

The Webcertain Global Search & Social Report 2012



Introduction

Webcertain's 2012 Global Search & Social Report provides insights into the search engine and social media landscape in 34 countries across the globe— from developed markets like the UK, Germany and the US to rapidly emerging markets such as Brazil and India. The report also takes a look at search and social media in countries that are often overlooked by businesses contemplating international expansion.

It aims to help global marketers quickly gain an understanding of the key search engines and social media properties, as well as the prevailing trends in the digital sphere at both the global and local level.

You can expect to learn:

- * Size of internet audiences as of 2012;
- * Internet penetration rates as of 2012 ;
- * Search engine market shares as of 2012;
- * Recent search and social media developments of importance in the countries covered;
- * The top social networks and their user numbers as of 2012 at the local level;
- * Prevailing search and social media trends through year-on-year performance comparisons;
- * Projected future internet market growth rates, which will help you in spotting future international business opportunities.

About WebCertain

- * Webcertain is a leading web marketing agency with more than 12 years experience in handling international search campaigns for clients of all sizes and across all languages.
- * Our combined linguistic, cultural and technical expertise allows us to run campaigns which will be effective for both humans and search engines in as many markets as you want to target.
- * Our team is made up of native speakers of all the world's major languages from all corners of the globe making us truly international.
- * Webcertain is also the company behind the [International Search Summit](#) and the [International SEO School](#). The latter takes place at our International Language Hub in Barcelona.

What Our Clients Say

"WebCertain's local search engine practices and methods in each territory provide valuable insight into how certain cultures work and what works best in those markets."



"Working with WebCertain has given us great insight into the German language market. I plan to tap that knowledge in other local languages as well."

(Tripadvisor has now extended its range of activities globally.)



"WebCertain have maintained extremely high levels of customer service and consistently delivered work of a high standard, often turning round projects at short notice. Wagamama will continue to work with WebCertain, and would happily recommend their services as they have been a pleasure to work with and have made our lives extremely easy."

The Wagamama logo, featuring the word "wagamama" in a white, lowercase, sans-serif font on a black rectangular background.

wagamama

For Further Information

Contact WebCertain:

* **Telephone:**

+44 (0) 330 330 9000

* **Email:**

info@webcertain.com

* **Address:**

WebCertain Group Ltd World Language Hub, Northminster Business Park
York YO26 6QW

* **Find us on Twitter:**

@WebCertain & @IntSearchSummit

Contents

Key Findings	Japan
Global	Malaysia
Argentina	Mexico
Australia	Netherlands
Belgium	New Zealand
Brazil	Philippines
Canada	Poland
China	Russia
Czech Republic	Saudi Arabia
Denmark	Singapore
Egypt	South Korea
Finland	Spain
France	Sweden
Germany	Thailand
Hong Kong	Turkey
India	United Kingdom
Indonesia	USA
Israel	References*
Italy	

*All references are listed at the end and grouped by country.

Key Findings

- * Google, the preeminent global leader in search, has solidified its already enviable position over the past 12 months in most markets. In almost all European countries, Google's market share exceeds 90%. However, in China—the world's by far largest internet market—Google has seen a very sharp decline in market share.
- * The number of global social networking users will rise almost 20%, compared to 2011.
- * Following its IPO in May this year, 2012 has undoubtedly marked the toughest period in Facebook's relatively brief history. Since going public, the social networking behemoth has seen its opening share price almost halve. Meanwhile, however, Facebook's global user base has steadily increased, and the social pioneer recently announced that it has passed the mind-boggling 1 billion active user milestone—more than half of whom access the site on a daily basis. While monetisation issues still remain a hurdle, Facebook has further manifested itself as the undisputed global social networking champion, not only by scale but also engagement.
- * Despite growing its scale and overall engagement globally, Facebook's previously hyper social Indonesian audience has declined by more than 5 million in just 3 months. Declining user numbers have also been reported in other countries, particularly amongst the early adopters. Thus far, global growth outstrips fatigue—but will it remain so?
- * It's becoming increasingly clear how China will sit alongside the rest of the world. In fact, close to every fourth person on the web today is Chinese - a scale perhaps best exemplified by the fact that 6 out of the world's 10 most popular social networks (by user count) are Chinese, according to the Global-WebIndex's most recent wave of research.
- * While Google and Facebook have solidified their respective global leadership, neither of them lead in all countries worldwide. Our findings show that resiliency towards foreign search engines and foreign social networks are closely correlated. In other words, the countries where Google is struggling to gain on the local competition are predominantly the same markets where Facebook and other popular global social networks are still trailing home-grown competitors.
- * Twitter user numbers have skyrocketed in the first six months of 2012. According to one study, the popular microblogging site has now passed the 500 million user mark.
- * India is the world's fastest-growing online market, both in terms of internet penetration growth and social networking adoption.
- * Qihoo 360, a Chinese online security vendor internet browser provider, has stirred up China's search market through the launch of its own search engine, 360 Search. The company has become the second largest search engine in China practically overnight, shows data from Experian.

Global

At a keynote session at SES San Francisco 2012, Matt Cutts (head of Search Quality at Google) stated that 100 billion searches are conducted each month on Google. Add to this all the searches that are being carried out through other search engines like Baidu, Yandex, Naver, Bing, and Yahoo.





While Google is the undisputed global leader in search, it's far from the only one. The bar chart in the left-hand corner is based on global website traffic reported by Nielsen-Net, seoMoz, Alexa et al., which puts Google at a 88.8% share of the global search market. However, taking into consideration that Baidu holds close to 70% of the Chinese search market, home to a whopping 538 million large internet audience, its global share is bound to be notably higher than indicated below.

Social networking's continuous growth around the globe is truly spectacular. eMarketer estimates that the number of social network users will rise to 1.4 billion this year, up almost 20% over 2011. This growth is being driven by emerging markets, particularly the Asia-Pacific (24.8% Y-o-Y) and Middle East (31.8% Y-o-Y). By comparison, more mature markets like North America and Western Europe will grow to a far lesser extent at 6.6% and 11.9%, respectively.

Facebook announced in October 2012 that it has passed the 1 billion active user milestone. Coincidentally, the preeminent leader in social networking said that it now boasts 600 million mobile users (up 48 million from June 2012), testament not only to the rapid proliferation of connected mobile devices (in particular smartphones and tablets), but also the great appeal of social networking while on-the-go.

2012 has been an outstanding year for Twitter, with one study suggesting that the popular microblogging service recently passed the 500 million user mark globally. Google on the other hand has been heavily criticised for its opaque statements on Google+ user numbers. Recently, however, Google+ product boss Vic Gundotra provided some clarification by saying that 400 million people have upgraded to Google+, of which 100 million are monthly active users.

- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:

- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population Internet Population Internet Penetration Social Penetration*

6.93b



2.27b



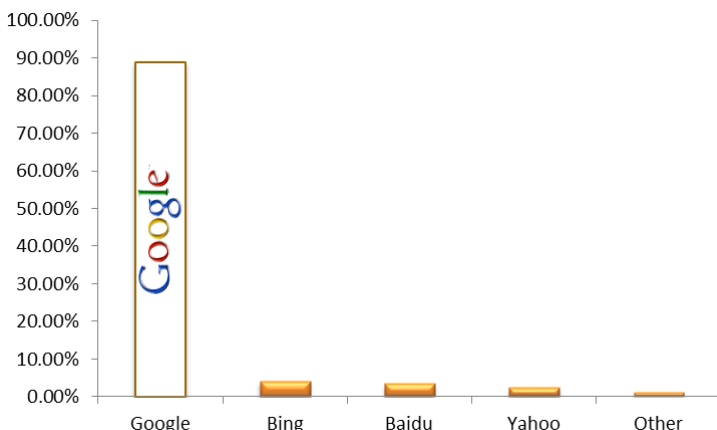
32.7%



61.7%



*Of Online Population



Argentina




In the search engine market, **Google** holds a monopoly with a 97% market share. Over the past year, the company has further consolidated its unique position in the market by “stealing” more than half of the little market share Microsoft’s Bing had. While Bing claimed a little under 4% of the Argentinian search market a year ago, it now accounts for a mere 1.56% - slightly more than Yahoo at 1.32%.



Facebook is the undisputed social star in Argentina. With 72.5% of the entire online population being active users of the social network, Argentina ranks among the top nations in Facebook penetration worldwide. In the past six months alone, total user numbers have grown by more than 1.5 million—a spectacular number given the extreme popularity Facebook already enjoyed. The social networking behemoth has also opened a research centre in Buenos Aires to support its further expansion in South America.

But while Facebook maintains a solid lead, it’s far from the only popular social network. According to a study by SemioCast on global Twitter usage, Argentina is #17 globally in terms of **Twitter** accounts, boasting more users than EU5 countries like France and Germany—both of which have a significantly larger internet audience than Argentina.

Furthermore, social media sensation **Pinterest** has seen immense growth in South America during 2012. From the beginning of the year to April the site grew from just 153K to 1.3 million visitors in the region, notes comScore. Argentinians make up more than 10% of that pie. The country also boasts some of the most engaged “Pinner” within the region, with the average visitor spending 15.3 minutes on the site during April. By comparison, this is more than twice the time spent by the average Brazilian pinner.

- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog’s RSS feed.
- ◆ Follow WebCertain on:
 - 
 - 
 - 
- ◆ [Subscribe](#) to WebCertain’s weekly International Search & Social Newsletter

Population

40m



Internet Population

28m



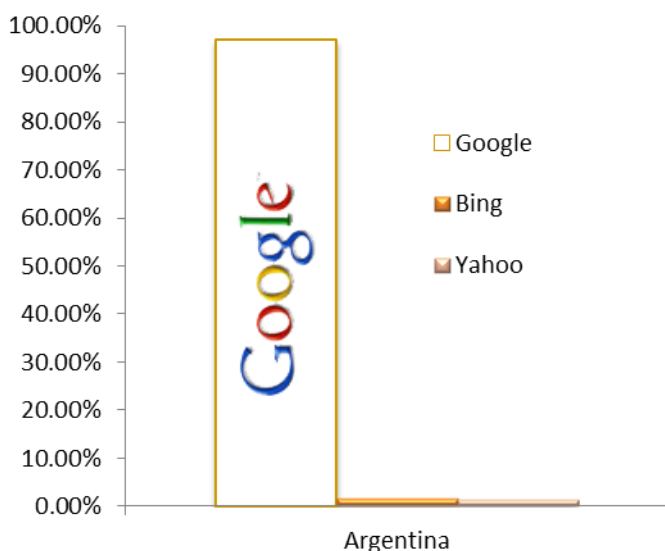
Internet Penetration

67%



Language

Spanish



Australia

With nearly 9 in every 10 people having access to the internet, Australia is one of the world's most connected countries. But not only are Australians highly connected, they are also very social. In fact, 44.4% of the total population is on social media, trailing only the US, Canada and South Korea in social media penetration as a percentage of the total population, estimates eMarketer.






Unsurprisingly, Facebook is leading the pack with almost 11 million users, followed by LinkedIn and Twitter at 2.1m and 1.8m, respectively.

Google+'s 1.1 million registered users indicate that the social network is making inroads in Australia, though it has yet to overtake Tumblr in fourth place. However, with a 92% share of the search engine market "Down Under", Google is able to leverage its search dominance to push forward its social network.

Bing and **Yahoo** collectively account for the remaining 7-8% (Bing almost 6%) of the Australian search engine market. Over the past year, however, Microsoft and Yahoo have both seen their shares diminishing as Google has managed to solidify its stronghold.

As **smartphone and tablet adoption** is widespread (the latter to a lesser extent), any effective search and social strategies must include tactics to deal with the hordes of Australians searching and consuming social content through these devices. According to recent data compiled by Sensis, and visualised by Digiocial in an infographic, 53% of social networking users access such sites from their smartphone, right behind desktop at 54%. Social media consumption via tablets is still notably behind at 18%, however growth in uptake is outstripping all other device types and is projected to quickly catch up.

- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:
 - 
 - 
 - 
- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

22.6m



Internet Population

19.55m



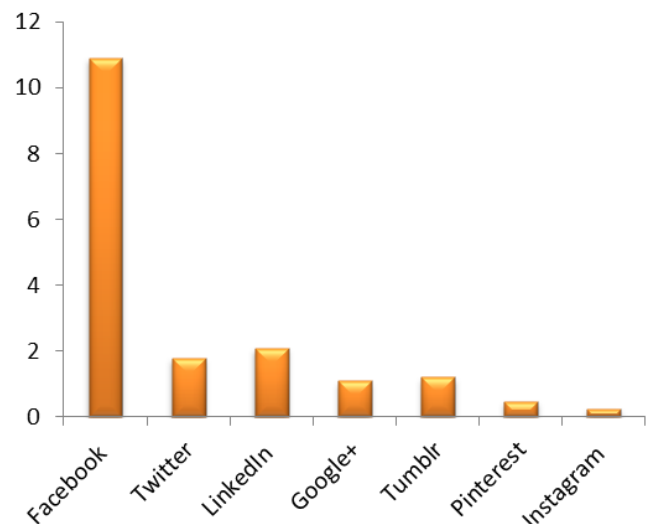
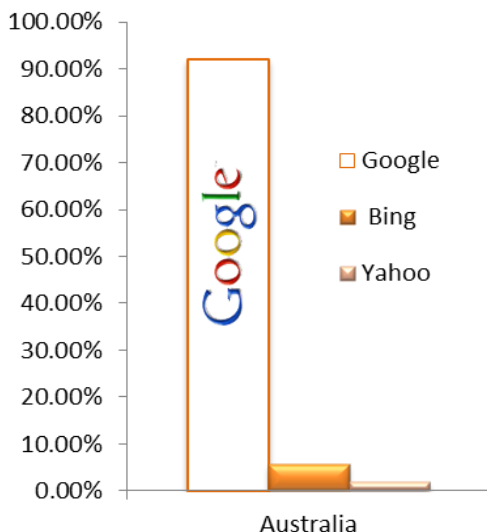
Internet Penetration

89.8%



Language

English



Belgium

When it comes to search, Belgium isn't much different to most other European countries. This means that search in the country is almost entirely dominated by Google, which claims around 97% share of the market. Bing takes up the largest part of the, admittedly, tiny share that's left.

According to comScore's most recent overview of European internet usage, 6.2 million Belgians went online during the month of June 2012 - more than 2 million short of the estimated number of total internet users.



With almost 22 hours spent online on average per visitor in June, Belgium ranks far ahead of Austria (13.5 hrs) but lags far behind leading UK at almost 38 hours.

Again, Facebook is the clear leader of the social media pack. Moreover, the country is positioned in the upper half in regards to broadband speeds, meaning that video sharing sites are quite popular. But unlike most other countries, while YouTube remains the leader, it isn't necessarily the choice by default.

French-owned Dailymotion keeps growing and has, reportedly, surpassed LinkedIn in terms of page views. The service has around 800,000 Belgian users, representing some 10% of the total online population—around the same as Twitter.

LinkedIn leads in professional networking, but French competitor Viadeo also boasts a relatively large audience.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:
  
- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

10.4m



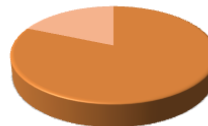
Internet Population

8.48m



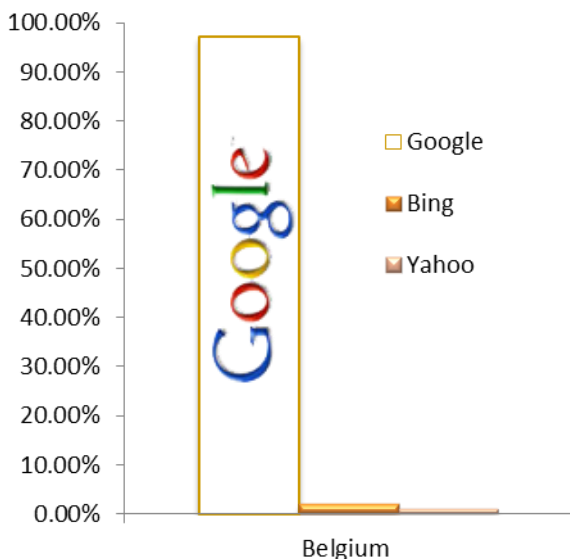
Internet Penetration

81.4%



Language

French /
Flemish






Brazil

According to eMarketer estimates, the number of Brazilian **internet users** is forecast to hit **86.4 million** this year, equating to a relatively modest 42% of the population. Internet adoption is unsurprisingly skewed heavily towards the younger generation, however there is widespread agreement that the Samba-nation will continue its significant upward online trajectory in the foreseeable future, as wider demographic groups will start to embrace the web.

In the **search engine market**, Google holds a monopoly with more than **97%** share of the world's now 7th largest internet market. Earlier this year, however, leading Chinese search engine, Baidu, disclosed that it has opened an office in Sao Paulo with the intention of challenging Google's envious position in Latin America. Only time will tell whether this is achievable, but it is unlikely to happen any time soon.

It's evidently clear how the **socially-oriented** Brazilian culture has translated into social networking activity. Over the past 12 months, social networking user numbers have accelerated at an astonishing pace. In fact, Brazil is now the world's second largest country-contributor to both **Facebook** (55M) and **Twitter** (41.2M), trailing only the US. Since January 2012, Twitter registration rates have grown by 8M, while Facebook's Brazilian user base has increased by an additional 20 million since surpassing Google-owned **Orkut** as Brazil's leading social network in December 2011. Orkut still remains a force to be reckoned with in Brazil, however it's Google's most recent social network that's stealing the spotlight in Brazil. Fresh research shows that the annual growth of **Google+** from July 2011 to July 2012 tallies an astonishing, 5,750%. For comparison, the UK saw an increase of 476%.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:
 - 
 - 
 - 
- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

203.5m



Internet Population

86.4m



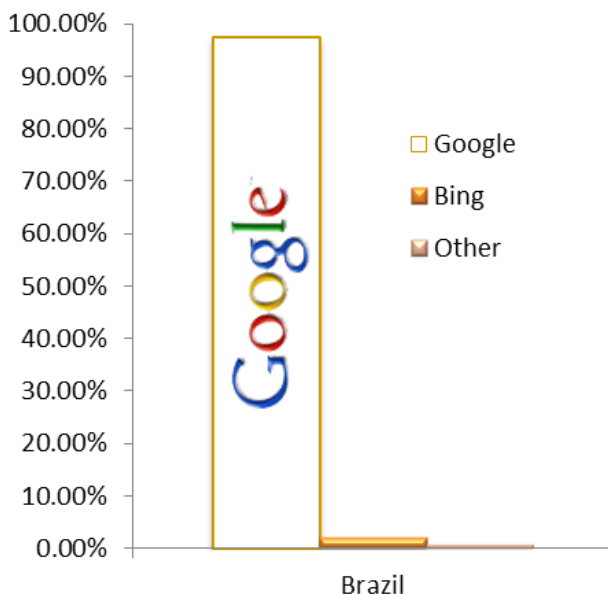
Internet Penetration

42%



Language

Portuguese



Canada






Google holds a strong position in the Canadian **search engine market** with a 83% share, followed by **Bing** (11%) and **Yahoo** (5%). Interestingly, however, Bing—which has made several recent improvements to its search engine, most notably in the areas of social and design—has boosted its prominence by a rather significant 5 percentage points over the past year, thus crossing the 10% threshold.

In 2011, Canada ranked first globally in **social media** penetration as a percentage of the population and continues to be a leading player in regards to both penetration and **engagement**. In fact, Canadians are the world’s most avid online users, with visitors spending an average of 45 hours per month online. Combining these two factors — high social media penetration and engagement — Canada represents a vast window of opportunity for organisations that make social media an integral part of their business strategy.

While **Facebook** growth appears to have plateaued in the country at around 17.5M active users, other social networks like **Twitter**, **LinkedIn**, **Tumblr** and social media sensation **Pinterest** are posting strong growth.

According to comScore, total **online video** viewership in Canada is up 58% year-on-year and will continue its upward trajectory for the foreseeable future. **YouTube** is unsurprisingly the dominant player in this space, representing nearly 1 in every 2 videos viewed in the country.

- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog’s RSS feed.
- ◆ Follow WebCertain on:




- ◆ [Subscribe](#) to WebCertain’s weekly International Search & Social Newsletter

Population

34.4m



Internet Population

27.75m



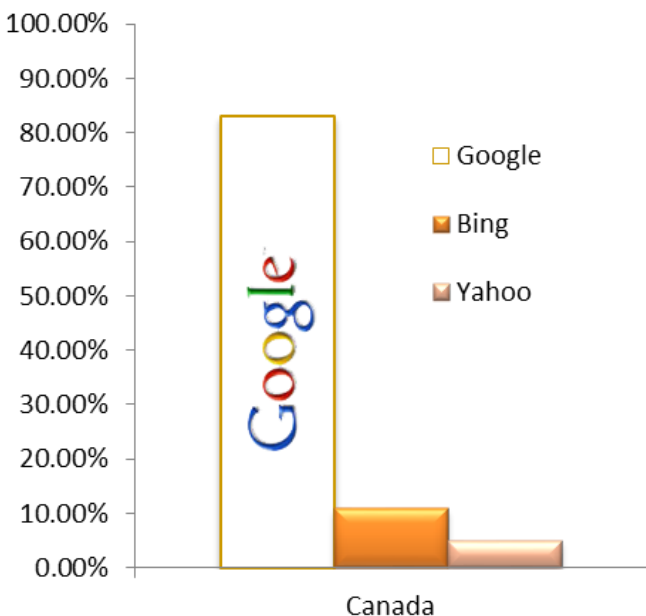
Internet Penetration

81.6%



Language

English/French



China

Baidu has long held the top spot in China's search engine space, with a market share of around 75-80%. Then in July 2012, security vendor and internet browser provider **Qihoo 360** launched its own search engine that some experts believe could take sizeable market share away from Baidu, given Qihoo's already large user base in China. In fact, according to recent statistics from Experian Hitwise, it has become the second largest search engine in China practically overnight. The majority of Qihoo's gain has been Baidu's loss, which has led to an extremely heated battle between the two. Experian, however, notes that Qihoo's market share seems to have somewhat plateaued at around 10%.



Google, on the other hand, has seen its share rapidly decreasing ever since withdrawing its operations from mainland China to Hong Kong. Accordingly, the global search leader currently holds less than 6% of the Chinese market, compared to +20% a year ago.

In the **social space**, strict internet censorship controls mean that access to Western social media sites like Facebook, Twitter and YouTube is banned. This, however, hasn't prevented social from thriving in China. In fact, **1 out of 2 Chinese internet users is registered on more than one social media website.**

Tencent's **Qzone** is the leading social network with a whopping +500 million users, as proclaimed by the internet giant's product director.

Recently, **Youku and Tudou**, China's two biggest web-video providers, announced a merger, however they plan to keep the two as distinct players to reach different audiences. Tudou will be branded as a video website for "fashion" and "youth", whereas Youku will be more mainstream, much like YouTube.

RenRen, the Chinese Facebook-style social network, stated in their unaudited second quarter financial results that it now boasts 162 million users (95M in 2011), of which 45 million users are active. Recently, RenRen struck deals with Japan's DeNA on gaming as well as SnapDish for photos on mobile—two hugely popular activities in China.

The sensationally popular microblogging service **Sina Weibo** announced in May that it has broken the 300 million registered user mark, although without mentioning how many were in fact active users. The majority of active users, however, access the site from a mobile device.

- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:




- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

1.37b



Internet Population

538m



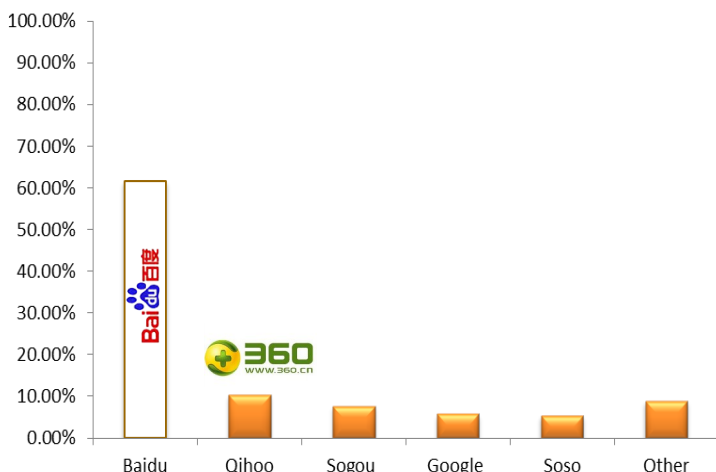
Internet Penetration

39.2%



Language

Mandarin & Cantonese



Czech Republic

At the beginning of 2010, local search engine, Seznam, had a healthy lead over Google in its home market. However, after stepping up its game a notch by launching a nationwide TV ad campaign later that year, Google managed to rapidly narrow the gap. Last year's Search & Social Report concluded that Google had managed to level the scores with the two competitors splitting the total market between them almost fifty-fifty.

As of May 2012, according to Toplist results, Google now claims some 55% of the Czech search market and has thus gained on its home grown competitor, currently holding 42.8%. These figures, however, indicate that Seznam is still very much a force to be reckoned with if targeting the Czech market. Thus, just focusing on Google will see you lose out on a vast window of business opportunity.


Facebook is by far the leading social network with 3.6 million monthly active users, which equates to every second internet user in the Czech Republic accessing the site on a monthly basis. For comparison, this is 10 times more than second largest social network **Google+** at a mere 309K.


Twitter has grown considerably over the last year and has added 100K new users to the modest 6-10K it had just one year ago. An interesting trend to watch over the coming year will be whether Facebook users will migrate to other platforms like Twitter and Google+ - a tendency that has started to prevail in a few markets where Facebook has reached a saturation point.

Local players Lide and Blog.cz still have a role to play, although it's diminishing.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:




- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

10.2m



Internet Population

7.2m



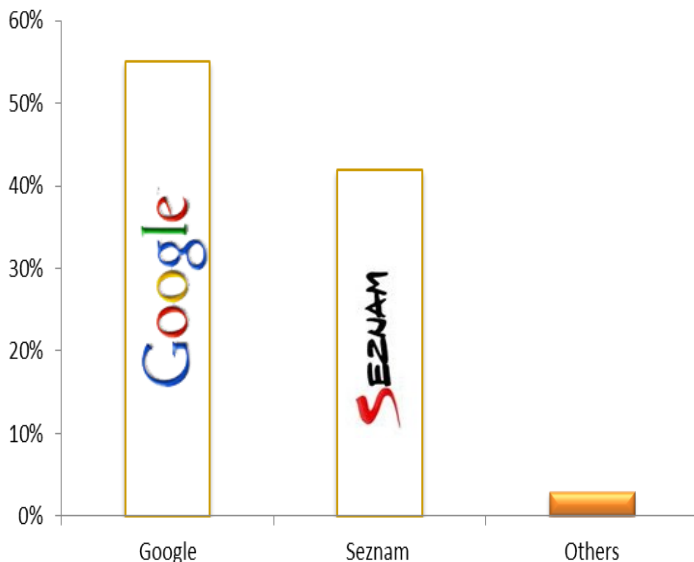
Internet Penetration

70.9%



Language

Czech



Denmark

Google continues to completely dominate the Danish search market. Bing and Yahoo are almost non-existent, collectively claiming a mere 3% of all searches conducted in the Scandinavian country. These figures correlate with 2011 and nothing gives reason to believe that it is about to change any time soon. In the social media sphere, despite its unique position in search, Google+ reportedly remains a ghost town.

Facebook is unsurprisingly the dominant social media force in Denmark, with 2.9 million active Facebook users—72% of which access the site on a daily basis. This, however, appears to be close to the upper limit for Facebook penetration, as growth rates have been cooling notably during the last year.

Generally, Danes are avid social media users and, apart from FB, **YouTube** is a favourite destination, especially for the younger demographics. For professionals and B2B-marketers, **LinkedIn** is the place to be. In fact, Denmark is among the top nations globally for LinkedIn penetration of the online population.

Twitter currently has less than 100K Danish users, but the microblogging service is rapidly gaining impetus and has more than doubled its user numbers over the past year. Going forward this will be a trend worth keeping an eye on for marketers looking to target Danish consumers.

More than every second Dane now access the internet through a **mobile** phone, with social media being a favourite activity with 1 in 3 accessing social media sites from this device (**FB alone has more than 2 million Danish mobile users**). Combining this with very high trust in ecommerce presents big opportunities for companies embracing social media and mobile.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.

- ◆ Follow WebCertain on:



- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

5.6m



Internet Population

4.9m



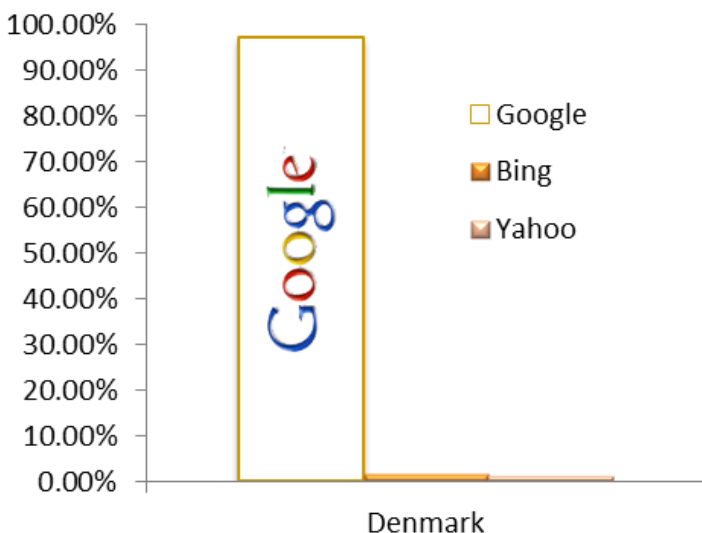
Internet Penetration

89%



Language

Danish



Egypt

There is no greater evidence of the growth of digital in the Middle East than the occurrence of the **Arab Spring**. In only a few months this event completely altered the political landscape, a landscape which remained unchanged for previous decades.



Over the past 12 months, Egypt has added almost 5 million netizens - equivalent of a 5.2% increase in internet penetration. However, there is still a vast window of future growth opportunity, as internet penetration currently stands at a mere 26.4%.

In the search engine market, **Google** has built on its already impressive dominance as it now accounts for a staggering 97% of all search traffic. Bing and Yahoo share the remaining rather symbolic piece of the market.

Facebook is the preeminent leader in social networking in Egypt with **11.4 million** users. The platform continues to gain impetus, shows statistics from Socialbakers. In fact, the country appears on Socialbakers' recent list of the top 15 fastest growing Facebook countries in the world, with around 2 million Egyptians newcomers having joined the network over the course of the last 6 months.

Although **Twitter** is significantly trailing Facebook in terms of user numbers, the microblogging site is growing rapidly. According to an infographic on Twitter usage in Arab countries, there are currently 215,000 active Egyptian Twitter users — 85K of which have been added between September 2011 and March 2012.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:
 - 
 - 
 - 
- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

80m



Internet Population

21.6m



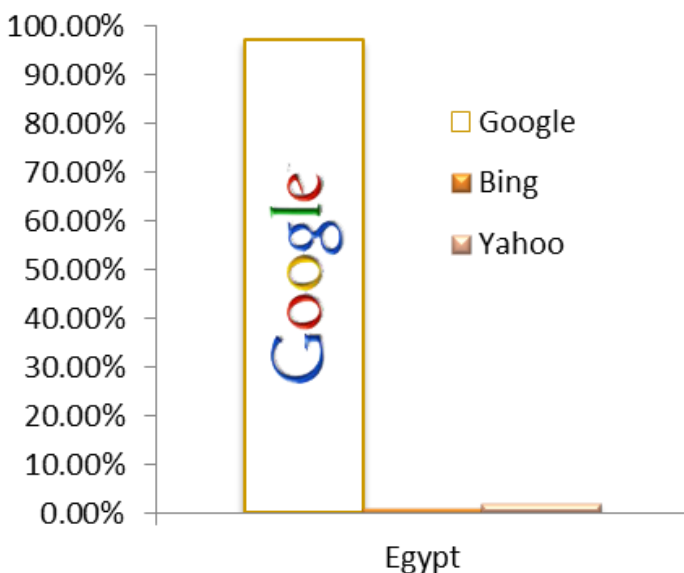
Internet Penetration

26.4%



Language

Arabic



Finland

The Finnish search market is completely dominated by **Google** whose market share exceeds 97%. This underlines further consolidation of its monopoly in the year gone by. **Bing**, the second largest player in the country, has a tiny share around 1.6%, while the remaining can be attributed to a few local players and Yahoo. Given these figures, in a country whose internet population is less than 5 million., optimising for any other search engine than Google is unlikely to be worth the effort.

Finland is close to the top in Europe in prevalence of both internet penetration and use. As younger demographics have already embraced the internet, the current growth and use of the internet increases particularly in the older age groups.

YouTube is the most widely used social media channel, boasting 3.5 million Finnish netizens, as estimated by Capgemini Consulting. The social video hosting service is significantly ahead of **Facebook**, whose user base is 2.1M, while **LinkedIn and Twitter** collectively boast 700K users.

According to Capgemini Consulting, Facebook is the most dialogue-friendly business platform. Surprisingly, despite being the top social media channel, YouTube is very rarely used for anything else than push-publishing. These figures certainly suggest that interaction through a corporate YouTube-channel should at least be a serious consideration for companies targeting Finnish consumers.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.

- ◆ Follow WebCertain on:



- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

5.3m



Internet Population

4.5m



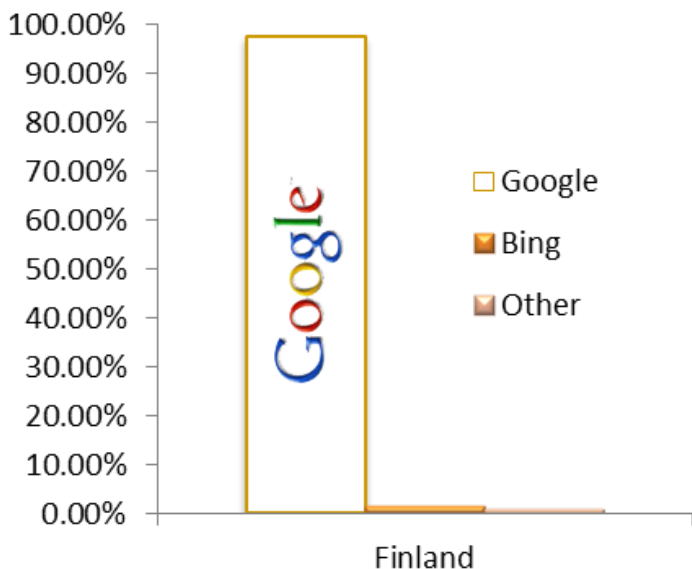
Internet Penetration

88.6%



Language

Finnish



France

When looking at search engine market share, not much has changed in France since last year's Search & Social Report. The market is one of those Google-territories with extreme domination (approximately 95%) of the search market – practically all local technologies have been wiped out (Nomade, Echo, Voila, Kartoo, Quaero).

This dominance has led to increased scrutiny from competition and privacy authorities. Currently a tax investigation is under way examining whether Google France has paid sufficient levels of Corporate Tax as well as Value Added Tax, which, if passed, could severely hamper advertising and ecommerce growth in France.

Among the big global stars, Google+ has quickly manifested itself as one of the top social networking destinations with around 4 million users. But while globally dominant social forces like Facebook, YouTube, and Twitter all have very significant footholds in France, local players continue to play an important role in the overall social media landscape.

On the **video front**, French startup **Dailymotion** still has a sizeable audience, though it's been shrinking as YouTube has steadily taken the upper hand.

Deezer seems to have impeded Spotify from getting much momentum in the **social digital** music space, as noted by BDBL Media France. France is also one of the few countries where **LinkedIn doesn't rule the roost** for professional networking. Locally-rooted **Viadeo** boasts more than 5 million users compared to LinkedIn's 3 million.

Mobile social network usage has really started to flex its muscle and will continue to grow rapidly in the foreseeable future, with only the UK estimated to surpass France in mobile social network usage in the EU5 by 2014.



◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.

◆ Follow WebCertain on:



◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

65m



Internet Population

50.2m



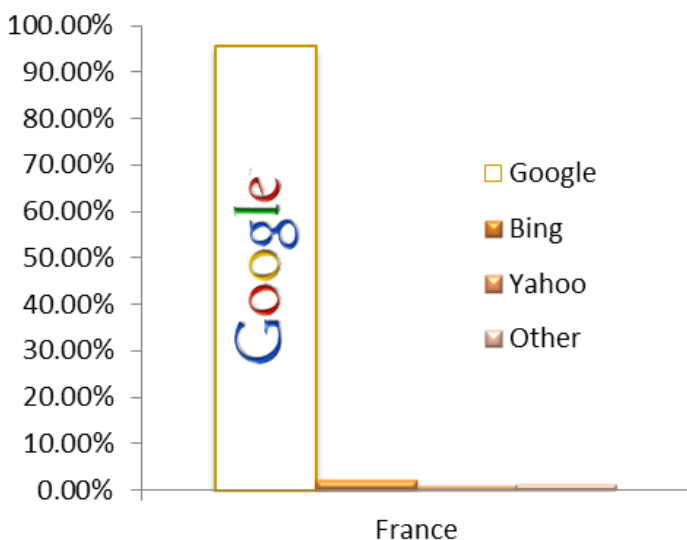
Internet Penetration

77.2%



Language

French



Germany

Germany has long reigned supreme as Europe's largest internet market by user count, but was recently overtaken by Russia. Germany, however, remains the European country with the highest total online ad spend estimated at €3.5 billion—50% of which is generated by search ads.




Unsurprisingly, the far majority of this big chunk of money is going into the deep pockets of **Google**, which (similar to its position in most other European countries) completely dominates the space. The remaining 5% is split between Bing and local telecommunications giant T-Online, while Yahoo claims less than 1%.

It's not all plain sailing for Google in Germany, though. **Online privacy** and copyright issues remain serious concerns in the country, and Google has come under heavy scrutiny for its storage of user data in addition to being sued for liability of copyright infringement on YouTube— a case whose ruling can best be described as a landmark decision, holding Google responsible for any copyright-infringing videos that are uploaded by its users.

Looking at social media usage in the populous country, Germany is the Western European country with the highest number of social media users, well on track to reach 30 million at the end of 2012, according to eMarketer. But despite these seemingly encouraging figures for social marketers, Germany still lags behind the other EU-5 countries in terms of social media penetration among internet users.

Facebook was off to a relatively slow start in Germany, but the ubiquitous network has really picked up in the last couple of years and now leads the pack by some margin. For professional social networking, local **Xing (5.7m)** is still comfortably ahead of competitor LinkedIn (2.8m), while former local leading social networks **VZ-Netzwerke, wer-kennt-wen** and **StudiVZ** have seen rather sharp declines.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:
 - 
 - 
 - 
- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

82m



Internet Population

67.3m



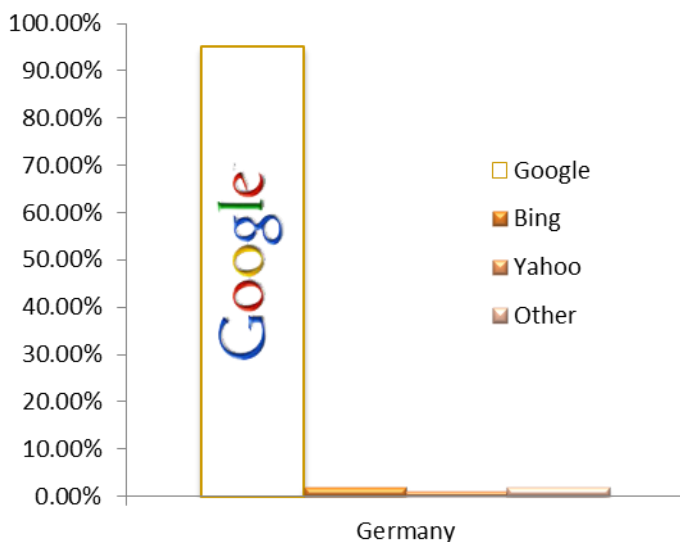
Internet Penetration

82.7%



Language

German



Hong Kong

Ever since Google decided to withdraw its operations from mainland China to Hong Kong over government censorship disputes, the company's market share has been on a drastic upward trajectory in Hong Kong. This, however, stands in complete opposition to Google's performance within mainland China, where its market share has shrunk faster than its gain in Hong Kong.




According to Experian Hitwise Hong Kong, Google holds close to a 60% share of the search market in Hong Kong. **Yahoo! Hong Kong**, which used to be the leading search engine not that long ago, has yet to be completely diminished by Google and still claims a considerable 20% of all searches. **Baidu's** dominance in mainland China hasn't translated into success in Hong Kong, with a share below 5%.

Chinese success story Sina Weibo (China's Twitter) offers a localised version for Hong Kong users, and the microblogging platform has since witnessed immense growth and now boasts an estimated 3 million users. But Facebook still leads the pack with 3.7 million active users.

Discuss (2.5m) and **Uwants** (2.8m), however, have managed to stay competitive in one of the world's most densely populated areas. With 5.3 million users collectively (user overlap), these two networks remain strong players in the market.

On the online video front, Hong Kong has some of the highest engagement within the region (180.7 videos per user in June 2012), exceeded only by Japan. **YouTube** is the favourite destination. Furthermore, blogging is a crucial means of generating business, with 50% of people in Hong Kong having made a purchase based on a blog review, according to We Are Social.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:
 - 
 - 
 - 
- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

7m



Internet Population

4.89m



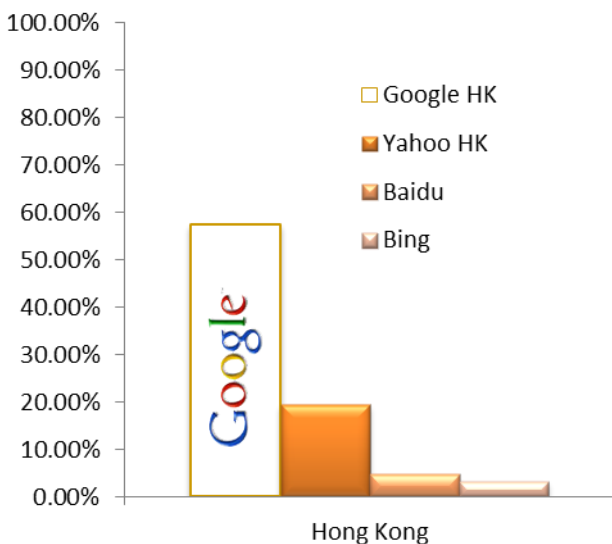
Internet Penetration

68.7%



Language

Cantonese / English / Few Mandarin



India

In the world's second most populous country, Google sits solidly on the search engine throne. Google has a huge 98% share, with Yahoo! taking the remaining 2%.

It's estimated that more than **76 million** people in the country will use **social networking** sites this year. While this is a tiny figure as a share of the country's population, it represents a 51.7% y-o-y growth. Providing further perspective, 76 million is close to the entire population of Germany. Add to this the mind-boggling growth potential online possesses, with internet penetration currently standing at a mere 10%. In fact, since last year's Search & Social Report, India has added 40 million new internet users— and this exponential growth is not expected to slow down any time soon, with independent research listing India as the world's by distance fastest growing online market both for overall internet users as well as social media users.

As in most other countries worldwide, **Facebook** has emerged as the clear market leader in the SN category. Reportedly, the network is consistent in adding 2 million new users each month, with a user base currently of **55 million**. But Facebook is far from the only social network marketers should consider when targeting Indian consumers. Twitter is steadily growing and now boasts more than 16 million registered users, Semiocast notes. **Google+** is likewise gaining significant traction, and **LinkedIn** has grown 36% YoY and now boasts 8 million users, according to recent comScore findings. Conversely, Google-owned Orkut has declined drastically (-69%) in the year gone by.

Half of all web traffic is being driven by mobile phones This makes India one of the countries with the highest mobile-to-desktop web traffic ratios in the world, making the need to develop a mobile strategy evident.



◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.

◆ Follow WebCertain on:



◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

1.17b



Internet Population

121m



Internet Penetration

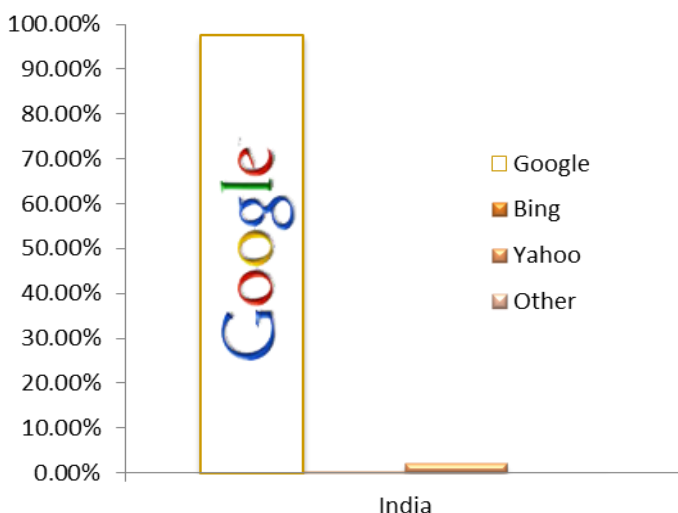
10.2%



Language

Hindi

(English Online)



Indonesia

Indonesia is one of those territories with complete **Google domination**. Yahoo is the only other player in the market, yet it's piece of the pie is relatively insignificant.

Indonesia now boasts 55 million internet users, a 10 million increase over 2011 and equivalent of a 4.4% rise in internet penetration.

The Southeast Asian country hosts some of the world's most avid social media users (if not the most avid). Accordingly, independent research into the global social media landscape continually ranks Indonesia among the top nations for both social media penetration (social media users as a percentage of online population) as well as social media engagement.




Testament to this are the **29.4 million Indonesian Twitter** accounts, more than 40% of which have been created since the beginning of 2012. Moreover, Jakarta, the Indonesian capital, is the top tweeting city globally, according to research by SemioCast.

While **Facebook** is still the leading social network by user count (36m), the social network has seen a **decline of 5 million** users over the past three months. Indeed a concerning trend for Facebook, which begs the question: Is Facebook fatigue starting to spread beyond early adopters?

Facebook's loss is largely Twitter's and Path's gain. The latter is a mobile-centric social network app that has seen its user count accelerate ever since making its service available in Bahasa Indonesia in late June.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:




- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

245m



Internet Population

55m



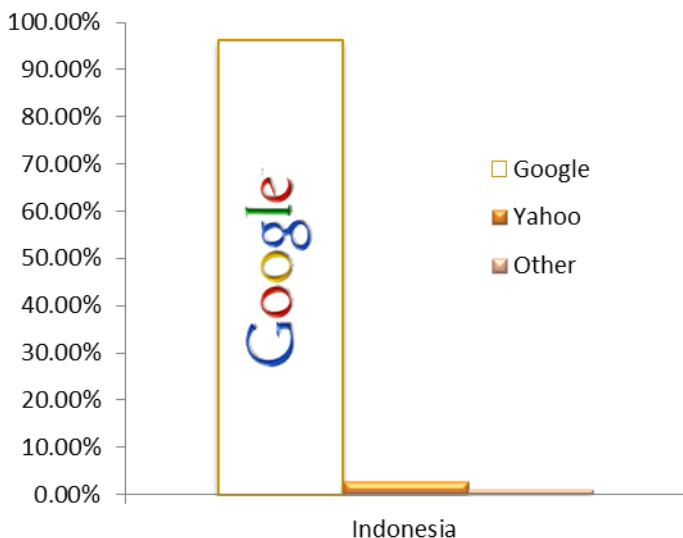
Internet Penetration

22.4%



Language

Bahasa Indonesia /
Javanese / English



Israel

Over the past 12 months Google has managed to wipe out the majority of the little competition that was left. That competition was almost entirely coming from local search engine **Walla! Search**—a partnership between Yahoo! and Walla. But despite their collaborative efforts, they haven't managed to prevent Google from further building on its dominance.



A comScore report from December 2011 put Israel as one of the most engaged social networking nations, with users spending on average 11 hours per month on social sites—almost double the global average at that time.

A recent report titled "Israel in the Digital Age" - referred to as the *most comprehensive study ever done on Israeli internet use* - supports Israelis social media affinity. According to the findings, "Israeli kids are hyper-connected, with three out of four 15-17 year olds connecting to Facebook or other social media every day, engaging far more than their American contemporaries," as noted by The Times of Israel. Younger demographics spend about a fifth of their time online surfing the web through their mobile devices.

Older demographics also show a strong affinity towards social networking, with more than a third of 55-64 year olds accessing social networking sites either daily or several times a week.

Facebook is the top social destination with 3.6 million Israeli users. YouTube is the leader of the pack in the extremely popular online video space, and former prominent player in this space, local WeJew, just announced that it's in danger of closing down the service due to notable declines in ad revenue.

Twitter rules the roost in microblogging.

- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.

- ◆ Follow WebCertain on:



- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

7.4m



Internet Population

5.2m



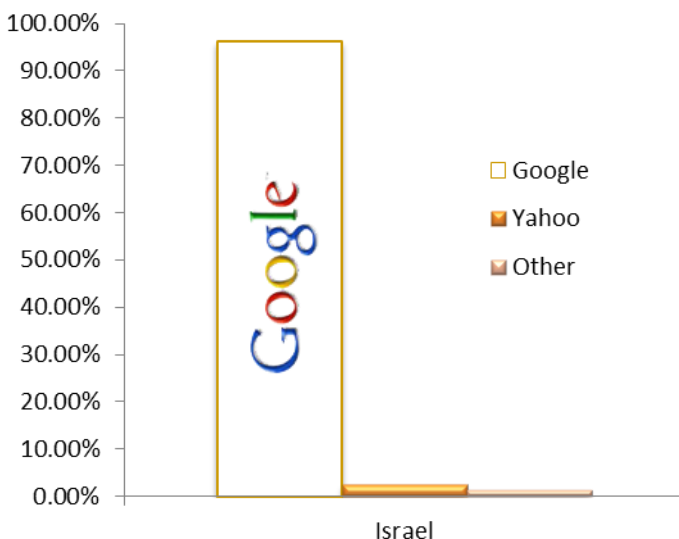
Internet Penetration

70.4%



Language

Hebrew / Arabic



Italy

As in most European countries, Google holds a monopoly with a market share above 95% in Italy. Compared to a year ago, Google has solidified its stronghold i— a gain largely achieved at the expense of local player Virgilio.

More than 5 million Italians have jumped on the online band wagon in the year gone by, equivalent of a notable 7% increase in internet penetration. Yet, Italy is still trailing the other EU-5 countries.

This relatively slow take off into digital opens a wide window of opportunity going forward, which is supported by figures showing that, amid deep recession, e-commerce is forecast to hit \$16.16 billion this year (25.5% increase over 2011, according to eMarketer estimates).

comScore research furthermore reveals that Italy is the fastest growing online video market of the EU-5, with 27% YoY growth from 2011. Google-owned **YouTube** is the obvious destination, accounting for a staggering 90% of all video activity.

Facebook penetration seems to have reached a plateau at around 73% of the online population. This makes it the preeminent leader in the social space, followed by Badoo and Twitter.

According to a July 2012 comScore mobile benchmark study of the EU5, Italy trails the UK and Spain in smartphone adoption, while being slightly ahead of Germany and France. Smartphones are on the verge of breaking through the 50% mark, however just slightly more than one quarter currently access social networks from these devices.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.

- ◆ Follow WebCertain on:



- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

58m



Internet Population

35.8m



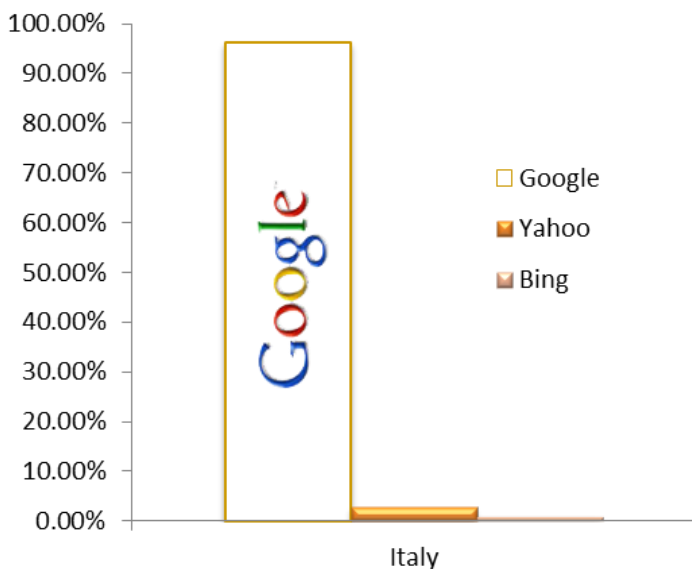
Internet Penetration

58.7%



Language

Italian



Japan

Yahoo Japan has the largest market share, followed by Google. However, since Yahoo! chose Google to power its search results in Japan (July 2010), the official market share skews more heavily in favour of Google than presented in the bar chart below.




Mobile social gaming is huge in Japan. Testament to this is **DeNA's Mobage** platform, which the company claims now has over 40 million users in Japan alone, plus an additional 5 million Chinese users. Rivaling company **GREE** is another hugely popular gaming service, which recently joined forces with Japan's largest advertising company, Dentsu, to not only improve its advertising offering, but also help in spotting further expansion opportunities.

Mixi, which was Japan's most popular social network up until 2010, announced in its Q2 2012 financial results that its user base now exceeds 27 million—16 million of which are active monthly users.

High-speed broadband connections furthermore make **online video** an extremely popular internet activity. In fact, Japan is the Asian country with the highest number of videos per viewer, according to a recent comScore study. **YouTube** is the preferred video sharing site, but home-grown **Nico Nico Douga** enjoys huge popularity as well.

While **Facebook** has been struggling to catch fire in Japan (By FB standards, a modest 15% penetration of the online population), **Twitter** has become hugely popular (34m). Japan now stands as the second most active Twitter country worldwide, accounting for more than 10% of all tweets globally.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:
 - 
 - 
 - 
- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

128m



Internet Population

101.2m



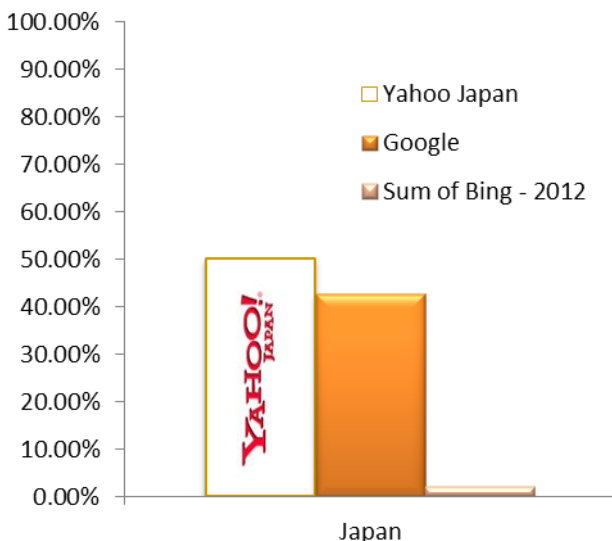
Internet Penetration

80%



Language

Japanese



Malaysia

Search engine shares have fluctuated very little over the past 12 months and **Google** remains the clear leader in Malaysia's search market. **Yahoo**, however, accounts for a somewhat notable 6-7% of all searches. **Bing** follows in a distant third with around 2% of the market. The remainder is Google.



Recent insights from **Nielsen** show that online advertising in Malaysia represents less than 1% of total **ad spend** in the country, compared to 14% globally. This is indeed surprising and represents a severe mismatch, given the fact that Malaysian netizens appear to greatly prefer the internet over TV, spending almost twice as much time online as they do watching television, as reported by We Are Social.

Furthermore, a comScore analysis of how Malaysian internet users spend their time online found that **social networking** is the most-engaging internet category of all, accounting for **1 in every 3 minutes** spent online. Add to this that Malaysians have the highest average number of friends on social networks of any nation on Earth, again testament to the huge potential marketers are losing with their lack of investment in digital social channels. Finally, as 3 in 4 online Malaysians discuss and post their own reviews about brands, products or services, the importance of shaping the course of conversation and chatter online cannot be overstated.

More than three quarters (78%) of online Malaysians are active **Facebook** users. Active **YouTube** users amount to 51% of the online population, whereas nearly one third is using **Blogger**.

- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.

- ◆ Follow WebCertain on:



- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social News-letter

Population

28.2m



Internet Population

17.7m



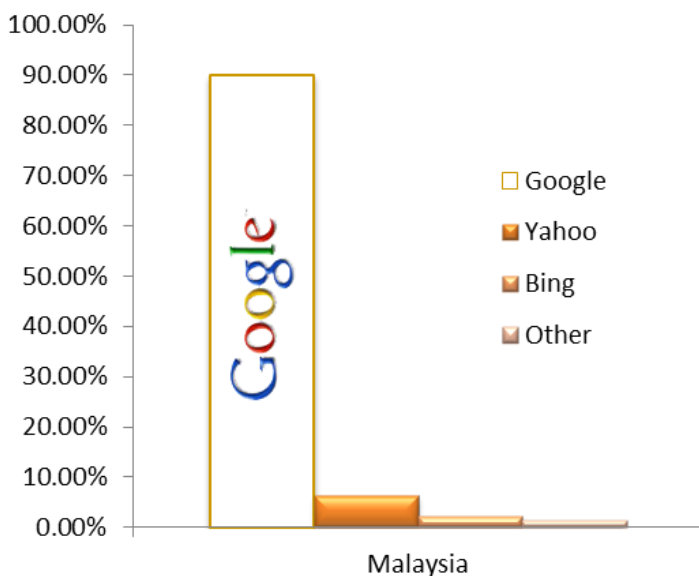
Internet Penetration

61.7%



Language

Bahasa Malaysia
English



Mexico

So far 2012 has been an uplifting year for **Bing**. While perhaps not reflected in a drastic, if any, increase in search engine market share globally, Bing has made notable progress on especially the design and social front, where its collaboration with Facebook has been neatly integrated. Still, **Google** (94%) has solidified its already extremely dominant position in Mexico — a similar pattern to that of many other countries. More curiously, Google’s consolidation has largely come at the expense of Bing, whose market share has more than halved from 7% to a mere 3.25%.



Mexican internet users, who up until now have primarily used the internet for entertainment, are rapidly gaining trust in the digital marketplace. Certainly, this shift has not gone by unnoticed by online merchants who are ramping up advertising budgets to tap into the promising market. In a recent report from September 2012, eMarketer projects that digital ad spending will see compound annual growth rates greater than 30% through 2014.

Moreover, independent research shows that Mexicans are hyper social. Even for Facebook standards, the situation in the large Latin American country is unusual, as more than 9 in 10 netizens are users of the network, with stagnation only likely to occur if internet adoption hits a plateau.

Social networking in Mexico is estimated to increase by 17.9% in 2012, making it the fourth-fastest-growing country in the world. **Twitter** has also built a strong presence with close to 12 million active users, of which 32% made comments about brands, emphasising the importance of a well thought-out and well executed social media business strategy. Previously popular hi5 and Myspace have on the other hand witnessed sharp declines

◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog’s RSS feed.

◆ Follow [WebCertain](#) on:



◆ [Subscribe](#) to WebCertain’s weekly International Search & Social Newsletter

Population

112.4m



Internet Population

42m



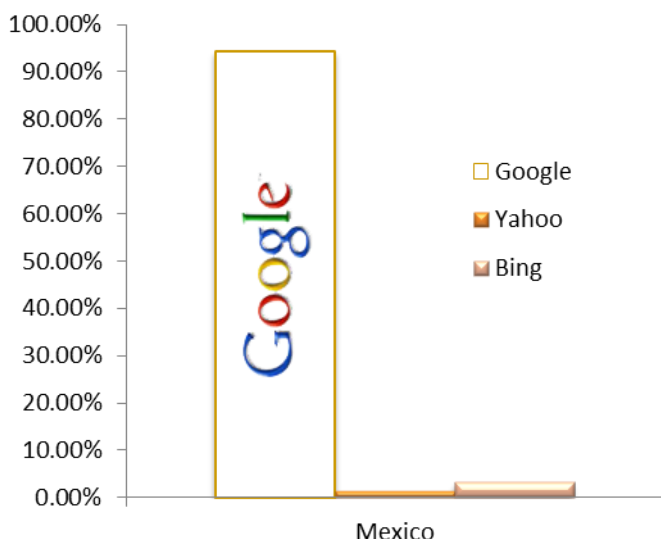
Internet Penetration

36.9%



Language

Spanish



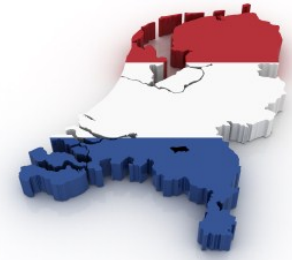
The Netherlands




Like most European countries, **Google** has almost entirely wiped out the competition and holds a monopoly. And there's little reason to believe that this will change any time soon, however rising privacy concerns against Google could pave the way into the market for competitors.

Twitter enjoys huge popularity in the Netherlands. comScore last year reported that the liberal European country had the highest penetration of all countries for both Twitter and **LinkedIn (+3m)** usage. According to SemioCast, Twitter boasts 7.6 million Dutch accounts; put differently, every second person in the online population has created a profile on the microblogging service. But perhaps even more telling of the current hype surrounding Twitter is the fact that 2.5 million of these accounts have been created in the first half of 2012.

Homegrown **Hyves.nl**, which was the most popular social network a year ago, has been surpassed by both Facebook and Twitter in terms of user numbers, but the network continues to be a highly popular online attraction, especially among younger demographics. As indicated above, **Facebook** has enjoyed a massive boost over the past year with an estimated growth in user count by around 40%. Additionally, engagement has surged as well on the platform during this period.

As one of Europe's most wired countries, online video is an extremely popular activity. **YouTube** is not surprisingly the preferred go-to destination, with a stable attendance of 8.5 to 8.7 million monthly unique Dutch visitors. **Instagram, Pinterest and Tumblr** are all making inroads, and the former two especially are growing rapidly.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:
 - 
 - 
 - 
- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

16.7m



Internet Population

15m



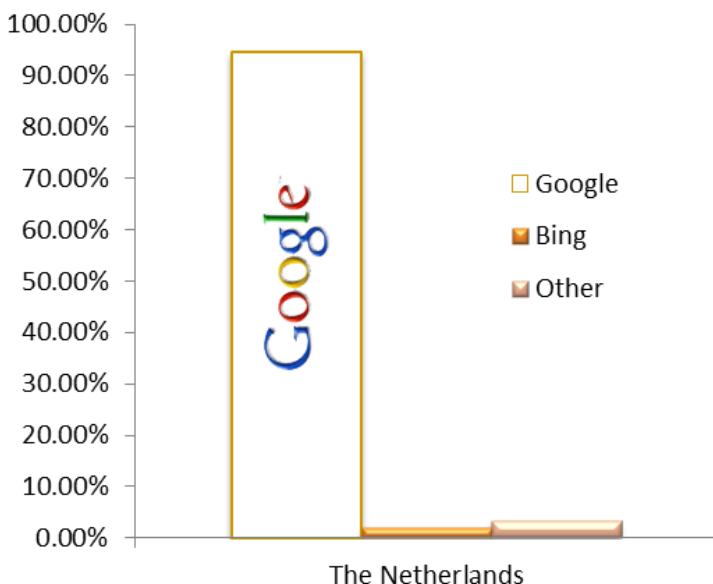
Internet Penetration

89.5%



Language

Dutch



New Zealand

Google unsurprisingly sits solidly on the search engine market and has further consolidated its strong position in the year gone by. Yahoo and Bing only hold marginal shares.

According to IAB New Zealand, “search and directories dominated online ad spend in 2011, taking in NZ\$135.3 million of all online ad expenditure, followed by display advertising.” The total market is forecast to grow a significant 22% in 2012, with search continuing to be the preferred channel for online ad budget allocation.

Following global standards, **Facebook** is the top social networking site with 2.3 million registered users, followed by **YouTube** whose reach exceeds 60% of the online population.

LinkedIn, considering it is a professional network, has an impressive reach of almost 20% of the online population. Furthermore, it’s noteworthy that **Pinterest** has made its way into the top 10 (and its user numbers have most likely jumped notably since the March benchmark shown in the right corner of this page).

96% of New Zealanders with more than one social networking account said that they used Facebook the most often and for the longest time.

Tumblr and **Twitter** are almost equally popular, reaching 10.4% and 11.4% respectively, while Experian Hitwise reports that Reddit has increased 107% over 2011.



◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog’s RSS feed.

◆ Follow WebCertain on:



◆ [Subscribe](#) to WebCertain’s weekly International Search & Social Newsletter

Population

4.3m



Internet Population

3.62m



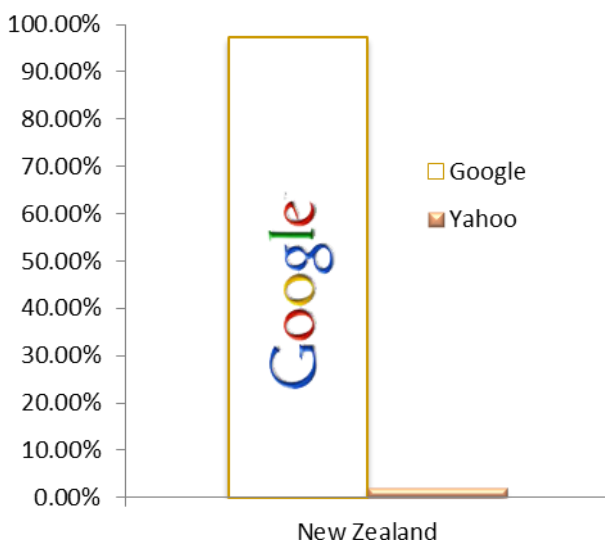
Internet Penetration

84.5%



Language

English / Maori



SITE	TOTAL UNIQUE VISITORS (000)	% REACH
SOCIAL MEDIA - SOCIAL NETWORKING	2,682	94.6
FACEBOOK	2,235	78.8
LINKEDIN	513	18.1
TWITTER	324	11.4
TUMBLR	294	10.4
DEVIANART	206	7.3
MYSFACE	136	4.8
GOODREADS	84	3.0
WEHEARTIT	77	2.7
PINTEREST	76	2.7
BEBE	75	2.7

(SOURCE: COMSCORE MEDIA MATRIX, MARCH 2012; TOTAL AUDIENCE)

Philippines

Internet penetration in the Philippines is much higher within the younger demographic age groups. In fact, 79% of the Filipino internet is made up of people aged between 18-34, disproportionately reflecting the demographic composition of the overall population.

Google (83%) is the clear market leader in search, but **Yahoo** accounts for a sizeable 13% of all searches in the Philippines. Bing follows in a distant third with a mere 2%.

According to the Asia Digital Marketing Association, social networking is the primary activity of online Filipinos, with 82% of internet users in the country listing this as their top activity when going online. More than three quarters (81%) of digital Filipinos have an active Facebook profile, 51% have a YouTube profile, and 32% are monthly active users on Twitter, research from ADMA furthermore shows. Despite these impressive figures, Facebook usage might in fact be significantly more widespread. According to Socialbakers, Facebook penetration of the online population stands at a spectacular 98%, making Philippines the eighth largest FB-country in the world. Popular social networking site Multiply has recently announced it will be shutting down its social networking operations from 1st December 2012 to shift its focus to ecommerce due to tough competition in the social sphere.

Filipinos purportedly are very prudent towards ecommerce. However, allowing for consumers to research your products/services (especially via social networks) is a key element to boosting your bricks-and-mortar business, as the *“research online, buy offline”* phenomenon is very commonplace. In this regard, a Nielsen study showed that 89% of internet users read people’s comments about brands, products or services via social media, while 73% go to a social networking site to discuss and post their own reviews about these brands, products or services. Actively shaping the course of conversation on these platforms then obviously becomes closely tied to your business reputation - and ultimately performance.



- Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog’s RSS feed.

- Follow WebCertain on:



- [Subscribe](#) to WebCertain’s weekly International Search & Social Newsletter

Population

99.6m



Internet Population

33.6 (2011)



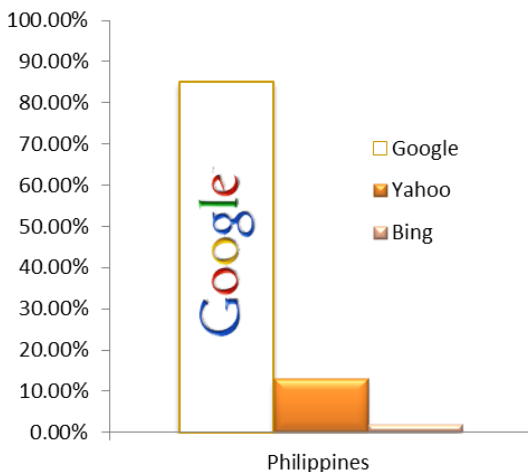
Internet Penetration

33% (2011)



Language

Tagalog / English



The Philippines' Top Social Networking Sites		
SITE	TOTAL UNIQUE VISITORS (000)	% REACH
SOCIAL MEDIA - SOCIAL NETWORKING	5,874	96.0
FACEBOOK	5,751	94.0
TWITTER	1,448	23.7
MULTIPLY	838	13.7
TUMBLR	703	11.5
YAHOO! PROFILE	502	8.2
DEVIANART	421	6.9
TAGGED	250	4.1
LINKEDIN	245	4.0
MYSFACE	239	3.9
ZEDGE	227	3.7

(SOURCE: COMSCORE MEDIA MATRIX, MARCH 2012; TOTAL AUDIENCE)

Poland

Google has practically wiped out all competition in the Polish search market, and nearly holds a monopoly with a 98% share of the market. According to one study, search is considered as useful a way of sourcing information as talking to sales staff offline, friends and family. A prevailing pattern, however, is the “research online, buy offline”. Whereas a mere 14% both research and buy online, more than half of respondents had conducted research online but bought in a physical store.






comScore’s Quarterly Overview of European Internet Usage by Country shows that the Polish internet audience is well above the European average in terms of engagement, with the average visitor spending nearly 28 hours online during June 2012. Moreover, Polish netizens have the second highest average page views of all in Europe, further emphasizing the important role digital plays in Poland.

In the social networking space, local player **Nasza Klasa** has long been claiming top spot in Poland. The network enables users to find their classmates from various levels of education, but has over time evolved into a broader social services network much like Facebook. Impressively, unlike most other local social networks, Nasza Klasa has managed to fence off Facebook, as it claims to have **12.3 million** active users, of which **3.6 million** are **daily unique visitors**.

Facebook was off to a very late start in Poland, but began to see immense growth a couple of years ago. Those exponential growth rates, however, have decelerated into a more steady growth, with 900,000 new users added since the beginning of the year and no sign of stagnation. The social giant now boasts around **9.2 million** users in Poland, equivalent of a 41% penetration of the online population.

Also, Polish internet users came out as some of the world’s most avid blog readers in a study conducted by comScore on top global blog markets. According to the findings, Poland was surpassed only by South Korea and Japan.

- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog’s RSS feed.
- ◆ Follow    WebCertain on:
- ◆ [Subscribe](#) to WebCertain’s weekly International Search & Social Newsletter

Population Internet Population Internet Penetration Language

38.8m



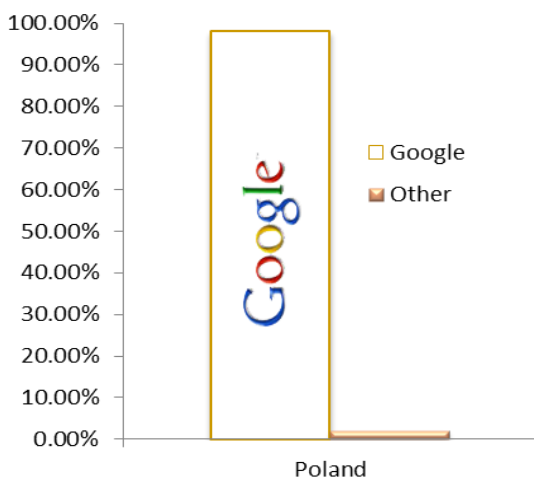
23.8m



62%



Polish



Russia

Despite great efforts from Google, **Yandex** has stood firm as the undisputed market leader in Russia, holding **60%** of search share in Europe's largest internet market. Yandex's success is largely attributed to its superior understanding and manipulation of the complex Russian language, as well as the fact it was ahead of Google in launching a relevant product for Russian users and had already developed strong brand awareness and customer loyalty by the time Google was in a position to compete.



However, the endless stream of money being pumped into Russia shows just how determined Google is to break down Yandex's stronghold in Europe's largest internet market—and while Yandex is still proving relatively resilient, **Google (26%)** has managed to **gain** around **5%** on Yandex over the past year. And with Russia rapidly becoming one of the world's top internet markets, the battle is only likely to intensify.

A strikingly similar pattern is seen in the social media space. Just like Google, Facebook is severely struggling to make inroads in Europe's largest internet market, where it trails leading **Vkontakte** and **Odnoklassniki**. Vkontakte is Russia's most popular social network with more than **35 million daily unique visitors**, and more than 100 million registered users. Furthermore, according to comScore, the site has repeatedly seen some of Europe's highest engagement on its platform, with users spending an average of up to 8 hours per month on the site. According to Live Internet.ru, Twitter's user base is approximately the same size as that of Facebook.

- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.

- ◆ Follow WebCertain on:



- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

143m



Internet Population

61.4m



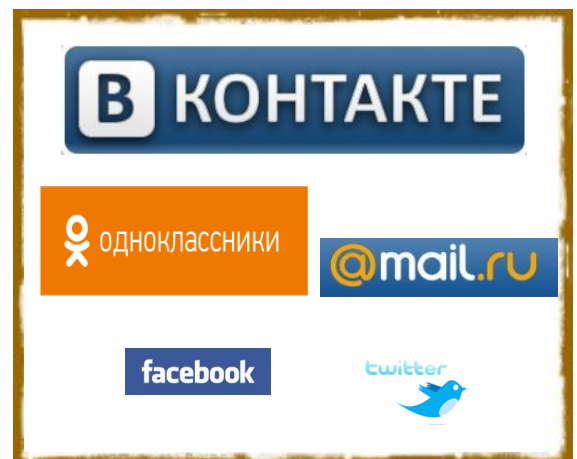
Internet Penetration

44.3%



Language

Russian



Saudi Arabia

Contrary to what is witnessed in most countries, Google has lost market share over the past year in Saudi Arabia. A year ago it commanded some 97% of the market, compared to its current 94.5%. However, in the larger scheme of things, this is obviously a symbolic loss. Bing and Yahoo each hold around 2% of the Saudi search market, whereas the rest is attributed to local players.






Within the MENA region, Saudi Arabia is the country with the highest number of search queries, of which around 70-80% are conducted in Arabic. Beware that the Arabic language greatly differs between countries, meaning that SEO success is unlikely achieved by replicating keywords across Arab speaking countries.

YouTube is the single most searched for word, which alone is telling of the video sharing platform's huge popularity in the country. **Facebook** also enjoys great popularity with a user base that now counts **5.5 million**, equating to 57% of the online population. The network's Arabic version is now used by more than 60% of Saudi Facebook users.

The country boasts the region's highest number of active Twitter users as well, and social media in general is thriving largely due to Saudi's extremely young population (50% of the population are under the age of 25), Semicast notes that Arabic usage continues to grow on Twitter and that it is now the 6th most widely used language with 2.8% of all public tweets posted in June 2012. As another sign of this growth, Riyadh, the Saudi capital, is now the 10th most active city worldwide on the microblogging site.

Additionally, with one of the world's highest mobile per capita rates, the propensity of mobile superseding desktop in the near future in Saudi is great.

- * Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- * Follow WebCertain on:




- * [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

27m



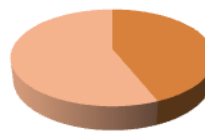
Internet Population

11.4m

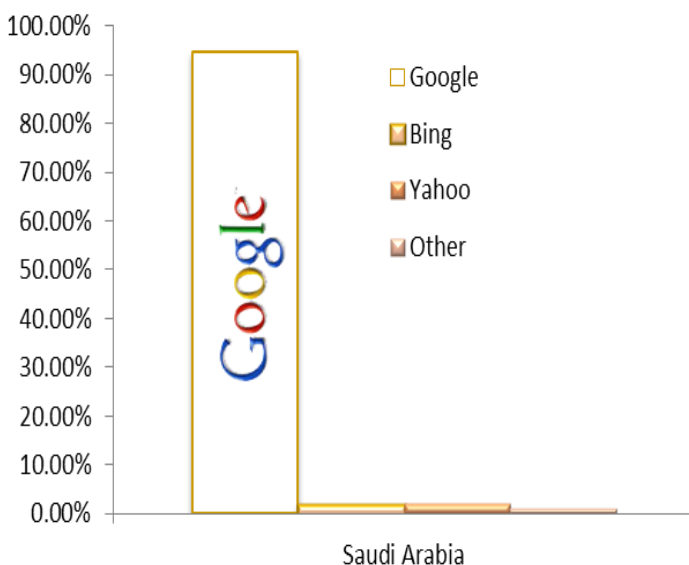


Internet Penetration

43.6%



Language Arabic



Singapore

Google holds more than three quarters of the search engine market in Singapore, but Yahoo remains a force to be reckoned with as it accounts for some 17% of all searches. Bing follows in third place with 5% market share. Unlike many other markets, search advertising trails that of display in Singapore (39.8% of online ad market vs. 51%).

Facebook boasts 2.8 million users in Singapore, which makes it the by far most popular social network, followed by the likes of **Twitter** and **other Western social giants**. Singaporeans, however, appear to be a lot less influenced by social media than most other Southeast Asian populations (and globally as well). In fact, less than 20% of all time online is spent on social networking sites (compared to the global avg. of around one third). Moreover, according to a Nielsen study listed in the 2012 Asia Digital Marketing Yearbook, 85% of Singaporean netizens visit social media sites, yet only 4% deem those platforms the most trusted sources of recommendations in the purchase decision making process.

The number of individuals subscribing to **3G** services surpassed **5.7 million** in December 2011, representing a penetration well above 100%. Add to this that 74% of Singaporeans access the internet from their **mobile device** on a daily basis, and an even greater **84%** of mobile internet users have already used their phones to make a **purchase** or carry out research for an upcoming purchase, according to statistics from MEF presented in the 2012 Asia Digital Marketing Yearbook. Needless to say, this make the mobile channel an absolutely integral part of driving business forward.



* Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.

* Follow WebCertain on:



* [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

4.74m



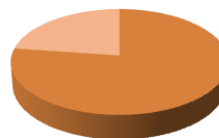
Internet Population

3.65m



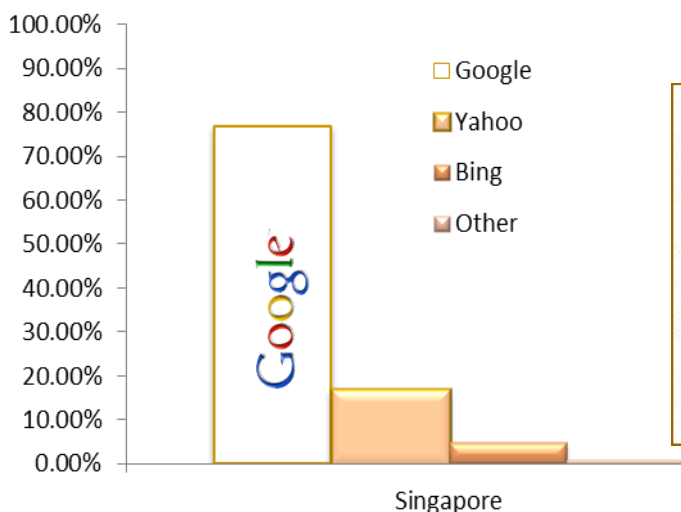
Internet Penetration

77.2%



Language

English (1st) /
Mandarin



Singapore's Top Social Networking Sites

SITE	TOTAL UNIQUE VISITORS (000)	% REACH
SOCIAL MEDIA - SOCIAL NETWORKING	3,104	94.4
FACEBOOK	2,392	72.7
TWITTER	654	19.9
LINKEDIN	443	13.5
TUMBLR	334	10.1
DEVIANTART	165	5.0
MYSFACE	115	3.5
TAGGED	95	2.9
MULTIPLY	79	2.4
SLIDESHARE	70	2.1
YAHOO! PROFILE	68	2.1

(SOURCE: COMSCORE MEDIA MATRIX, MARCH 2012; TOTAL AUDIENCE)

South Korea

South Korea is one of the few countries globally where Google isn't leading the pack. Home-grown **Naver** is the top search engine in South Korea, used by around **70%** of the country's internet users.




The Asian country's wireless broadband penetration stands at 99.3%, the highest in the world. And not only do South Koreans have all the facilities installed to effortlessly browse the web, they also do so extensively.

According to HKTDC, internet users in the ultra-wired country spend 39 minutes a day on both online search activities and instant messaging, while online gaming daily takes up 38 minutes on average. Most interestingly perhaps, the average South Korean netizen spends a whopping 30 minutes every single day on online shopping. Combine this with **search as a top online activity**, as mentioned above, and you have an unprecedented window of opportunity for online merchants who optimise for and advertise on Naver and Daum. When that is said, competition is fierce. **Digital ad spend** in South Korea reached \$1.6 billion for 2011, far outperforming TV ad spend at \$1 billion (Bloomberg). This stands in sharp contrast to ad spend in most countries, where TV is still far ahead of digital.

Search ads accounted for more than two-thirds (%1.1 billion) of total online ad spend, which marked a year-on-year increase of 26.5%.

Although **mobile advertising** is gaining traction, competition in this medium is far less intense, despite the fact that more than 60% of Koreans now own a smartphone. The mobile is also used for accessing popular social networking sites such as **Naver Café, Cyworld and Daum**. Facebook and Twitter do have a presence and are growing, but just like Google, they are trailing local competition.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:
 - 
 - 
 - 
- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

48.8m



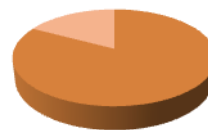
Internet Population

40.3m



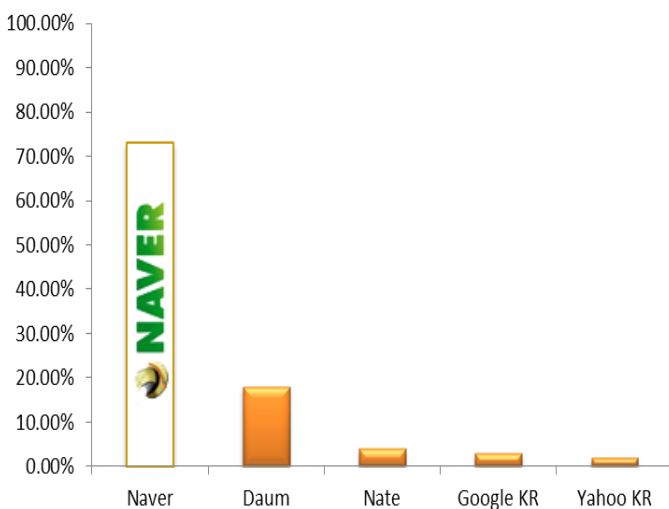
Internet Penetration

82.7%



Language

Korean



SITE	TOTAL UNIQUE VISITORS (000)	% REACH
SOCIAL MEDIA - SOCIAL NETWORKING	25,267	81.5
NAVER.COM CAFE	14,840	47.9
CYWORLD	12,592	40.6
DAUM.NET CAFE	11,926	38.5
FACEBOOK	8,424	27.2
NATE.COM PANN	3,324	10.7
TWITTER	2,967	9.6
TUMBLR	606	2.0
YAHOO! PROFILE	370	1.2
ODNOKLASSNIKI	369	1.2
MAIL.RU - MY WORLD	343	1.1

(SOURCE: COMSCORE MEDIA MATRIX, MARCH 2012; TOTAL AUDIENCE)

Spain


On the search front, **Google** continues its supremacy, where it commands more than 96% of the Spanish search engine market. **Bing** holds the majority of the remaining share, whereas Yahoo is almost non-existent. Google's dominance in search appears to have reflected positively on Google+

In last year's Search & Social Report, **Facebook** had just overtaken local player **Tuenti**. Since then, the preeminent global leader in social has solidified its lead over the local competitor in both usage and marketer attention. Facebook now boasts close to 17 million Spanish users, according to the most recent figures from Socialbakers. When that's said, Tuenti still holds a 7 million large user base and therefore remains a significant force to be reckoned with.

In addition, independent research from comScore and eMarketer indicate that Spanish netizens show the greatest affinity for social networking of all in Europe. This tells a story of a fragmented social media landscape, where a wide range of players operate successfully, even if they stand in the shadow of almighty Facebook. **Twitter**, for instance, continues to gain traction in Spain and has passed the 10 million mark, making the Southern European country the 9th biggest Twitter contributor globally. Rising star **Pinterest** has likewise picked up rapidly amongst early adopters.

Furthermore, Spaniards have truly embraced **mobile connected devices** and Spain ranks among the top countries globally for smartphone (above 60%) and tablet penetration. Consequently, a digital strategy must deal with cross-platform online media consumption in order for it to be effective.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:
 - 
 - 
 - 
- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

46.5m



Internet Population

30.65m



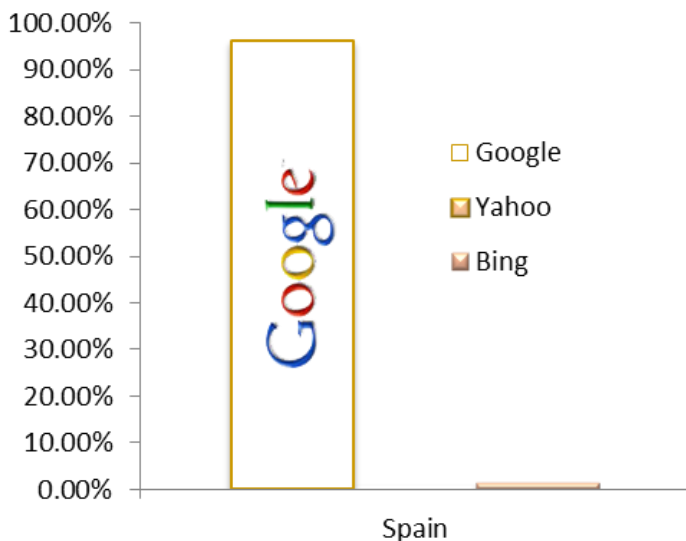
Internet Penetration

65.6%



Language

Spanish



Sweden

Sweden is one of those territories with complete **Google domination** (more than 95%). Bing , the second biggest player, holds approximately 3% of the search market.

More than 9 in 10 Swedes use the internet each day or at least once a week, making the Scandinavian country one of the most connected on the planet.




In the social networking sphere, **Facebook** unsurprisingly leads the pack with 4.8 million users, as reported by Socialbakers. Independent research carried out by Swedish institutions furthermore shows that **Twitter** user numbers are surging. The popular microblogging service now boasts around 300,000 users , more than twice as many compared to a year ago. One of the main reasons for Twitter’s explosive growth is perceived to be due to national broadcasters’ adoption and integration of the network into the programming.

Home-grown social music streaming service **Spotify** has become the number one service in the majority of the 15 countries the company targets worldwide, and Sweden is obviously no exception. Spotify is incredibly widespread and presents opportunities to connect with Swedish consumers via highly targeted audio spots.

For B2B marketers and professionals in general, **LinkedIn** (besides Twitter) is the place to be. **Google+** purportedly remains a ghost town.

Widespread smartphone adoption, combined with the increased exposure following Facebook’s \$1 billion acquisition of **Instagram** has made the mobile photo sharing app an instant success.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog’s RSS feed.
- ◆ Follow WebCertain on:
 - 
 - 
 - 
- ◆ [Subscribe](#) to WebCertain’s weekly International Search & Social Newsletter

Population

9m



Internet Population

8.44m



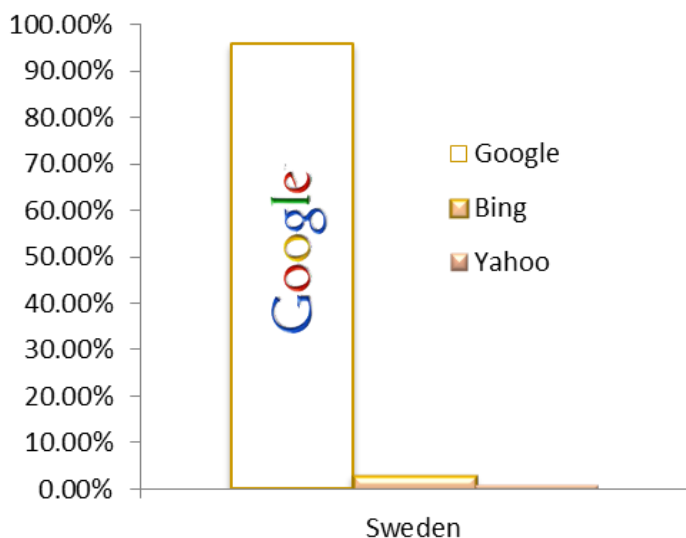
Internet Penetration

92.9%



Language

Swedish



Thailand

With less than one-third of the country's population having access to the internet, online growth is expected to for years to come. Thailand's current online user base is skewed heavily towards younger demographics. Accordingly, internet users aged between 15-24 accounted for more than half of the country's total online minutes in February 2012, comScore notes.

Not only is Google the top search engine but the top web property of all. The preeminent world leader in search, however, is not reaping nearly the same benefits from its dominant position as it is in other markets, with online advertising accounting for a mere 1% of total advertising expenditure. Surprisingly, this does not seem to be correlate with Thai users' positive thoughts towards ecommerce. In fact, more than three quarters of online Thais said they would shop online. For online advertisers and retailers, this means there is huge potential in this market.

Thai users spend more time on **social networking** than any other online activity, exemplified by a staggering **96.6% reach** of the online population. Even more impressively, more than 90% of all online Thais visited **Facebook** in February 2012. **Twitter** follows in a distant second, while **Multiply** in third place has announced that, from December 2012, it will be closing its social networking service, acknowledging that it won't be able to compete with the global giants.

Portal and Entertainment sites enjoy huge popularity as well and collectively account for 25% of all time spent online.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search RSS feed.

- ◆ Follow WebCertain on:



- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

66.7m



Internet Population

18.3m



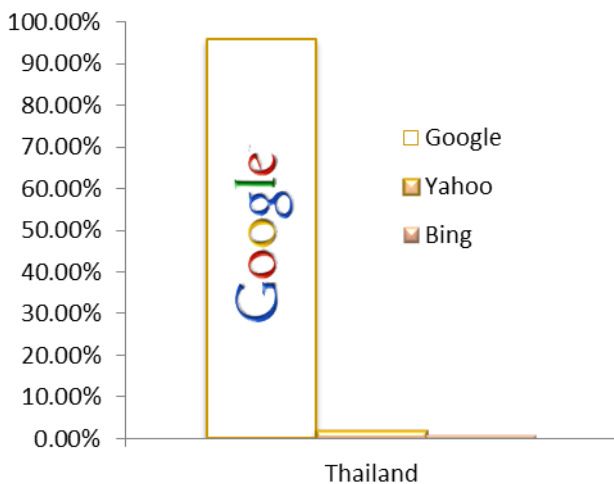
Internet Penetration

27.4%



Language

Thai



SITE	TOTAL UNIQUE VISITORS (000)	% REACH
SOCIAL MEDIA - SOCIAL NETWORKING	8,608	96.6
FACEBOOK	8,039	90.2
TWITTER	1,432	16.1
MULTIPLY	933	10.5
PANTOWN	865	9.7
MYFRIEND	471	5.3
DEVIANART	366	4.1
MYSPACE	320	3.6
THAINN	295	3.3
MIISELF	294	3.3
TAGGED	264	3.0

(SOURCE: COMSCORE MEDIA MATRIX, MARCH 2012; TOTAL AUDIENCE)

Turkey

comScore's quarterly Overviews of European Internet Usage by Country continue to show that the 35 million large Turkish internet audience is among the Europe's most engaged.

As internet penetration is below 50%, online Turkey possesses great potential going forward. This potential was acknowledged by Yandex, Russia's leading search company, in late 2011. **Google**, however, reigns supreme with more than 98% market share, indicating that **Yandex** is more than struggling to make inroads in its first real international market. Its current 0.5% market share indeed puts it a long way from achieving the 20% share the company has publicly stated it targets.

In the social space Turkey has dropped three ranks since last year's Search & Social Report in terms of **Facebook** ranking worldwide. It now ranks as the 7th largest Facebook country globally with 31.5 million users, according to Socialbakers. This, however, is equivalent of a staggering 90% penetration of the online population. In fact, it's only 4% of the entire Turkish online population who don't use Social Media.

Moreover, Turkish netizens are **very heavy online video consumers**. Although **YouTube** occupies the top spot for online video, there are a plethora of sites which are not far behind. According to comScore, Facebook is the second biggest destination for video consumption online, followed by French **DailyMotion** and local Turkish site **Nokta.com MEDYA** - all of which have very large audiences.

Twitter is another hugely popular online destination, with 9 million users. This places Turkey as the 11th largest Twitter country worldwide.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed below.

- ◆ Follow WebCertain on:



- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

78.7m



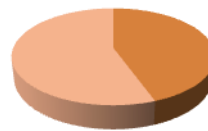
Internet Population

35m



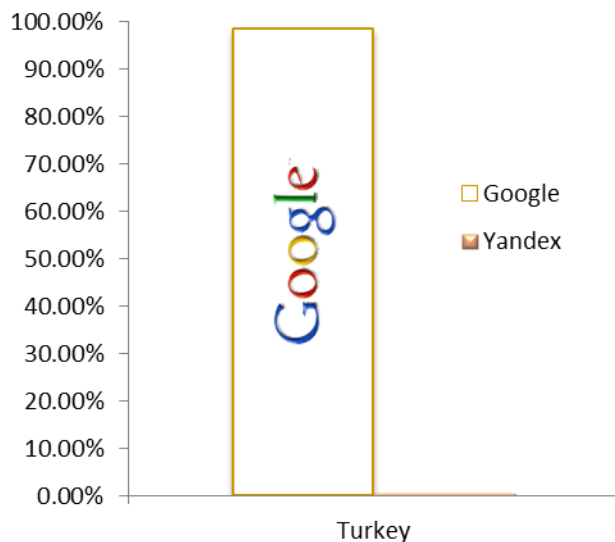
Internet Penetration

44.4%



Language

Turkish



United Kingdom

Google continues to dominate the UK search market, holding around 92% of the total market. Bing (4.5%) and Yahoo (2.4%) claim the majority of the remainder.

Although Germany has Europe's highest total online ad spend, the UK leads in search. Search accounts for 57% of total online advertising spend in the UK, totalling more than €1.8 billion annually. It goes without saying that competition is fierce, but the opportunities embedded within search in the UK justify this level of competition. According to Experian Hitwise, UK internet users made a whopping 2.2 billion visits to search engines in April 2012, up 89 million over April 2011.

In terms of engagement, UK netizens outshine their European neighbours, with the average visitor spending almost 38 hours online in June 2012. By comparison, this is 12 hours more than the European average, and almost 14 hours above the global average.

Facebook (32.2m) maintains its lead in the social networking space, but the gap between the global social network leader and Twitter has significantly narrowed over the past year, as Facebook fatigue has started to kick in. Meanwhile, **Twitter** has kept its momentum, although growth may not have been as explosive as seen in markets like Indonesia and Brazil.

Every fifth person of the UK online audience have a profile on **LinkedIn**, way above the global average. Furthermore, UK netizens have embraced the meteorically growing niche social networks **Instagram** (+2028% Y-o-Y growth) and **Pinterest** (1489% Y-o-Y growth), research from Experian Hitwise shows.

Moreover, by some estimates, traffic from mobile devices (including tablets) now accounts for around 15% of the total web traffic in the UK. Catering for this rapidly growing audience is now essential in any effective communications strategy targeted at UK consumers.



- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.



- ◆ Follow WebCertain on:

- ◆ [Subscribe](#) to WebCertain's weekly International Search &

Population

62.3m



Internet Population

52.7m



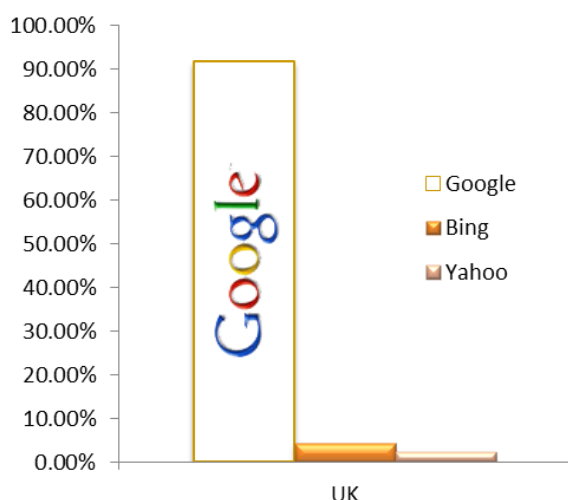
Internet Penetration

84.1%



Language

English



USA


So far 2012 has been positive for Bing in the US. It has made notable progress on especially the design and social front, where its collaboration with Facebook has been neatly integrated. While it may have resulted in a seemingly modest 1.3 percentage points increase in year-on-year market share in the US, **Bing (15.7%)** is sending a strong signal to Google that the race is far from over. **Google**, however, has also grown its share of the US market over the last year, reaching a record high in June 2012 at **66.8%**. **Yahoo** on the other hand has witnessed its share declining from 16.1% to **13%** over the past 12 months, whereas Ask and AOL collectively command 4.5% of the market.



According to eMarketer, US marketers will spend \$37.31 billion on digital advertising in 2012, with Google alone to account for a staggering 41.3% of this spend. Search continues to lead the pack by advertising format, however its share will begin to drop as expenditure on rich media and video increases more rapidly.

While global players like **Facebook, Twitter, and YouTube** might rule the roost, the social landscape is hyper diverse. Accordingly, many social sites, which still remain relatively niche in most markets outside the US, have gone mainstream on the North American continent. **Instagram** has grown a meteoric 17,319%, while **Pinterest** has seen its user base surge by more than 5,000% - both are now in the top 10 for share of social media site visits, according to Experian Hitwise. **StumbleUpon, Reddit and Tagged** are other hugely popular sites.

Despite introducing "Search Plus Your World", through which Google is heavily leveraging its search dominance to push forward G+, its social network is still light-years away from matching Facebook. In fact, although 2012 has arguably marked the toughest year for Facebook with increased public scrutiny following its IPO, the network continues to far outshine competitors in terms of both number of visits (+63% of all visits to social media sites) and engagement. The importance of Google+ for businesses, however, cannot be overstated, as it's an absolutely vital component in any effective search strategy.

- ◆ Stay up-to-date with the latest news in international search and social media by subscribing to the Multilingual Search Blog's RSS feed.
- ◆ Follow WebCertain on:
 - 
 - 
 - 
- ◆ [Subscribe](#) to WebCertain's weekly International Search & Social Newsletter

Population

313.2m



Internet Population

273m



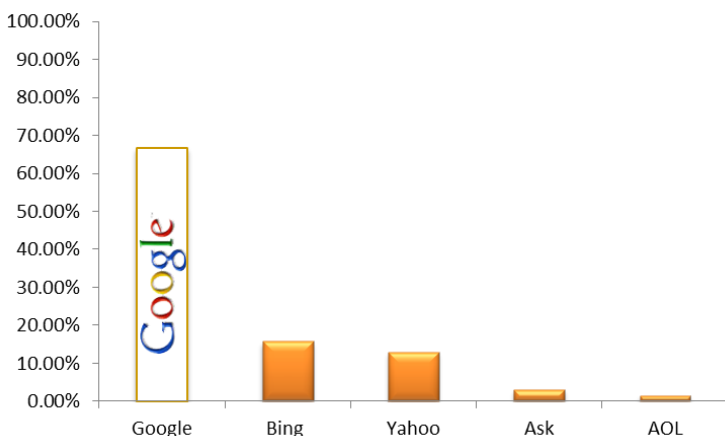
Internet Penetration

78.6%



Language

American English
Spanish



References

Argentina

comScore, June 2012, *Latin America Leads as the Most Socially-Engaged Global Region with Users Spending 7.5 Hours on Social Networking Sites in April*. Available at: http://www.comscore.com/chi/layout/set/popup/Press_Events/Press_Releases/2012/6/Latin_America_Leads_as_the_Most_Socially-Engaged_Global_Region

eMarketer, September 2012, *Growth in Argentina, Mexico Drives Ecommerce in Latin America*. Available at: [http://www.emarketer.com/\(S\(t1dbt545e1mlujiknbqcinbo\)\)/Article.aspx?R=1009339](http://www.emarketer.com/(S(t1dbt545e1mlujiknbqcinbo))/Article.aspx?R=1009339)

eMarketer, April 2012, *Argentina Ranks Third Worldwide in Facebook Penetration*. Available at: <http://www.emarketer.com/Article.aspx?R=1008972&ecid=a6506033675d47f881651943c21c5ed4>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for South America*. Available at: <http://www.internetworldstats.com/stats15.htm>

Socialbakers, August 2012, *Argentina Facebook Statistics*. Available at: <http://www.socialbakers.com/facebook-statistics/argentina>

Australia

eMarketer, July 2012, *Businesses on Social in Australia Offer Discounts, Giveaways to Fans*. Available at: <http://www.public.site1.mirror2.phi.emarketer.com/Article.aspx?R=1009205>

Digiocial, June 2012, *State of Australian Social Media 2012 [Infographic]*. Available at: <http://digiocial.com/2012/06/state-of-australian-social-media-2012-infographic/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Oceania*. Available at: <http://internetworldstats.com/stats6.htm>

Margin Media Blog, April 2012, *Australian Internet and Social Media Statistics*. Available at: <http://blog.marginmedia.com.au/Our-Blog/bid/82633/Australian-Internet-and-Social-Media-Statistics-April-2012>

Statcounter, July 2012, *Top 5 Search Engines in Australia From July 2011 to July 2012*. Available at: http://gs.statcounter.com/#search_engine-AU-monthly-201107-201207

Belgium

App Appeal, September 2012, *Viadeo Usage Per Country*. Available at: <http://www.appappeal.com/maps/viadeo>

comScore, August 2012, *Web-Based Email Usage in Europe Jumps 14 Percent Over Past Year*. Available at: http://www.comscore.com/Press_Events/Press_Releases/2012/8/Web-Based_Email_Usage_in_Europe_Jumps_14_Percent_Over_Past_Year

Conversity, August 2012, *Social media in Belgium: a quick snapshot of their relative audience size*. Available at: <http://www.conversity.be/blog/social-media-in-belgium-a-quick-snapshot-of-their-relative-audience-size/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at: <http://www.internetworldstats.com/stats15.htm>

Brazil

Exact Target, 2012, *The Digital Carnival*. Available at:

http://resources.exacttarget.com/rs/exacttarget/images/SFF17_WEB.pdf

Chris Crum, August 2012, *Google is getting a lot bigger in Brazil*. Available at:

<http://www.webpronews.com/google-is-getting-a-lot-bigger-in-brazil-2012-08>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for South America*. Available at:

<http://www.internetworldstats.com/stats15.htm>

Multilingual Search, February 2012, *Baidu To Take On Google In South America*. Available at:

<http://www.multilingual-search.com/baidu-to-take-on-google-in-south-america/24/02/2012/>

SemioCast, July 2012, *Twitter Reaches Half a Billion Accounts – More Than 140 Million in the US*. Available at:

http://www.semioCast.com/publications/2012_07_30_Twitter_reaches_half_a_billion_accounts_140m_in_the_US

SocialBakers, July 2012, *Brazil Facebook Statistics*. Available at:

<http://www.socialbakers.com/facebook-statistics/brazil>

Statcounter, July 2012, *Top 5 Search Engines In Brazil From July 2011 to July 2012*. Available at:

http://gs.statcounter.com/#search_engine-BR-monthly-201107-201207

Canada

comScore, March 2012, *2012 Canada Digital Future in Focus*. Available at:

http://www.comscore.com/Press_Events/Press_Releases/2012/3/comScore_Releases_the_2012_Canada_Digital_Future_in_Focus_Report

eMarketer, March 2012, *Social Is Sticky for Companies in Canada*. Available at:

<http://www.public.site2.mirror2.phi.emarketer.com/Article.aspx?R=1008933>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for the Americas*. Available at:

<http://www.internetworldstats.com/stats2.htm>

Statcounter, July 2012, *Top 5 Search Engines In Canada From July 2011 to July 2012*. Available at:

http://gs.statcounter.com/#search_engine-CA-monthly-201107-201207

China

China Daily, September 2012, *Youku Tudou outlines vision for merged company*. Available at:

http://www.chinadaily.com.cn/china/2012-09/26/content_15784868.htm

China Internet Watch, 2012, *China Search Engine Market Share by Revenue Q1 2012*. Available at:

<http://www.chinainternetwatch.com/1444/china-search-engine-market-share-by-revenue-q1-2012/>

China Internet Watch, 2012, *Qzone Active Users Over 500 Million*. Available at:

<http://www.chinainternetwatch.com/1050/qzone-active-users-over-500-million/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Asia*. Available at:

<http://www.internetworldstats.com/stats3.htm>

Tech in Asia, September 2012, *Hitwise Data Shows Baidu Strike Ineffective, But 360 Search Has Hit Plateau*. Available at:

<http://ph.news.yahoo.com/hitwise-data-shows-baidu-strike-181040124.html>

Tech in Asia, August 2012, *RenRen Has 45 Million Monthly Active Users, Eyes on Mobile*. Available at:

<http://www.techinasia.com/renren-active-users-45-million/>

Tech in Asia, June 2012, *The Rise of Social Media in China, With All-New User Numbers*. Available at:

<http://www.techinasia.com/rise-of-china-social-media-infographic-2012/>

Tech in Asia, May 2012, *Sina Weibo Breaks 300 Million Registered Users, Mobile Users Growing*. Available at:

<http://www.techinasia.com/sina-weibo-breaks-300-million-registered-users-mobile-users-growing/>

Czech Rep

Alexa, July 2012, *Top Sites in Czech Republic*. Available at:

<http://www.alexacom/topsites/countries/CZ>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at:

<http://www.internetworldstats.com/stats15.htm>

Klaboseni, Q2 2012, *Czech Twitter User Numbers*. Available at:

<http://www.klaboseni.cz/vyvojpoctu.php>

NetMonitorOnline, August 2012, *N/A*. Available at:

<http://online.netmonitor.cz/>

PlusDemographics, N/A, *Google+ Report: Czech Republic*. Available at:

http://www.plusdemographics.com/country_report.php?cid=Czech+Republic

Search Engine Land, Jan. 2011, *Google Now #1 Search Engine In Czech Republic; For Countries To Go For Global Domination*. Available at:

<http://searchengineland.com/google-number-one-czech-republic-5-countries-left-61174>

Zoomsphere, August 2012, *Facebook Country User Numbers*. Available at:

<http://www.zoomsphere.com/charts/facebook/countries/europe>

Denmark

Atcore, September 2012, *Danskerne Paa Facebook 2012 (Danes On Facebook 2012)*. Available at:

<http://atcore.dk/blog/danskerne-pa-facebook/>

Get Clicky, August 2012, *Search Engine Market Share in Denmark*. Available at:

<http://www.getclicky.com/marketshare/dk/search-engines/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at:

<http://www.internetworldstats.com/stats15.htm>

Social Bakers, July 2012, *Denmark Facebook Statistics*. Available at:

<http://www.socialbakers.com/facebook-statistics/denmark>

Statistics Denmark, May 2012, *It-anvendelse i befolkningen (Internet Usage in the Population)*. Available at:

<http://www.dst.dk/pukora/epub/upload/15240/itanv.pdf>

Statistics Denmark, July 2012, *Every Second Dane Accesses The Internet Through Mobile Phones*. Available at:

<http://www.dst.dk/pukora/epub/Nyt/2012/NR376.pdf>

Egypt

Ahram Online, 2012, *Twitter's role in revolutionary Egypt – isolation or connection?* Available at:

<http://english.ahram.org.eg/NewsContent/1/114/32610/Egypt/-January-Revolution-continues/Twitters-role-in-revolutionary-Egypt--isolation-or.aspx>

Get Clicky, August 2012, *Search Engine Market Share in Egypt*. Available at:

<http://www.getclicky.com/marketshare/eg/search-engines/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Africa*. Available at:

<http://www.internetworldstats.com/stats1.htm>

Mashable, June 2012, *How the Arab World Uses Facebook and Twitter [Infographic]*. Available at:

<http://mashable.com/2012/06/08/arab-world-facebook-twitter/>

Socialbakers, July 2012, *Egypt Facebook Statistics*. Available at:

<http://www.socialbakers.com/facebook-statistics/egypt>

Socialbakers, July 2012, *Facebook Statistics 2012: Top Growing Countries*. Available at:

<http://www.socialbakers.com/blog/684-facebook-statistics-2012-top-growing-countries/>

Finland

Capgemini, March 2012, *How do the largest Finnish companies use social media?* Available at:

http://www.fi.capgemini.com/servicesandsolutions/capgemini_consulting/social_media_infographic

Get Clicky, July 2012, *Search Engine Market Share in Finland*. Available at:

<http://www.getclicky.com/marketshare/fi/search-engines/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at:

<http://www.internetworldstats.com/stats15.htm>

Socialbakers, July 2012, *Finnish Facebook Statistics*. Available at:

<http://www.socialbakers.com/facebook-statistics/finland>

France

BDBL Media, July 2012, *Social Media in France*. Available at:

<http://www.bdbl-media.fr/social>

eMarketer, May 2012, *Mobile Social Network Usage Catches Fire in France*. Available at:

<http://www.public.site1.mirror2.phi.emarketer.com/Article.aspx?R=1009052>

Get Clicky, July 2012, *Search Engine Market Share in France*. Available at:

<http://www.getclicky.com/marketshare/fr/search-engines/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at:

<http://www.internetworldstats.com/stats15.htm>

Multilingual Search, 2012, *Huge Growth Potential for Search Marketing in France*. Available at:

<http://www.multilingual-search.com/huge-growth-potential-for-search-marketing-in-france/19/06/2012/>

Multilingual Search, 2012, *Google Tax: Internet Advertising to be Taxed in France*. Available at:

<http://www.multilingual-search.com/google-tax-internet-advertising-to-be-taxed-in-france/18/07/2012/>

Influx, Jan. 2012, *2012 User Numbers for Facebook, Twitter, Google+, LinkedIn, Viadeo in France*. Available at:

<http://influx.joueb.com/news/les-chiffres-2012-de-facebook-twitter-google-linkedin-en-france>

Germany

BIRGERH, Feb. 2010, *Social Media: Nutzerzahlen im Januar 2012*. Available at:

<http://birgerh.de/2012/02/03/social-media-nutzerzahlen-im-januar-2012/>

comScore, Feb. 2012, *Overview of European Internet Usage by Country*. Available at:

[http://www.comscore.com/Press Events/Press Releases/2012/4/Nearly Half of European Online Audience Visit Sports Sites](http://www.comscore.com/Press%20Events/Press%20Releases/2012/4/Nearly%20Half%20of%20European%20Online%20Audience%20Visit%20Sports%20Sites)

eMarketer, July 2012, *Social Media Fans in Germany Have High Expectations of Brands*. Available at:

<http://www.public.site2.mirror2.phi.emarketer.com/Article.aspx?R=1009199>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at:

<http://www.internetworldstats.com/stats15.htm>

McKinsey, 2010, *Online Advertising Expenditures*. N/A

Multilingual Search, 2012, *Huge Growth Potential for Search Marketing in France*. Available at:

<http://www.multilingual-search.com/huge-growth-potential-for-search-marketing-in-france/19/06/2012/>

NewMedia TrendWatch, 2012, *Germany*. Available at:

<http://www.newmediatrendwatch.com/markets-by-country/10-europe/61-germany?start=2>

Social Media Statistiken, August 2012, *Xing wächst aber LinkedIn holt auf*. Available at:

<http://www.socialmediastatistik.de/xing-wachst-aber-linkedin-holt-auf/>

Statcounter, August 2012, *Top 5 Search Engines In Germany From July 2011 to July 2012*. Available at:

http://gs.statcounter.com/#search_engine-DE-monthly-201106-201206

Wikipedia, N/A, *Economy of Germany*. Available at:

http://en.wikipedia.org/wiki/Economy_of_Germany

Wired, April 2012, *German court orders Google to police YouTube copyright violations*. Available at:

<http://www.wired.co.uk/news/archive/2012-04/23/youtube-vs-gema>

Global

BBC, October 2012, *Facebook surpasses one billion users as it tempts new markets*. Available at:

<http://www.bbc.com/news/technology-19816709>

Business Insider, September 2012, *Google: We Have 100 Million Active Users On Google+*. Available at:

<http://www.businessinsider.com/google-plus-users-2012-9>

eMarketer, August 2012, *Emerging Markets Lead World in Social Networking Growth*. Available at:

<http://www.public.site2.mirror2.phi.emarketer.com/Article.aspx?R=1009269>

GlobalWebIndex, September 2012, *GlobalWebIndex Social Platforms Report Preview*. Available at:

<http://globalwebindex.net/report-page/>

KarmaSnack, October 2012, *Oct. 2012 – Updated // Search Engine Market Share*. Available at:

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

LinkedIn, August 2012, *About Us*. Available at:

<http://press.linkedin.com/about>

Seeking Alpha, July 2012, *Facebook Management Discusses Q2 2012 Results – Earnings Call Transcript*. Available at:

<http://seekingalpha.com/article/755071-facebook-management-discusses-q2-2012-results-earnings-call-transcript>

Search Engine Watch, August 2012, *Spotlight Keynote With Matt Cutts #SESSF*. Available at:

<http://searchenginewatch.com/article/2199092/Spotlight-Keynote-With-Matt-Cutts-SESSF>

SemioCast, July 2012, *Twitter reaches half a billion accounts – More than 140 million in the U.S.* Available at:

http://semioCast.com/publications/2012_07_30_Twitter_reaches_half_a_billion_accounts_140m_in_the_US

TechCrunch, July 2012, *Analyst: Twitter Passed 500M Users In June 2012, 140M Of Them In US; Jakarta ‘Biggest Tweeting’ City*. Avail-

able at: <http://techcrunch.com/2012/07/30/analyst-twitter-passed-500m-users-in-june-2012-140m-of-them-in-us-jakarta-biggest-tweeting-city/>

Tech in Asia, June 2012, *The Rise of Social Media in China, With All-New User Numbers*. Available at:

<http://www.techinAsia.com/rise-of-china-social-media-infographic-2012/>

Hong Kong

comScore, August 2012, *comScore Announces Introduction of Online Video Measurement Service in Taiwan, Vietnam, Indonesia and the Philippines*. Available at: http://www.comscore.com/Press_Events/Press_Releases/2012/8/Introduction_of_Online_Video_Measurement_in_Taiwan_Vietnam_Indonesia_and_the_Philippines

Discuss, August 2012, *Homepage*. Available at: <http://www.discuss.com.hk/>

Experian Hitwise Hong Kong, September 2012, *Hitwise Data Centre—Search Engine Market Share*. Available at: <http://www.experian.com.hk/hitwise/data-centre.html>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Asia*. Available at: <http://www.internetworldstats.com/stats3.htm>

Socialbakers, August 2012, *Hong Kong Facebook Statistics*. Available at: <http://www.socialbakers.com/facebook-statistics/hong-kong>

Statcounter, July 2012, *Top 5 Search Engines in Hong Kong from July 2011 to July 2012*. Available at: http://gs.statcounter.com/#search_engine-HK-monthly-201201-201208-bar

UWants, August 2012, *Homepage*. Available at: <http://www.uwants.com/>

We Are Social, Dec. 2011, *Social, Digital, And Mobile in Hong Kong*. Available at: <http://www.slideshare.net/wearesocialsg/we-are-socials-guide-to-social-digital-and-mobile-in-hong-kong-dec-2011>

India

comScore, August 2012, *The Rise of India's Digital Consumer*. Available for download at: http://www.comscore.com/Press_Events/Presentations_Whitepapers/2012/the-rise-of-India-s-digital-consumer

eMarketer, August 2012, *Social Networking in India Rises Quickly Among Web Users*. Available at: <http://www.public.site1.mirror2.phi.emarketer.com/Article.aspx?R=1009313>

eMarketer, July 2012, *Mobile Phones in India Widespread, Activities Limited*. Available at: <http://www.emarketer.com/Article.aspx?R=1009164>

eMarketer, June 2012, *Digital's Share of Ad Spending in India Begins to Blossom*. Available at: <http://www.public.site2.mirror2.phi.emarketer.com/Article.aspx?R=1009114>

Get Clicky, July 2012, *Search engine market share India*. Available at: <http://www.getclicky.com/marketshare/in/search-engines/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Asia*. Available at: <http://www.internetworldstats.com/stats3.htm>

SemioCast, July 2012, *Twitter Reaches Half a Billion Accounts – More Than 140 Million in the US*. Available at: http://semioCast.com/publications/2012_07_30_Twitter_reaches_half_a_billion_accounts_140m_in_the_US

Indonesia

Daily Social, July 2012, *Indonesia loses 5 million Facebook users, slips down to #8*. Available at:

<http://en.dailysocial.net/post/indonesia-loses-5-million-facebook-users-slips-down-to-8>

Get Clicky, July 2012, *Search engine market share Indonesia*. Available at:

<http://getclicky.com/marketshare/id/search-engines/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Asia*. Available at:

<http://www.internetworldstats.com/stats3.htm>

SemioCast, July 2012, *Twitter reaches half a billion accounts – More than 140 million in the U.S.* Available at:

http://semioCast.com/publications/2012_07_30_Twitter_reaches_half_a_billion_accounts_140m_in_the_US

Sge, June 29, *Path rolls out seven new languages including Thai and Bahasa Indonesia*. Available at:

<http://sgentrepreneurs.com/2012/06/29/path-7-new-languages-thai-bahasa-indonesia/>

Israel

comScore, December 2011, *It's a Social World: Top 10 Need-to-Knows About Social Networking and Where It's Headed*. Available at:

http://www.comscore.com/Press_Events/Presentations_Whitepapers/2011/it_is_a_social_world_top_10_need-to-knows_about_social_networking

Get Clicky, July 2012, *Search Engine Market Share in Israel*. Available at:

<http://getclicky.com/marketshare/il/search-engines/>

Statcounter, July 2012, *Top 5 Search Engines in Israel from July 2011 to July 2012*. Available at:

http://gs.statcounter.com/#search_engine-IL-monthly-201108-201208

The Times of Israel, May 2012, *Study: Young online Israelis "hyper-connected", adults not far behind*. Available at:

<http://www.timesofisrael.com/study-young-on-line-israelis-hyper-connected-adults-not-far-behind/>

Italy

comScore, September 2012, *QR Codes Among European Smartphone Owners Doubles Over Past Year*. Available at:

http://www.comscore.com/chi/layout/set/popup/Press_Events/Press_Releases/2012/9/

[QR Code Usage Among European Smartphone Owners Doubles Over Past Year](http://www.comscore.com/chi/layout/set/popup/Press_Events/Press_Releases/2012/9/QR_Code_Usage_Among_European_Smartphone_Owners_Doubles_Over_Past_Year)

comScore, July 2012, *Italy Fastest Growing EU5 Online Video Market*. Available at:

http://www.comscore.com/Press_Events/Press_Releases/2012/7/Italy_Fastest_Growing_EU5_Online_Video_Market

eMarketer, June 2012, *Ecommerce Perseveres in Italy, Despite Crisis*. Available at:

<http://www.public.site1.mirror2.phi.emarketer.com/Article.aspx?R=1009108>

Get Clicky, July 2012, *Search engine market share Italy*. Available at:

<http://getclicky.com/marketshare/it/search-engines/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at:

<http://www.internetworldstats.com/stats15.htm>

Socialbakers, August 2012, *Italy Facebook Statistics*. Available at:

<http://www.socialbakers.com/facebook-statistics/italy>

Japan

comScore, August 2012, *Japan's Smartphone Surge: 1 in 4 Mobile Consumers Now Owns a Smartphone*. Available at:
http://www.comscore.com/Press_Events/Press_Releases/2012/8/Japan_Smartphone_Surge

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Asia*. Available at:
<http://www.internetworldstats.com/stats3.htm>

Mixi, March 2012, *About Social Network Mixi*. Available at:
<http://mixi.co.jp/en/about/>

Net Market Share, August 2012, *Desktop Search Engine Market Share – Japan*. Available at:
<http://www.netmarketshare.com/search-engine-market-share.aspx?qprid=4&qpcustomd=0&qpaf=-000%09101%09JP%0D>

SemioCast, July 2012, *Twitter reaches half a billion accounts – More than 140 million in the U.S.* Available at:
http://semioCast.com/publications/2012_07_30_Twitter_reaches_half_a_billion_accounts_140m_in_the_US

Socialbakers, August 2012, *Japan Facebook Statistics*. Available at:
<http://www.socialbakers.com/facebook-statistics/japan>

Tech in Asia, August 2012, *DeNA Hits \$609 Million Revenue and 45 mMillion Users in Japan and China in Q2*. Available at:
<http://www.techinasia.com/dena-is-rich-with-45-million-users-in-japan-china/>

Tech in Asia, August 2012, *comScore: In Asia, Japan Watches Most Online Videos*. Available at:
<http://www.techinasia.com/comscore-online-video-market-asia/>

Tech in Asia, Feb. 2012, *Japan's Social Giants: Trends in User Numbers [CHART]*. Available at:
<http://www.techinasia.com/japan-social-dena-gree-mixi/>

Malaysia

Asia Digital Marketing Association, 2012, *Asia Pacific Digital Marketing Yearbook 2012*. Available for download at:
<http://asiadigitalmarketingyearbook.com/>

Clicky Web Analytics, July 2012, *Search Engine Market Share in Malaysia*. Available at:
<http://www.getclicky.com/marketshare/my/search-engines/>

comScore, October 2011, *Social Networking Accounts for One Third of All Time Spent Online in Malaysia*. Available at:
http://www.comscore.com/Press_Events/Press_Releases/2011/10/Social_Networking_Accounts_for_One_Third_of_All_Time_Spent_Online_in_Malaysia

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Asia*. Available at:
<http://www.internetworldstats.com/stats3.htm>

Nielsenwire, March 2012, *What Asia's Changing Digital Consumer Means for Marketers and Advertising*. Available at:
<http://blog.nielsen.com/nielsenwire/global/what-asias-changing-digital-consumer-means-for-marketers-and-advertising/>

Tech in Asia, Jan. 2011, *Google opens an office in Malaysia (and hiring)*. Available at:
<http://www.techinasia.com/google-malaysia/>

We Are Social, Jan. 2012, *Social, Digital and Mobile in Malaysia*. Available at:
<http://wearesocial.net/blog/2012/01/social-digital-mobile-malaysia/>

Mexico

Clicky Web Analytics, July 2012, *Search Engine Market Share in Mexico*. Available at:

<http://getclicky.com/marketshare/mx/search-engines/>

eMarketer, Sep. 2012, *Digital Ad Spending in Mexico Expands Beyond the First Wave*. Available at:

[http://www.emarketer.com/\(S\(t1dbt545e1mlujiknbqcinbo\)\)/Article.aspx?R=1009341](http://www.emarketer.com/(S(t1dbt545e1mlujiknbqcinbo))/Article.aspx?R=1009341)

eMarketer, Sep. 2012, *Twitter Grows Stronger in Mexico*. Available at:

[http://www.emarketer.com/\(S\(girgkh45dmewndatycqrprnz\)\)/Article.aspx?R=1009370](http://www.emarketer.com/(S(girgkh45dmewndatycqrprnz))/Article.aspx?R=1009370)

eMarketer, Aug. 2012, *Facebook Dominates Social Media in Mexico*. Available at:

<http://www.emarketer.com/Article.aspx?R=1009255&ecid=a6506033675d47f881651943c21c5ed4>

GlobalWebIndex, Sep. 2012, *Social Platform Global Report – September 2012 (Preview Version)*. Available at:

<http://www.slideshare.net/Tomtrendstream/global-webindex-social-platforms-report-preview-september-2012>

IAB Mexico, Dec. 2011, *Social Network Users in Mexico 2011*. Available at:

<http://www.iabmexico.com/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for South America*. Available at:

<http://www.internetworldstats.com/stats15.htm>

NewMedia TrendWatch, 2012, *Mexico*. Available at:

<http://www.newmediatrendwatch.com/markets-by-country/11-long-haul/56-mexico>

Socialbakers, Sep. 2012, *Mexico Facebook Statistics*. Available at:

<http://www.socialbakers.com/facebook-statistics/mexico>

Netherlands

Eva Schouten, May 2012, *Social Media Use in the Netherlands – Statistics*. Available at:

<http://www.evaschouten.nl/blog/cijfers-social-media-gebruik-in-nederland/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at:

<http://www.internetworldstats.com/stats15.htm>

Marketing Facts, August 2012, *Social media in Nederland: de halfjaarcijfers van 2012 (Social media in the Netherlands: the half-year of 2012)*. Available at:

<http://www.marketingfacts.nl/berichten/social-media-in-nederland-de-halfjaarcijfers-van-2012/>

Net Market Share, August 2012, *Desktop Search Engine Market Share – Netherlands*. Available at:

<http://www.netmarketshare.com/search-engine-market-share.aspx?qprid=4&qpcustomd=0&qpaf=-000%09101%09NL%0D>

SemioCast, July 2012, *Twitter reaches half a billion accounts – More than 140 million in the U.S.* Available at:

http://semioCast.com/publications/2012_07_30_Twitter_reaches_half_a_billion_accounts_140m_in_the_US

Socialbakers, August 2012, *Netherlands Facebook Statistics*. Available at:

<http://www.socialbakers.com/facebook-statistics/netherlands>

Statcounter, July 2012, *Top 5 Search Engines in Netherlands from Aug 2011 to Aug 2012*. Available at:

http://gs.statcounter.com/#search_engine-NL-monthly-201108-201208

New Zealand

Asia Digital Marketing Association, 2012, *Asia Pacific Digital Marketing Yearbook 2012*. Available for download at:
<http://asiadigitalmarketingyearbook.com/>

Clicky Web Analytics, July 2012, *Search Engine Market Share in New Zealand*. Available at:
<http://getclicky.com/marketshare/nz/search-engines/>

Experian Hitwise, August 2012, *Instagram and Pinterest the new global stars of social*. Available at:
<http://www.experian.com/blogs/hitwise-uk/2012/08/22/instagram-and-pinterest-the-new-global-stars-of-social/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Asia*. Available at:
<http://www.internetworldstats.com/stats6.htm>

Philippines

Asia Digital Marketing Association, 2012, *Asia Pacific Digital Marketing Yearbook 2012*. Available for download at:
<http://asiadigitalmarketingyearbook.com/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Asia*. Available at:
<http://www.internetworldstats.com/stats3.htm>

Net Market Share, August 2012, *Desktop Search Engine Market Share in the Philippines*. Available at:
<http://www.netmarketshare.com/search-engine-market-share.aspx?qprid=4&qpcustomd=0&qpaf=-000%09101%09PH%0D>

Poland

Alexa, Feb. 2012, *Visitors by Country for Nk.pl*. Available at:
<http://www.alexa.com/siteinfo/nk.pl>

Clicky Web Analytics, July 2012, *Search Engine Market Share in Poland*. Available at:
<http://getclicky.com/marketshare/pl/search-engines/>

comScore, August 2012, *Overview of European Internet Usage by Country*. Available at:
http://www.comscore.com/Press_Events/Press_Releases/2012/8/Web-Based_Email_Usage_in_Europe_Jumps_14_Percent_Over_Past_Year

comScore, August 2011, *Japan Internet Users Spend Most Time on Blogs Worldwide*. Available at:
http://www.comscore.com/ger/layout/set/popup/Press_Events/Press_Releases/2011/8/Japan_Internet_Users_Spend_Most_Time_on_Blogs_Worldwide

Euromonitor, 2012, *Euromonitor International: Country Profile – Poland*. Available at:
<http://www.euromonitor.com/poland/country-factfile>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at:
<http://www.internetworldstats.com/stats15.htm>

Nasza Klasa (NK), 2012a, *User Numbers*. Available at:
<http://nk.pl/reklama/dlaczego/1>

NewMedia TrendWatch, 2012, *Poland*. Available at:
<http://www.newmediatrendwatch.com/markets-by-country/10-europe/78-poland>

Socialbakers, September 2012, *Poland Facebook Statistics*. Available at:
<http://www.socialbakers.com/facebook-statistics/poland>

Think with Google, November 2011, *Online research, offline purchasing*. Available at:
<http://www.thinkwithgoogle.com/insights/library/studies/Online-research-offline-purchasing-of-mobile-phones/>

WebCertain, March 2012, *Nasza Klasa – An Introduction to Poland’s Leading Social Network*. Only available on WebCertain’s Global Central Platform.

Russia

comScore, Feb. 2012, *comScore Releases Overview of European Internet Usage for May 2012*. Available at:

[http://www.comscore.com/Press Events/Press Releases/2012/2/](http://www.comscore.com/Press%20Events/Press%20Releases/2012/2/)

[The Netherlands and France Have the Highest Penetration of Online Banking?piCId=66038](http://www.comscore.com/Press%20Events/Press%20Releases/2012/2/The%20Netherlands%20and%20France%20Have%20the%20Highest%20Penetration%20of%20Online%20Banking?piCId=66038)

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at:

<http://www.internetworldstats.com/stats15.htm>

Live Internet Ru, August 2012, *Social Network Statistics in Russia*. Available at:

<http://www.liveinternet.ru/stat/ru/socials.html?slice=ru;date=2012-08-01;period=month>

Live Internet Ru, August 2012, *Search Engine Market Share in Russia*. Available at:

<http://www.liveinternet.ru/stat/ru/searches.html?slice=ru;date=2012-08-01;period=month>

Multilingual Search, August 2012, *Yandex Faces Google Role Reversal In Turkey*. Available at:

<http://www.multilingual-search.com/yandex-faces-google-role-reversal-in-turkey/01/08/2012/>

Multilingual Search, May 2012, *Should Yandex Be Thrilled Or Worried About Q1 2012 Earnings?* Available at:

<http://www.multilingual-search.com/should-yandex-be-thrilled-or-worried-about-q1-2012-earnings/02/05/2012/>

Multilingual Search, Feb. 2012, *Three Huge Social Networks International Marketers Should Not Neglect*. Available at:

<http://www.multilingual-search.com/three-huge-social-networks-international-marketers-should-not-neglect/22/02/2012/>

Saudi Arabia

Clicky Web Analytics, July 2012, *Search Engine Market Share in Saudi Arabia*. Available at:

<http://getclicky.com/marketshare/sa/search-engines/>

Mashable, June 2012, *How the Arab World Uses Facebook and Twitter [Infographic]*. Available at:

<http://mashable.com/2012/06/08/arab-world-facebook-twitter/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for the Middle East*. Available at:

<http://www.internetworldstats.com/stats5.htm>

Multilingual Search, April 2012, *Search marketing Growth In The Middle East: Google Travel Queries Outpace The UK*. Available at:

<http://www.multilingual-search.com/search-marketing-growth-in-the-middle-east-google-travel-queries-outpace-the-uk/10/04/2012/>

New Media Trend Watch, 2012, *Saudi Arabia*. Available at:

<http://www.newmediatrendwatch.com/markets-by-country/11-long-haul/58-saudi-arabia>

Sekari, May 2012, *The Arabic Web*. International Search Summit Presentation by Lee Mancini (only available on WebCertain's Global Central Platform).

Singapore

Asia Digital Marketing Association, 2012, *Asia Pacific Digital Marketing Yearbook 2012*. Available for download at:

<http://asiadigitalmarketingyearbook.com/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Asia*. Available at:

<http://www.internetworldstats.com/stats3.htm>

Net Market Share, August 2012, *Search Engine Market Share in Singapore*. Available at:

<http://www.netmarketshare.com/search-engine-market-share.aspx?qprid=4&qpcustomid=0&qpaf=-000%09101%09SG%0D>

South Korea

Asia Digital Marketing Association, 2012, *Asia Pacific Digital Marketing Yearbook 2012*. Available for download at:
<http://asiadigitalmarketingyearbook.com/>

HKTDC, July 2012, *Republic of Korea – Developed Markets*. Available at:
<http://developed-markets-research.hktdc.com/business-news/article/Korea/Republic-of-Korea/mp/en/1/1X4HE6OU/1X0010DN.htm>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Asia*. Available at:
<http://www.internetworldstats.com/stats3.htm>

Multilingual Search, August 2012, *How Do You SEO The UnSEOable Naver?* Available at:
<http://www.multilingual-search.com/how-do-you-seo-the-unseoable-naver/31/08/2012/>

The Economic Times, August 2012, *Smartphone users exceed 30 million in South Korea*. Available at:
<http://economictimes.indiatimes.com/tech/hardware/smartphone-users-exceed-30-million-in-south-korea/articleshow/15598871.cms>

Spain

Clicky Web Analytics, July 2012, *Search Engine Market Share in Spain*. Available at:
<http://getclicky.com/marketshare/es/search-engines/>

comScore, July 2012, *QR Code Usage Among European Smartphone Owners Doubles Over Past Year*. Available at:
http://www.comscore.com/Press_Events/Press_Releases/2012/9/QR_Code_Usage_Among_European_Smartphone_Owners_Doubles_Over_Past_Year

comScore, 2011, *It's a Social World – Top 10 Need-to-Knows About Social Networking and Where It's Headed*. Available for download at:
http://www.comscore.com/fre/layout/set/popup/Request/Presentations/2012/Its_a_Social_World_Top_10_Need-to_Knows_about_Social_Networking?req=slides&pre=It%E2%80%99s+a+Social+World%3A+Top+10+Need-to-Knows+About+Social+Networking+and+Where+It%E2%80%99s+Headed+

eMarketer, July 2012, *Ad Spending Dips in Spain, but the Worst Is Over*. Available at:
<http://www.public.site1.mirror2.phi.emarketer.com/Article.aspx?R=1009187>

eMarketer, May 2012, *In Western Europe, Internet Behavior Differences Slight but Significant*. Available at:
<http://www.emarketer.com/Mobile/Article.aspx?R=1009019>

eMarketer, May 2012, *Facebook Adoption High, Ad Rates Low in Spain*. Available at:
<http://www.emarketer.com/Article.aspx?R=1009047&ecid=a6506033675d47f881651943c21c5ed4>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at:
<http://www.internetworldstats.com/stats15.htm>

Socialbakers, August 2012, *Spain Facebook Statistics*. Available at:
<http://www.socialbakers.com/facebook-statistics/spain>

Sweden

Beantın, May 2012, *How many Twitter users in Sweden 2012?* Available at:

<http://beantin.se/post/22662673173/twitter-users-accounts-sweden-2012-census>

Clicky Web Analytics, July 2012, *Search Engine Market Share in Sweden*. Available at:

<http://getclicky.com/marketshare/se/search-engines/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at:

<http://www.internetworldstats.com/stats15.htm>

Socialbakers, August 2012, *Sweden Facebook Statistics*. Available at:

<http://www.socialbakers.com/facebook-statistics/sweden>

Social Media Nordic, May 2012, *Watching Eurovision 2012? Your Instagram could be in a music video*. Available at:

<http://socialmedianordic.com/>

Thailand

Asia Digital Marketing Association, 2012, *Asia Pacific Digital Marketing Yearbook 2012*. Available for download at:

<http://asiadigitalmarketingyearbook.com/>

Clicky Web Analytics, July 2012, *Search Engine Market Share in Thailand*. Available at:

<http://getclicky.com/marketshare/th/search-engines/>

comScore, April 2012, *comScore Announces Availability of Online Audience Measurement Services for Thailand*. Available at:

http://www.comscore.com/rus/layout/set/popup/Press_Events/Press_Releases/2012/4/comScore_Announces_Availability_of_Online_Audience_Measurement_Services_for_Thailand

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Asia*. Available at:

<http://www.internetworldstats.com/stats3.htm>

Turkey

Clicky Web Analytics, July 2012, *Search Engine Market Share in Turkey*. Available at:

<http://getclicky.com/marketshare/tr/search-engines/>

comScore, October 2011, *Turkey in the Global Internet and The Future of Online Measurement*. Available for download at:

http://www.comscore.com/Press_Events/Presentations_Whitepapers/2011/Turkey_in_the_Global_Internet_and_The_Future_of_Online_Measurement

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at:

<http://www.internetworldstats.com/stats15.htm>

NewMedia TrendWatch, 2012, *Turkey*. Available at:

<http://www.newmediatrendwatch.com/markets-by-country/10-europe/87-turkey>

Socialbakers, September 2012, *Turkey Facebook Statistics*. Available at:

<http://www.socialbakers.com/facebook-statistics/turkey>

Webrazzi, September 2012, *Comparison of Turkey and Brazil digital industries by numbers [Analysis]*. Available at:

<http://en.webrazzi.com/2012/09/17/comparison-of-turkey-and-brazil-digital-industries/>

UK

comScore, August 2012, *Web-Based Email Usage in Europe Jumps 14 Percent Over Past Year*. Available at:
http://www.comscore.com/Press_Events/Press_Releases/2012/8/Web-Based_Email_Usage_in_Europe_Jumps_14_Percent_Over_Past_Year

eMarketer, March 2012, *UK Social Media Users Not Thrilled About Ads*. Available at:
<http://www.public.site2.mirror2.phi.emarketer.com/Article.aspx?R=1008940>

Experian Hitwise, May 2012, *Experian Hitwise reveals latest UK search engine analysis*. Available at:
<http://www.hitwise.com/uk/press-centre/press-releases/visits-to-search-engines-increase/>

Experian Hitwise, August 2012, *Instagram and Pinterest the new global stars of social*. Available at:
<http://www.experian.com/blogs/hitwise-uk/2012/08/22/instagram-and-pinterest-the-new-global-stars-of-social/>

Investis, May 2012, *Mobile web traffic doubles as the iPad overtakes the iPhone*. Available at:
<http://blog.investis.com/en/2012/05/mobile-web-traffic-doubles-as-the-ipad-overtakes-the-iphone/>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for Europe*. Available at:
<http://www.internetworldstats.com/stats15.htm>

Multilingual Search, June 2012, *Huge Growth Potential For Search Marketing In France*. Available at:
<http://www.multilingual-search.com/huge-growth-potential-for-search-marketing-in-france/19/06/2012/>

SemioCast, July 2012, *Twitter reaches half a billion accounts – More than 140 million in the U.S.* Available at:
http://semioCast.com/publications/2012_07_30_Twitter_reaches_half_a_billion_accounts_140m_in_the_US

Socialbakers, September 2012, *UK Facebook Statistics*. Available at:
<http://www.socialbakers.com/facebook-statistics/united-kingdom>

Social Media Stream, May 2012, *LinkedIn Statistics 2012 – What Is Important for Your Business*. Available at:
<http://socialmediastream.co.uk/2012/linkedin-statistics-2012-what-is-important-for-your-business/>

US

comScore, August 2012, *comScore Releases July 2012 U.S. Search Engine Rankings*. Available at:
http://www.comscore.com/Press_Events/Press_Releases/2012/8/comScore_Releases_July_2012_U.S._Search_Engine_Rankings

comScore, September 2012, *US Digital Ad Spending to Top \$37 Billion in 2012 as Market Consolidates*. Available at:
<http://www.emarketer.com/newsroom/index.php/digital-ad-spending-top-37-billion-2012-market-consolidates/>

Experian Hitwise US, September 2012, *Social Media Trends*. Available at:
<http://www.experian.com/hitwise/online-trends-social-media.html>

Internet World Stats, December 2011, *Internet Usage and Population Statistics for the Americas*. Available at:
<http://www.internetworldstats.com/stats2.htm>

Marketing Charts, Dec. 2011, *US Online Ad Spend to Grow 23.3% in 2012*. Available at:
<http://www.marketingcharts.com/direct/internet-advertising-revenues-continue-growth-20257/>

Search Engine Watch, August 2012, *Bing Grows Search Market Share, Google Repeats High, Yahoo Halts Slide*. Available at:
<http://searchenginewatch.com/article/2199849/Bing-Grows-Search-Market-Share-Google-Repeats-High-Yahoo-Halts-Slide>

SemioCast, July 2012, *Twitter reaches half a billion accounts – More than 140 million in the U.S.* Available at:
http://semioCast.com/publications/2012_07_30_Twitter_reaches_half_a_billion_accounts_140m_in_the_US

Socialbakers, September 2012, *United States Facebook Statistics*. Available at:
<http://www.socialbakers.com/facebook-statistics/united-states>