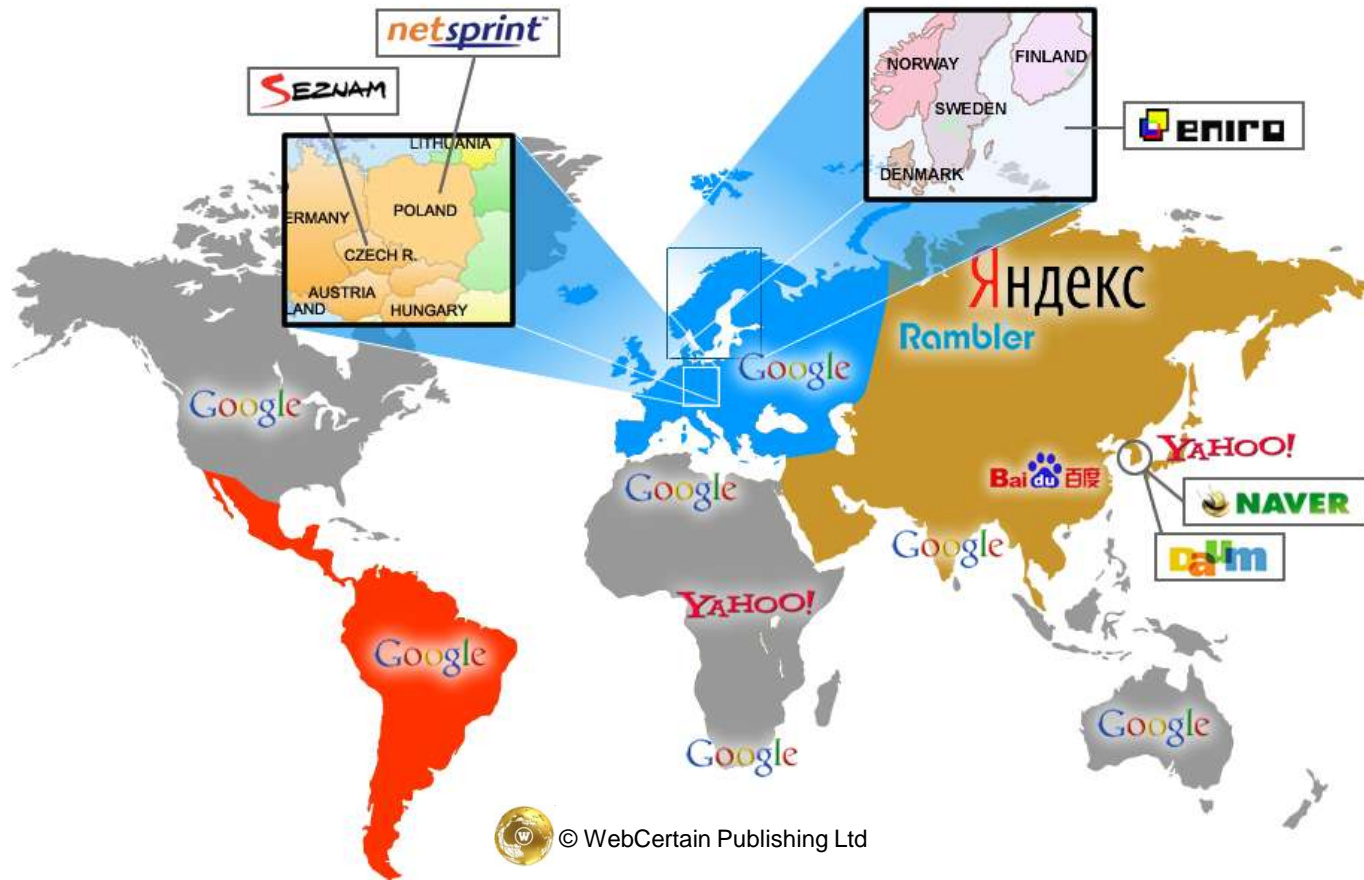


The WebCertain Search and Social Report 2010



The WebCertain Search and Social Report

WebCertain's Global Search and Social Report is designed to give a brief overview of search and social media activity around the world.

It does not cover every country active on the internet, nor does it delve deeply into online behaviour in each market, however it highlights the key search engines and social media properties marketers should be aware of in different countries and gives an insight into what is important to internet users in those markets.

Contents

Brazil	Mexico
Czech Republic	The Netherlands
China	Norway
Denmark	Portugal
Finland	Russia
France	Slovakia
Germany	South Korea
India	Spain
Italy	Sweden
Japan	UK
	USA

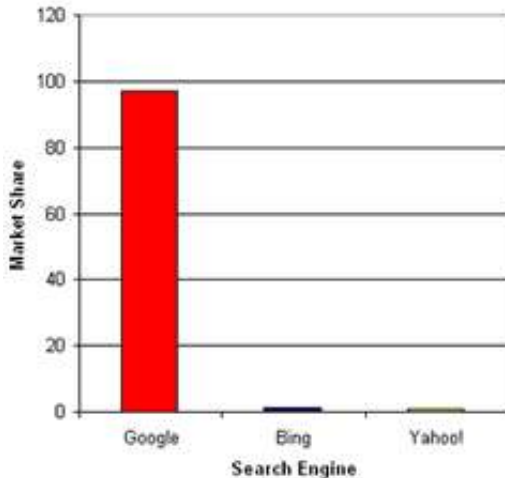


Brazil



Population: 201, 103, 330
Est. Internet Users: 75, 943,600
Internet Penetration: 37.8%
Languages: Brazilian Portuguese

Search Engines



Google holds almost the entire search market in Brazil, with Bing and Yahoo! holding only 1% each.

Sources:

<http://www.primeirolugar.net/blog/google-marketshare-brasil.html>

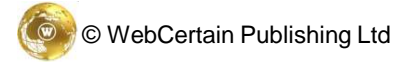
<http://www.internetworldstats.com/sa/br.htm>

<http://blogs.ft.com/beyond-brics/2010/08/25/can-facebook-become-brazils-other-social-network/>

http://www.comscore.com/Press_Events/Press_Releases

The WebCertain Search and Social Report

Social Media



Brazil is a global leader in social networking with 86% of the country's internet population using social networks.

Orkut is still the clear market leader in the country, claiming almost 30 million visitors in July 2010, compared to just 8.2 million for Facebook.

Brazil has the second highest Twitter penetration rate in the world, trailing only Indonesia – 20.5% of the country's online population use the microblogging site.

Video is also hugely popular in Brazil. In July, 6 out of 7 users viewed a video online.

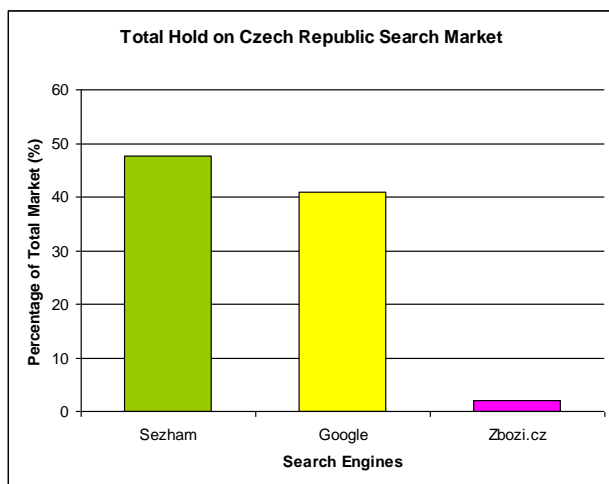


Czech Republic



Population: 10.7 million
Est. Internet Users: 5.1 million
Internet Penetration: 48.1%
Language: Czech

Search Engines



As of June 2010, the most utilised search engine in the Czech Republic was Seznam representing 47.7% of the total search engine market share. Google ranked second among Czech internet users with 40.8% of the total market share. The third ranked search engine is Zbozi.cz with a 2.10% share. The remainder of the market is divided among several small search engines.



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Social Media



Facebook usage has increased in the Czech Republic by 3233.2% in the past two years and now has over 2.6 million users. Another popular site in the Czech Republic is Lide.

It is estimated that between 4 and 12 thousand Czech's use Twitter. The Czech Republic's usage of the Internet radio site with social networking capabilities, Last.fm, is ranked fourth highest out of the entire global community.

Residents of the Czech Republic spend on average 87 minutes on the Internet each day. Users aged between 45-54 spend the most time online. The Internet is being used more and more for entertainment in the Czech Republic with 37% of all Internet visits solely for entertainment purposes.

Sources:

<http://www.search-engine-market-share.com/>

<http://www.nickburcher.com/2010/07/facebook-usage-statistics-by-country.html>

ECCO Social

Pingdom

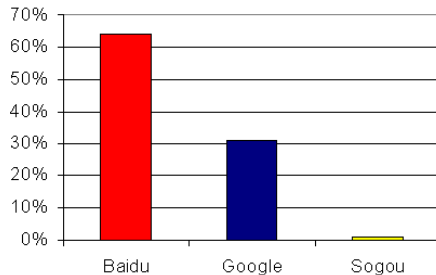


China



Population: 1.3 Billion
Est. Internet Users: 404 million
Internet Penetration: 28.9%
Languages: Mandarin, Wu, Cantonese, Min Xiang, Hakka, Gan

Search Engines

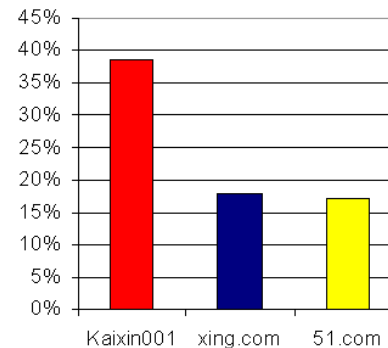


Baidu – 64.0%
Google – 30.9%
Sogou – 0.7%

Baidu is by far the dominant search engine in China. The main development in China this year has been Google's withdrawal from the country, due to the government's strict censorship policies. Chinese users are still able to access Chinese content from Google's Hong Kong page, however they are no longer automatically redirected there directly from Google.cn.

In the last year, the main three uses of the internet have been music (83.5%), news (80.1%) and search (73.3%). However, E-commerce websites have grown the fastest, increasing by around 70%. Taobao, China's largest internet retail platform, has begun to take some PPC market share from Baidu and Google. It is forecast to hold 22% of the Chinese paid search market by 2012.

Social Media



Kaixin001 – 38.5%
Xing – 17.80%
51.com – 17.12%

Social Networking websites have rapidly grown in popularity since 2008, with the number of the users reaching 176 million (45.8% of all internet users). Forums are also an important communication tool in China. A funny post on a popular forum can get more than 40,000 clicks in only 6 hours.



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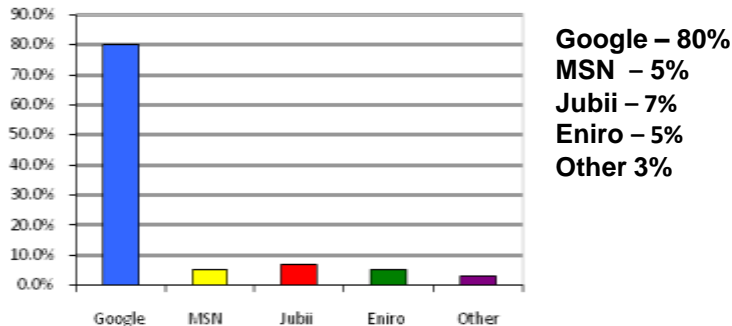
**Sources: <http://www.scio.gov.cn/>
Analysis International
Chinalabs**

Denmark



Population: 5.5 million
Est. Internet Users: 4.6 million
Internet Penetration: 84.2%
Language: Danish

Search Engines




There are various national (Jubii.dk, Eniro.dk, Kooks.dk, find.siden.nu, Onix.dk) and international (Google.dk, Yahoo.dk, MSN.dk, Altavista.dk) search engines in use in Denmark.

The most common uses of the internet are e-mail (94% of Danish internet users), obtaining information from public government websites (76%), reading newspapers or news sites on the internet (74%), travelling-related services (65%), as well as downloads of games music and videos (39%).

Social Media



Today, around 1.7 million Danes use social networking services such as Facebook, Arto and Skum. This number is by far the highest in the country's history and continues to grow. Facebook has around 55% of the social networking market share.

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Sources:
www.dst.dk
<http://www.internetworldstats.com/>

Finland



Population: 5.3 million
Est. Internet Users: 3.6 million
Internet Penetration: 83.5%
Languages: Finnish, Swedish

Search Engines



The most important search engines in Finland are Google, Altavista, Kolumbus.fi, Suomi24.fi, and Soneraplaza.net.

Suomi24 formerly known as Evreka.fi or Haku.fi, is a Finnish webportal, directory, and search engine. Soneraplaza is a Finnish webportal with an integrated directory.

Sources:

<http://www.vaestorekisterikeskus.fi>
http://www.indexmundi.com/finland/internet_users.html
<http://planmill.wordpress.com/2010/01/12/business-use-of-social-media-in-finland/>
<http://akkinen.wordpress.com/2009/11/18/research-project-social-media-in-business-use/>

Social Media



The three most popular social media sites for personal use in Finland are Facebook (with almost 50% of the market share), Blogger.com, and irc-Galleria.

In general, Finnish companies do not use blogs for business purposes, the only exception being Nokia blogs. The biggest social networks used by businesses are currently Twitter and Facebook but the extent to which they are employed by Finnish companies is considerably lower than in western European countries.



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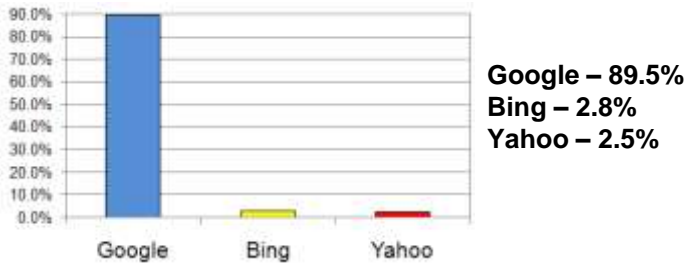


France



Population: 64.3 million
Est. Internet Users: 42.3 million
Internet Penetration: 60.4%
Languages: French

Search Engines



Google is the clear market leader in France, with an almost 90% market share. Rivals Bing and Yahoo only have a combined share of 5% and local French search engines barely have any presence at all.

Popular internet destinations in France are e-commerce and classifieds websites (8.4% of all online activities), webmail services (6.5%), news and media pages (3.3%) as well as sports and travel websites (2% each).

Social Media



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Copainsdavant

Social networking is very popular among French internet users: 12.9% of all French internet visits were directed towards a social media site in 2009 and around 16 million French users regularly visit social networks.

Facebook has recently overtaken Skyrock to become the most popular network and has around 20 million users in the country.

Sources:

<http://www.webgiraffe.net/2009/09/17/search-engine-market-share-evolution-in-france/>

http://www.comscore.com/Press_Events/Press_Releases/2009/2/Social_Networking_France/?%28language%29=eng-US

<http://www.cxo.eu.com/news/social-networking-in-europe/>

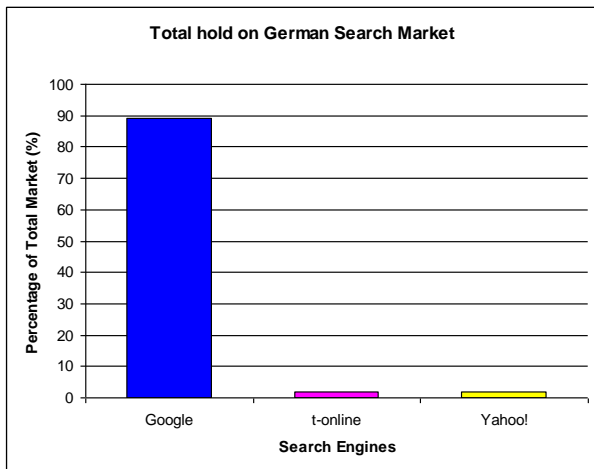


Germany



Population: 82 million
Est. Internet Users: 55.5 million
Internet Penetration: 67.7%
Language: German

Search Engines



The dominant search engine in Germany is Google, with 89% market share. The local portal t-online and Yahoo! have a market share of 2% each. Various lesser-known search engines are available.

YAHOO!

T...Online...

Google

Social Media



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Germany is the third largest social networking market in the world, trailing only the US and China.

The most popular social network in the country is StudiVz with around 17 million users. Its main target audience is students. Facebook has around 11 million users in Germany, where it has taken longer to take hold than in other countries.

Many German users have concerns over privacy on Facebook and German officials have recently begun legal proceedings against Facebook over its use of personal data.

Sources:

<http://www.destatis.de/jetspeed/portal/cms/Sites/destatis/Internet/DE/Navigtion/Statistiken/Bevoelkerung/Bevoelkerungsstand/Bevoelkerungss tand.psmI>

<http://www.internetworldstats.com/top25.htm>

<http://www.webhits.de/deutsch/index.shtml?webstats.html>

http://www.comscore.com/Press_Events/Press_Releases/2010/8/Facebook_Captures_Top_Spot_among_Social_Networking_Sites_in_India

http://www.studivz.net/l/about_us

webCertain



India



Population: 1, 173,108,018
Est. Internet Users: 81,000,000
Internet Penetration: 6.9%
Official Languages: Hindi, English

Search Engines

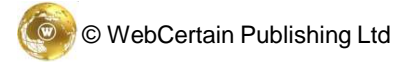


Google is the most popular search engine in India – it offers its interface in English, Hindi, Bengali, Telugu, Marathi and Tamil.

Yahoo! and Bing have a very small share, and Indian portal Rediff is also popular among Indian users.

Internet penetration in India is still low, yet growing at a rapid rate. Mobile internet is hugely important as many Indians will not have a computer, yet 1.2 million mobile accounts are opened each month.

Social Media



Recent statistics show that India is now the 7th largest social networking market in the world, with over 33 million Indian web users access social networks in just one month.

For the first time, Facebook has overtaken Google owned Orkut as the most popular social network in India. Orkut has been the market leader in India for many years and has around 19 million users. In July, Facebook reached 20 million users in the country – but the gap is likely to increase if Facebook maintains its current growth rate. The company opened an office in India earlier this year, highlighting the importance it attaches to the Indian market.

Indian social network [bharatstudent.com](http://www.bharatstudent.com) is the third most popular social Network, with 4.4 million users, followed by Twitter which has grown by 239% in the past year, to 3.3.million users.

Italy



Population: 60 million
Est. Internet Users: 30 million
Internet Penetration: 47.3%
Language: Italian

Search Engines



Google has 91.0% of the market share.

In 2009, Google managed to increase its market share to 91% and thus remains Italy's most popular search engine. Its competitors Virgilio/Alice, Yahoo!, and Bing, have to be content with the remaining 9%.

E-commerce websites are becoming increasingly popular. Despite a tough recession, online shopping grew by 4.6% between November 2009 and January 2010. There are now around 11 million Italians regularly making online purchases.

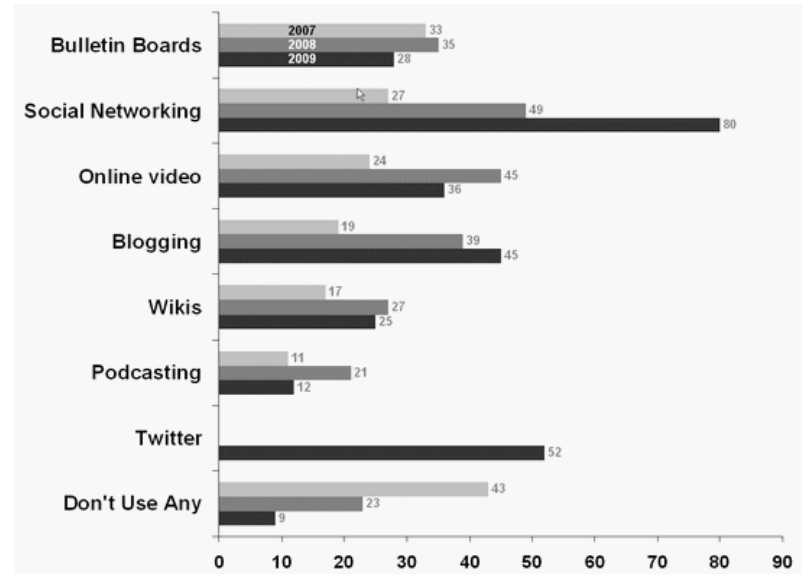


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Sources:

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- <http://www.internetworldstats.com>
- <http://www.insidefacebook.com>
- <http://www.sysomos.com>
- <http://www.digital-pr.it>

Social Media



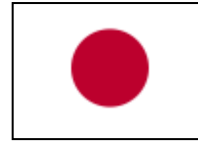
Italian Companies and Social Media

Research on social media in Italy shows that usage of social networking resources for business purposes, along with blogging, increased significantly in 2009. However, the use of forums, online video portals and wiki is still lagging behind other markets.

For private purposes, Facebook is the single most popular social networking site in Italy: It grew from 380,000 users in 2008 to 18 million users in 2009 and continues to attract new users. Other notable social networks are Netlog (3 million users) and MySpace (2.7 million users).

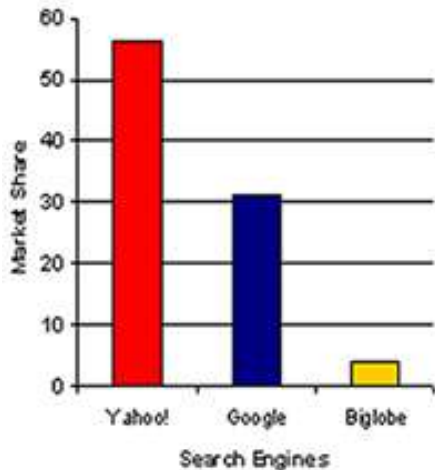


Japan



Population: 127.4 million
Est. Internet Users: 90 million
Internet Penetration: 75%
Language: Japanese

Search Engines



Yahoo! – 56.2%
Google – 31.3%
Biglobe – 3.8%



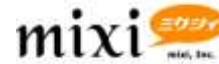
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Yahoo! Japan leads the search engine market in Japan, followed by Google. Biglobe is a Japanese web portal.

Microsoft currently only holds 2.8% and will have been hoping to increase its presence in the Japanese market through its search alliance with Yahoo!, so Yahoo! Japan's recent decision to use Google to power its results was a blow to Bing.

Yahoo! Japan is jointly owned by Yahoo! and Japanese company Softbank.

Social Media



The most popular social media site in Japan is Mixi, which has about 13 million registered users. Other important social networking sites are GREE with 6 million users and Mobage-Town, which is a mobile-only social network and attracts users by offering free games.

Facebook only has around 1.3 million users in Japan, and struggles to compete with the local networks.

Twitter has proved popular in Japan and Japanese was the first language after English that the micro blogging site was available in.

Sources:

<http://www.stat.go.jp/data/jinsui/tsuki/index.htm>

http://www.soumu.go.jp/menu_news/s-news/02tsushin02_000001.html

[http://www.comscore.com/Press_Events/Press_Releases/2009/3/Japan_Search_Engine_Rankings/\(language\)/eng-US](http://www.comscore.com/Press_Events/Press_Releases/2009/3/Japan_Search_Engine_Rankings/(language)/eng-US)

<http://www.asahi.com/digital/cnet/CNT200911270075.html>

<http://japan-internet-marketing.com/Japan-SNS.html>

<http://www.infocubic.co.jp>

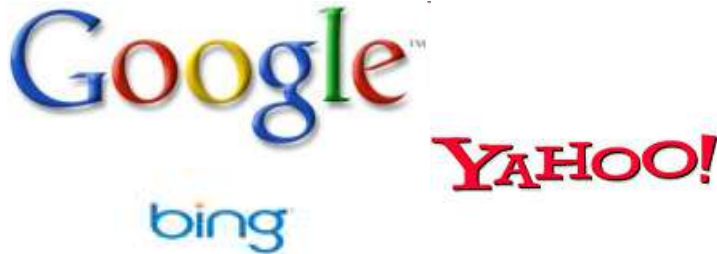


Mexico



Population: 111.2 million
Est. Internet Users: 30.6 million
Internet Penetration: 27.2%
Language: Spanish

Search Engines



Google is the most visited search engine in Mexico with around 90% of the market share. Other popular search engines in Mexico include Yahoo!, and Bing.

Mexico's internet population is growing rapidly and the number of citizens using the web has increased by 21% in the past year.



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Sources:

<http://www.alexacom/siteinfo/google.com.mx>
<http://seoresources.co.uk/twitter-and-social-media-in-mexico/>
<http://www.odmstudio.com.mx/ws/dossier/noticias/google-mexico-y-su-participacion-en-el-pais....htm>

The WebCertain Search and Social Report

Social Media



Facebook is growing rapidly in Mexico, and now has around 15 million users, which equates to 50% of the online population.

Twitter is also becoming increasingly popular in Mexico, with country seeing a 347% growth in Twitter users in just 6 months.

The most visited websites in Mexico are instant messengers, followed by entertainment sites and then social networks..

webCertain

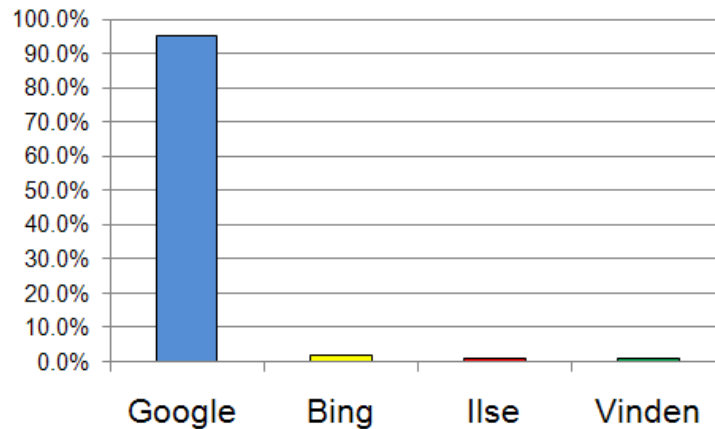


The Netherlands



Population: 16,783,092
Est. Internet Users: 13,791,800
Internet Penetration: 82.9 %
Language: Dutch

Search Engines



The Netherlands search engine market is heavily dominated by Google, with a market share of over 95%. Bing has overtaken Ilse as second largest search engine due to a large marketing push by Microsoft. Yahoo is insignificant as a search engine and is seen more as a 'portal.' Ilse and Vinden.nl are well-known local search engines.

The Netherlands high internet penetration rate is due to the availability of internet throughout the region, mostly highspeed.

Social Media



© WebCertain Publishing Ltd



twitter

facebook

The most popular social networking site in The Netherlands is Hyves, a local Dutch network which was established in 2004. In May 2010. It has 10.3 million registered accounts, a 2 million increase in just 18 months. Facebook has just less than 3 million Dutch users.

Twitter is also becoming increasingly popular in The Netherlands. The microblogging site played a major role in the Dutch elections earlier this year, which may account for the increase in users.

Hyves has the most loyal users of all the sites, with over 2060 million minutes spent on the site in May 2010, compared with 261 million for Facebook and 40 million for Twitter.

Sources: <http://www.internetworldstats.com/top25.htm>
<http://www.facebakers.com/countries-with-facebook/NL/>
<http://www.multilingual-search.com/dutch-social-media-activity-a-steady-growth/28/06/2010/>

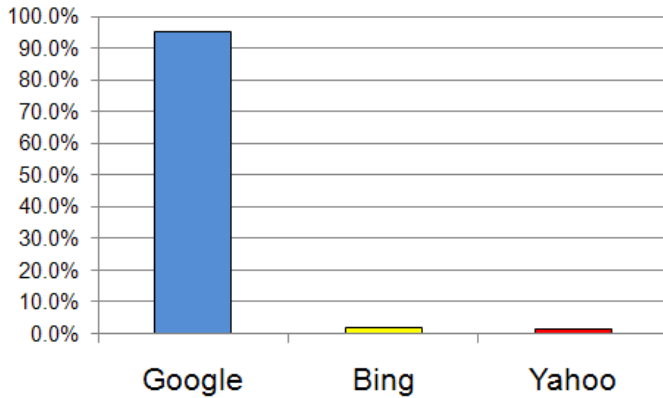


Norway



Population: 4.8 million
Est. Internet Users: 4.2 million
Internet Penetration: 90.9%
Language: Norwegian, Finnish,
Sami

Search Engines



The leading search engine in Norway is Google, with 95% market share. Not only is Google.no a well established brand name, but it also powers the search results of the other search portals in Norway. Bing and Yahoo! are the second and third most popular search engines.

Social Media



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Social media sites are rising fast in Norway. The dominant social networking page is now Facebook with 1,156,00 users. The second most popular website in Norway is Nettby with over 980,000 users. Nettby is an internet based community where users create profiles with nicknames that are linked to the user's city. Blogger.com, a blog hosting service, is another site popular in Norway.

Sources:

<http://www.devenia.eu/non-eu-countries/norway/>

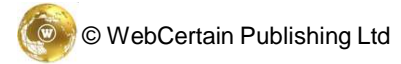
<http://www.norwayblogger.com/norway-environmental-sustainability/>



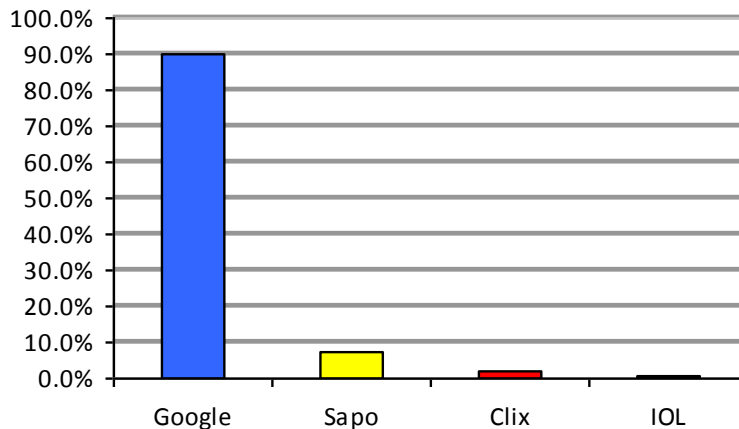
Portugal



Population: 10.5 million
Est. Internet Users: 5.7 million
Internet Penetration: 48.1 %
Language: Portuguese



Search Engines



Google is the market leader in Portuguese search engines with 90% of the market share. Sapo, the Portuguese site, is the second most popular site with a 7% share. Clix, another Portugal based site, corners 2% of the market. The smallest portion of search engine market shares (1%) are devoted to IOL, an online news site.

Social Media



In 2009, 3.5 million Portuguese users visited a social networking site, which is just less than 90% of the total online population in the country. Hi5 is the leading social network in Portugal, and according to Markttest was the most visited website in the country during 2009.

As far as international sites go, Facebook and Twitter were the most successful during 2009, with Facebook growing 463% on the previous, and Twitter increasing its Portuguese users by 842%.

Sources:

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http://www.ipjornal.com/noticias/420235_90-dos-portugueses-internautas-andam-em-redes-sociais.html
<http://www.markttest.com/wap/a/n/id~14a8.aspx>
<http://www.internetworldstats.com/eu/pt.htm>

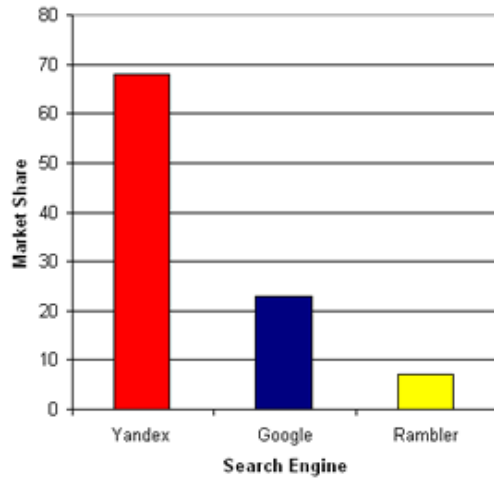



Russia



Population: 139.4 million
Est. Internet Users: 59.7 million
Internet Penetration: 42.8%
Language: Russian

Search Engines

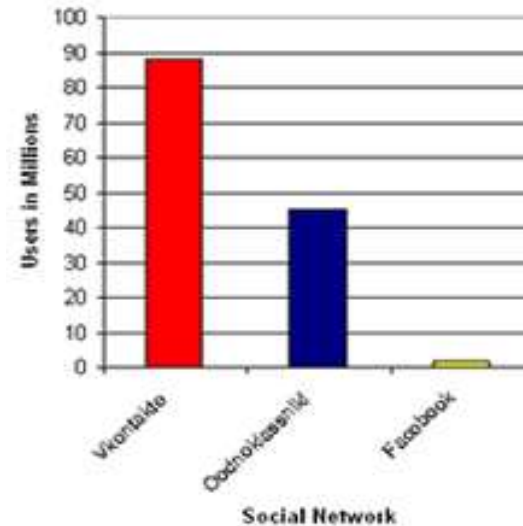


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Yandex is the most widely used search engine in Russia with 68% of the market share. Google comes second but with a small 23%. Rambler comes in third, with Yahoo! and Microsoft claiming only around 1% each.

The number of searches conducted in Russia increased by 92% from December 2008 and December 2009 and internet penetration in the country continues to increase in 2010.

Social Media



Recent figures have shown that Russia is the fourth largest social networking market in the world – with over 37 million users accessing social networks in July 2010.

As with search engines, Russian users prefer local social networks - V Kontakte is the most popular with around 88 million users, followed by Odnoklassniki with around 45 million users. Facebook has only about 1.5 million users in Russia.

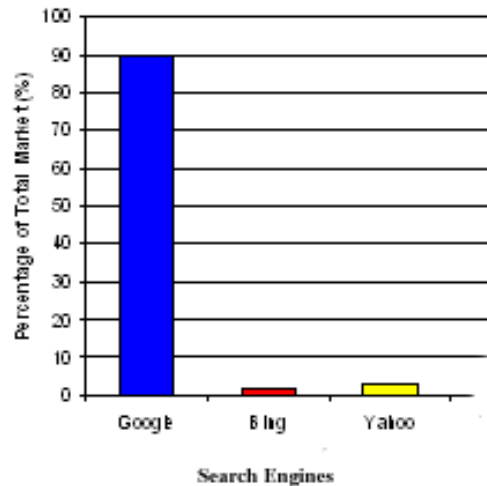


Slovakia



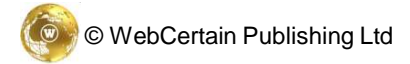
Population: 5, 470,306
Est. Internet Users: 4,063,600
Internet Penetration: 74.3%
Language: Slovak

Search Engines



As of 2010, the Slovakian search engine market is dominated by Google who has more than 99% of the market share. Bing and Yahoo! both have very small shares.

Social Media



Launched in 2004, BIRDZ is a popular Slovakian social network targeted at teenagers and college students as registration on the site is only open for 11-19 year olds. BIRDZ current has 10,000 registered users.

Other popular social media sites in Slovakia include the internet dating site Pokec.sk, Boom.sk used by clubbers, and GigaCast, a social sharing network.

Sources:
Search Engines (SK marketshare)
<http://getclicky.com/marketshare/sk/search-engines/>
Wikipedia <<http://en.wikipedia.org/wiki/BIRDZ>>

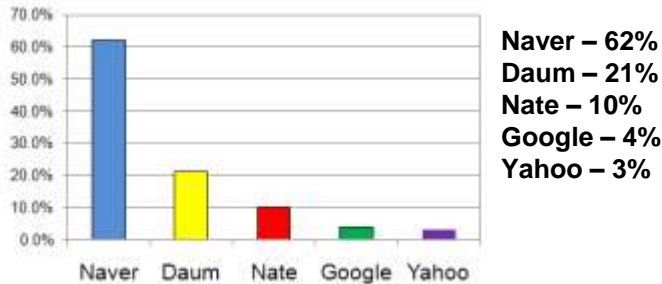


South Korea



Population: 48.6 million
Est. Internet Users: 39.4 million
Internet Penetration: 81.1%
Language: Korean

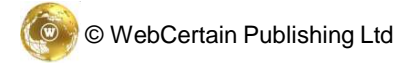
Search Engines



The Korean search engine market is special in that there are three local sites that are far ahead of Google, Naver (62% market share), Daum (21%) and Nate (10%). Google and Yahoo! combined have a market share of only 7%.

In an attempt to increase its user in Korea, Google changed its simplistic home page design to include links and news results, something popular with Korean users.

Social Media



The most popular social website in Korea is Cyworld with over 20 million users. Companies find this social media site helpful in promoting their products and frequently set up an account themselves. The site is visited most frequently by female users, between the ages of 35 and 44.

Daum, Korea's second largest search engine, has launched their own social network called Yozm in the first quarter of 2010. This new network is meant to compete with Twitter.

Facebook currently has around 1.5 million users in Korea, and as in other Asian countries, is struggling to compete with the local networks, such as Cyworld.

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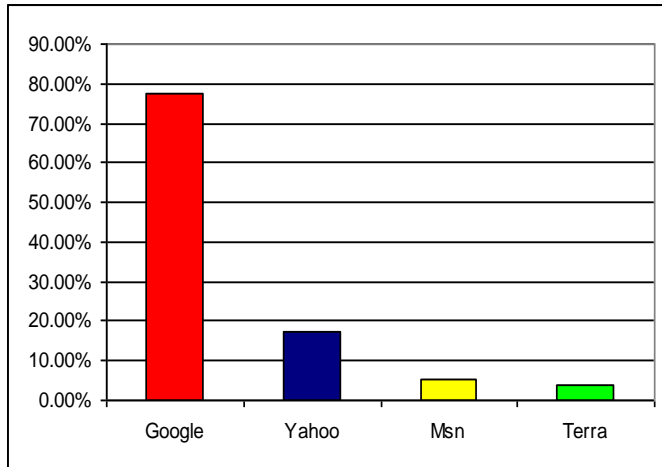


Spain



Population: 46.7 million
Est. Internet Users: 24 million
Internet Penetration: 78%
Language: Spanish

Search Engines



Google is the clear market leader in Spain. Following it, with a sharp decrease in the % of the market share (17.40%) is Yahoo. The third position is occupied by MSN (5.20%) followed by Terra (4%).

Sources:

www.ontsi.red.es

<http://blog.ojacq.com/cuotas-de-mercado-de-los-motores-de-busqueda/>

<http://www.google.com/insights/search/#cat=0&q=Tuenti%2CFace%20book&geo=ES&date=today%2012-m&gprop=&cmpt=q&hl=es>

<http://madridnetwork.com/eventos/detalle/Presentacion-I-Estudio->

[de-la-Innovacion-Abierta-en-Twitter](#)

The WebCertain Search and Social Report

Social Media



The two main social networks in Spain are Facebook and Tuenti. Tuenti is a Spanish only network, which has proved very popular in Spain but has this year been overtaken by Facebook in terms of users numbers. Facebook now has around 10 million users in Spain. 62% of Tuenti users also have a Facebook account.

Tuenti differs from many other networks as users are only able to join if they are invited by other users, who they already know. The site also doesn't allow banner advertising.

According a research on Twitter's impact on the innovation by Madrid Network, only 9% of the Spanish internet population use Twitter, however it is becoming increasing popular for business use.



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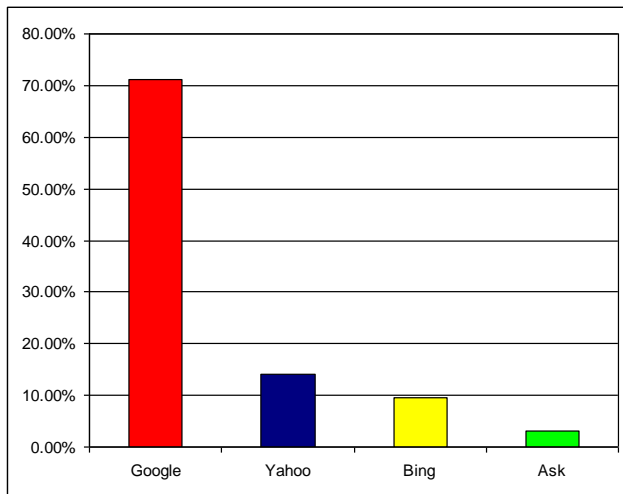


Sweden



Population: 9.3 million
Est. Internet Users: 8 million
Internet Penetration: 89.2%
Language: Swedish

Search Engines



The leading search engine in Sweden is Google, with 71% of the market share. Following it, with just over 14% of the market share is Yahoo!. Bing and Ask in combination present only 12,5% of the total search engine representation on the Swedish market.

Social Media



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In 2005, Lunarstorm (a Swedish social networking site) was perhaps the largest Swedish online community website with 1.2 million active members in Sweden. However, in March 2008 Lunarstorm traffic dropped by 50% which triggered a rise in the number of Facebook users in Sweden (reported to have doubled).

Sources:

<http://www.internetworldstats.com/europa.htm>

<http://www.seoconsultants.com/search-engines/>

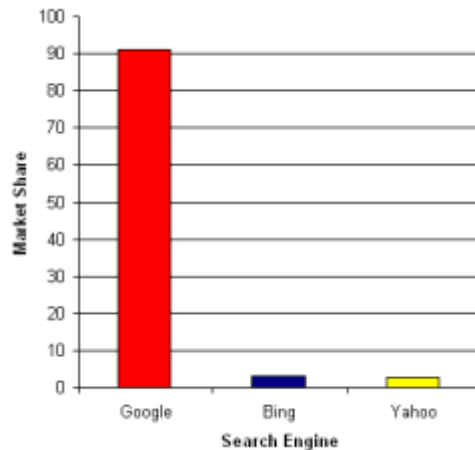


UK



Population: 61,792,000
Est. Internet Users: 46,683,900
Internet Penetration: 67.7%
Language: English

Search Engines

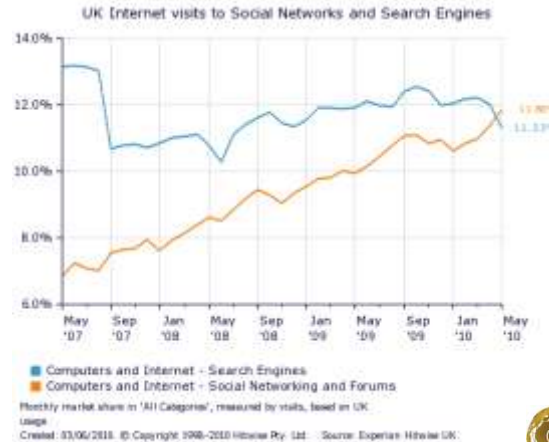


Google continues to dominate the UK search market, with recent statistics showing the search engine to have over 90% of the market share.

Microsoft has increased its presence since the launch of Bing, however along with Yahoo! does not pose any real threat to Google.

Unsurprisingly, Facebook is the most popular UK search term.

Social Media



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In June 2010, UK internet users made more visits to social networks than search engines for the first time.

Facebook is the most used social media site, with over 28 million users, and the network accounts for 55% of all social media visits. The UK is Facebook's second largest market, trailing only the US for number of users. YouTube is the second most popular social media site in the UK, with Twitter coming in third.

Other social networks such as MySpace and Bebo are still present in the UK, but have less than 1% each of all social media visits.

Sources:

EU Internet World Stats www.internetworldstats.com/europa.htm
NetImperative < <http://www.netimperative.com/news/2010/july/top-search-engines-uk/view>>
<http://www.hitwise.com/uk>

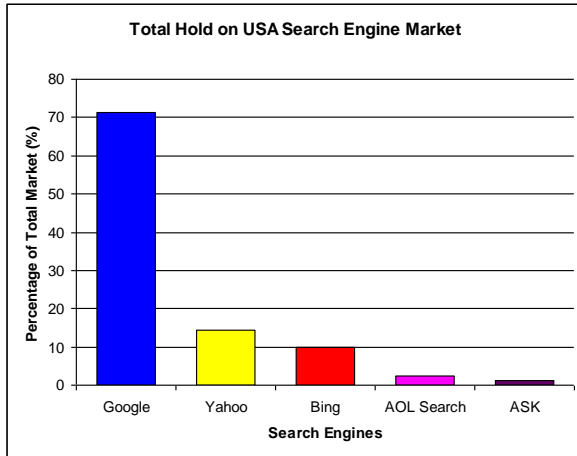


USA



Population: 310,232,863
Est. Internet Users: 239,893,600
Internet Penetration: 77.3%
Languages: American English,
Spanish

Search Engines



Google remains the market leader in the USA, however both Yahoo! and Bing have a greater share than in other markets. Google still accounts for over 70% of all searches, with Yahoo claiming 14.43% of the market and Bing 9.86%. Ask and AOL Search held a small portion of the market, 2.32% and 1.19% respectively.

Sources: SEO Consultants Directory <<http://www.seoconsultants.com/search-engines/>>
CyberWire <<http://www.cwire.org/current-top-15-internet-searches/>>
Social Media Optimization <<http://social-media-optimization.com/2009/02/top-twenty-five-social-networking-sites-feb-2009/>>
Population, USA <google.com>
www.hitwise.com

Social Media



Facebook is now the most visited website in the USA, receiving more visits than Google on average each week.

There over 133 million Facebook users in the US, which is over 50% of the online population.

YouTube is the second most visited social media site, followed by MySpace which maintains a modest user base.

Twitter is also hugely popular in the US, with almost 25 million users visiting the site in June 2010.