

LOOKING AT THE NUMBERS – DIGITAL IN 10 MINUTES

**BERIT BLOCK | SNR. MARKETING AND COMMUNICATIONS
MANAGER**

14 November 2012



Follow @comScoreEMEA

Key Trend #1

ALWAYS ON



Key Trends: The European Digital Day



3 in 4
visit
Retail sites



1 in 2
visit
Sports sites



1 in 2
visit
Newspaper sites



1 in 3
visit
Health sites



62%
visit
Games sites



50%
visit
TV sites



38%
visit
Banking sites



30%
visit
Weather sites

Key Trend #2

SOCIAL



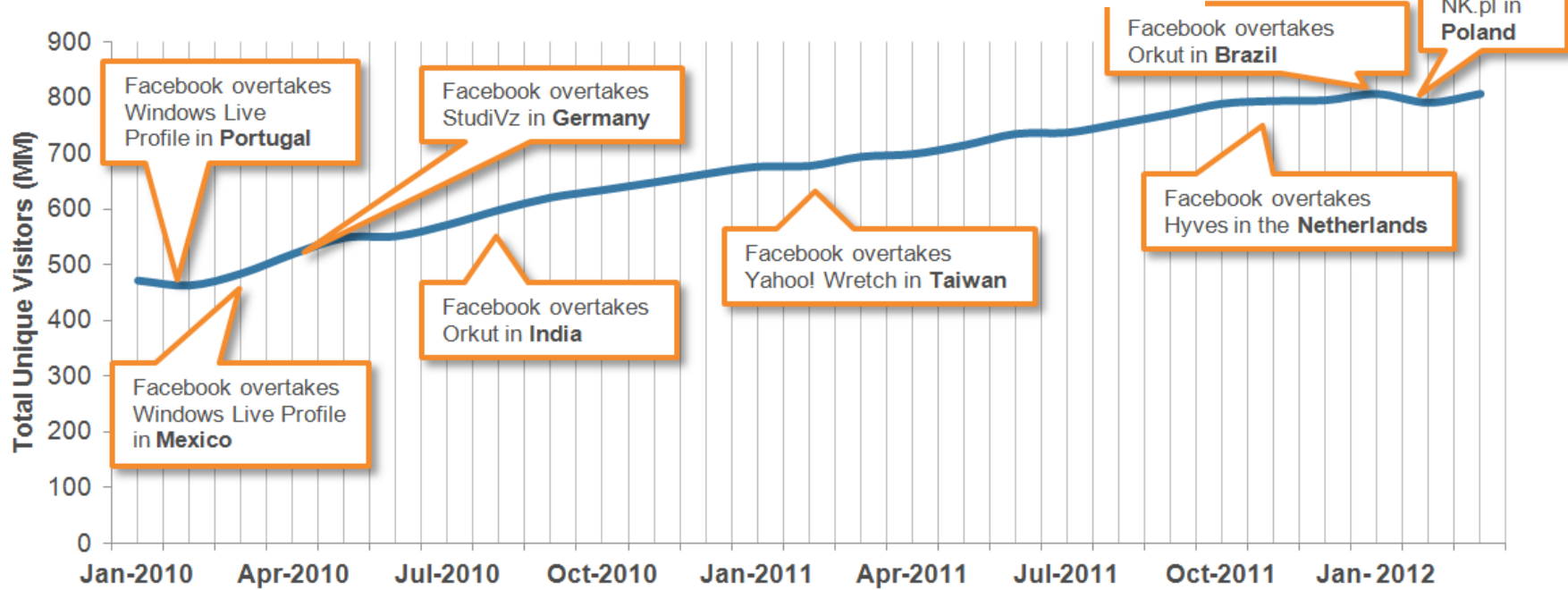
Key Trends:

Digital Wouldn't be the Same Without Social Media



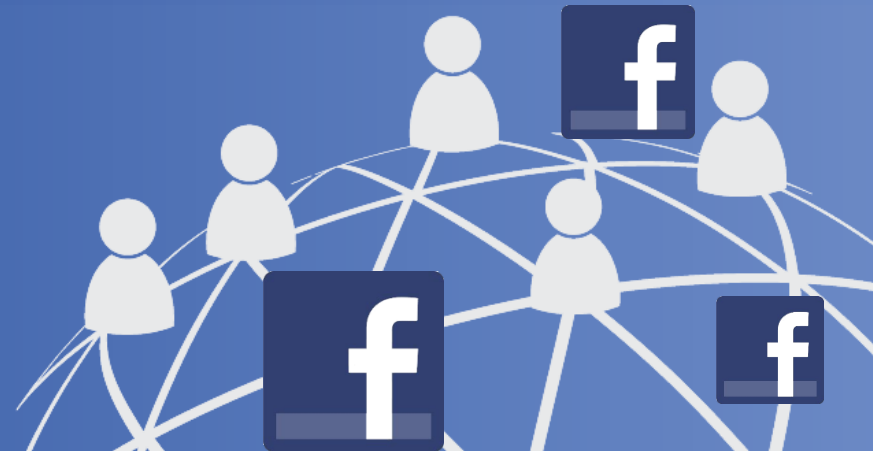
1 in 4 minutes is spent on
Social Networking

Facebook's Ascent in Recent Years



2 in 3 minutes on social networking sites are spent on Facebook

1 in 7 minutes spent online are spent on Facebook



Social is Becoming More Visual



18x
Growth vs
2011
6.0 million
users



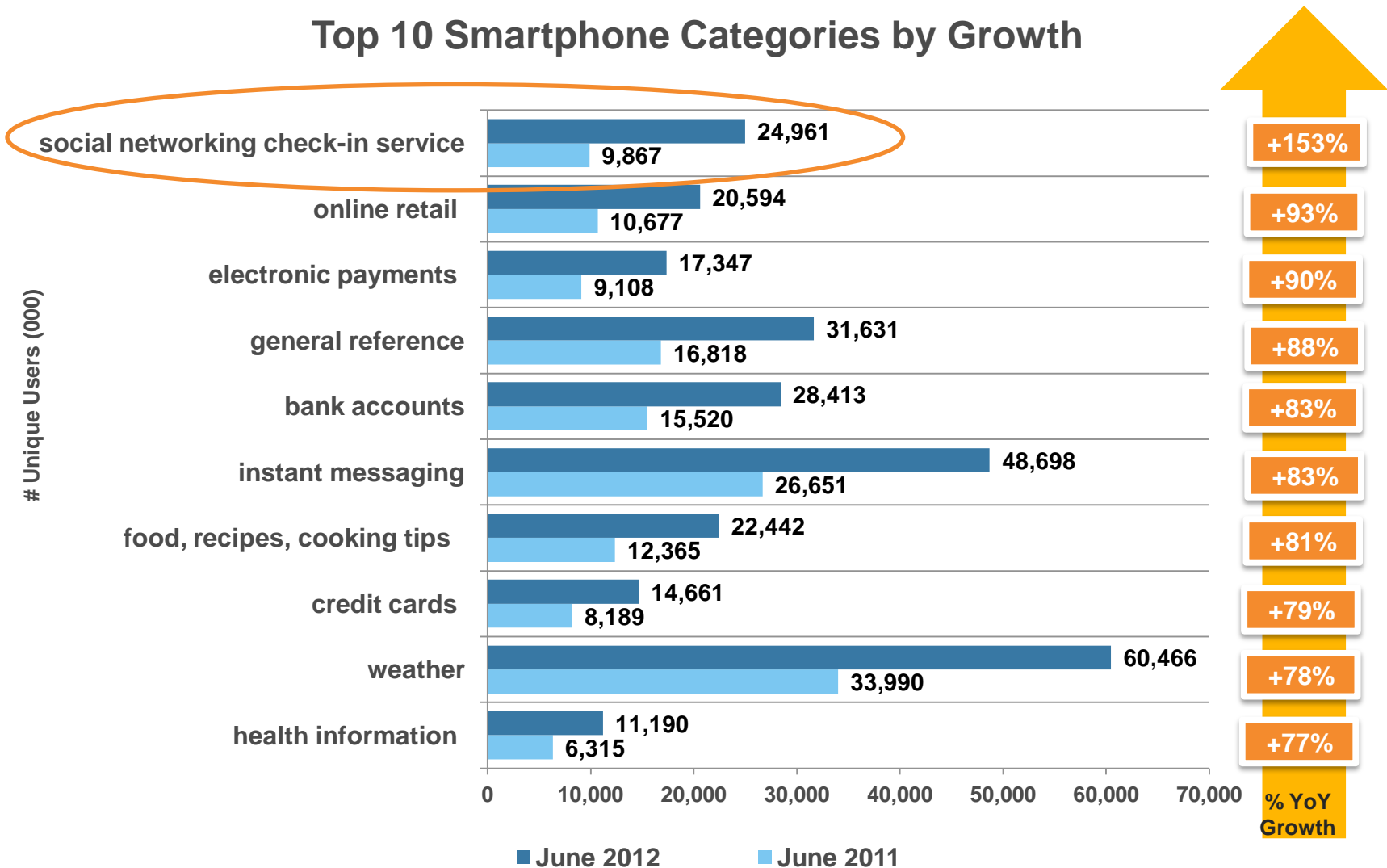
9x Growth
vs 2011
5.9 million
users



39x Growth vs 2011
22.1 million users

Key Trends: Social Goes Mobile

Top 10 Smartphone Categories by Growth



Key trend #3

MOBILE



Key Trends:

Smartphones – Would you Leave the House Without?



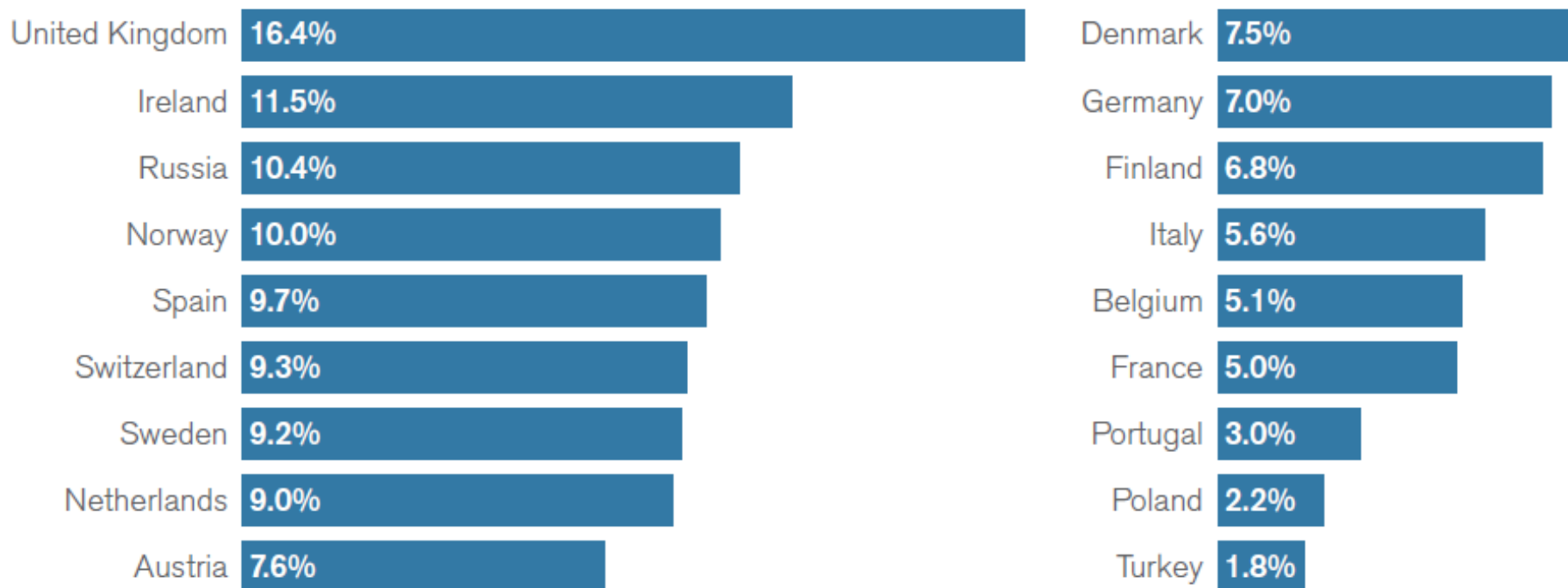
The **penetration of smartphones** in EU5 grew from **40% in 2011** to **54% in September 2012**

Google Goes for Gold: smartphone platform market share grew from **26% in 2011** to **46% in 2012**

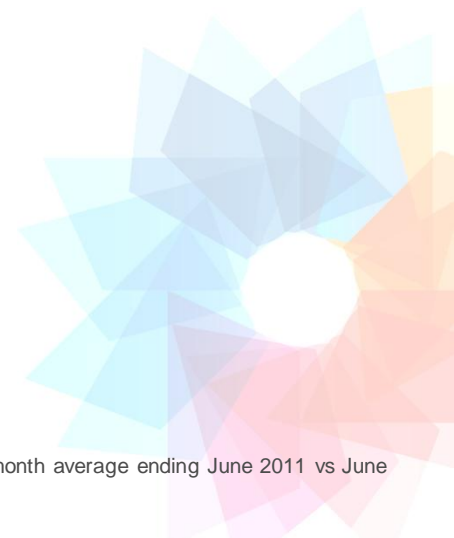
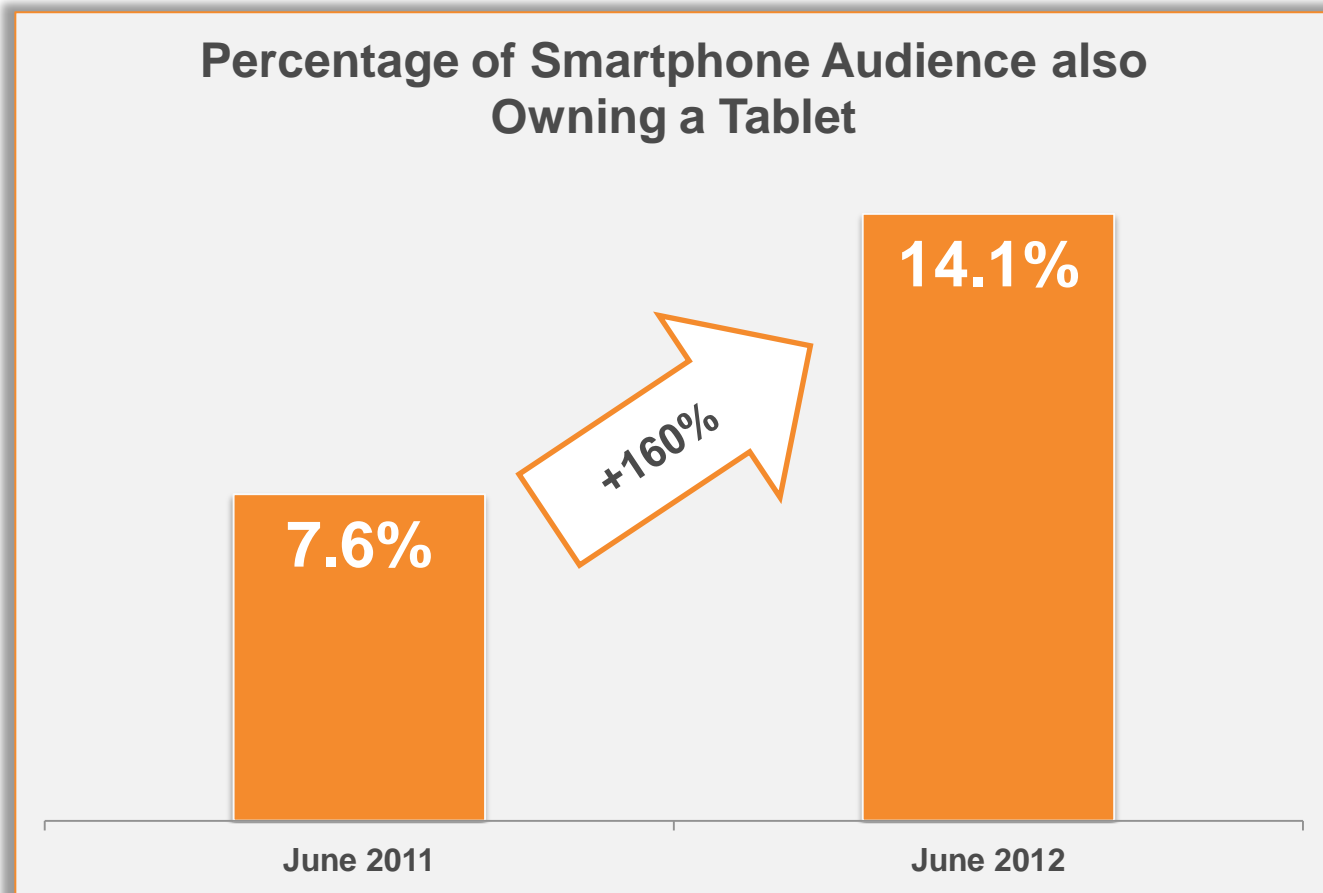


Key Trends: Small Screens Make a Big Impact

PERCENTAGE OF WEBSITE TRAFFIC USING MOBILE, TABLET AND OTHER CONNECTED DEVICES[†]



Key Trends: Tablets a Phenomenon



Key trend #4

SHOPPING



Key Trends: Shopping Online is 'Normal'

Quick facts:

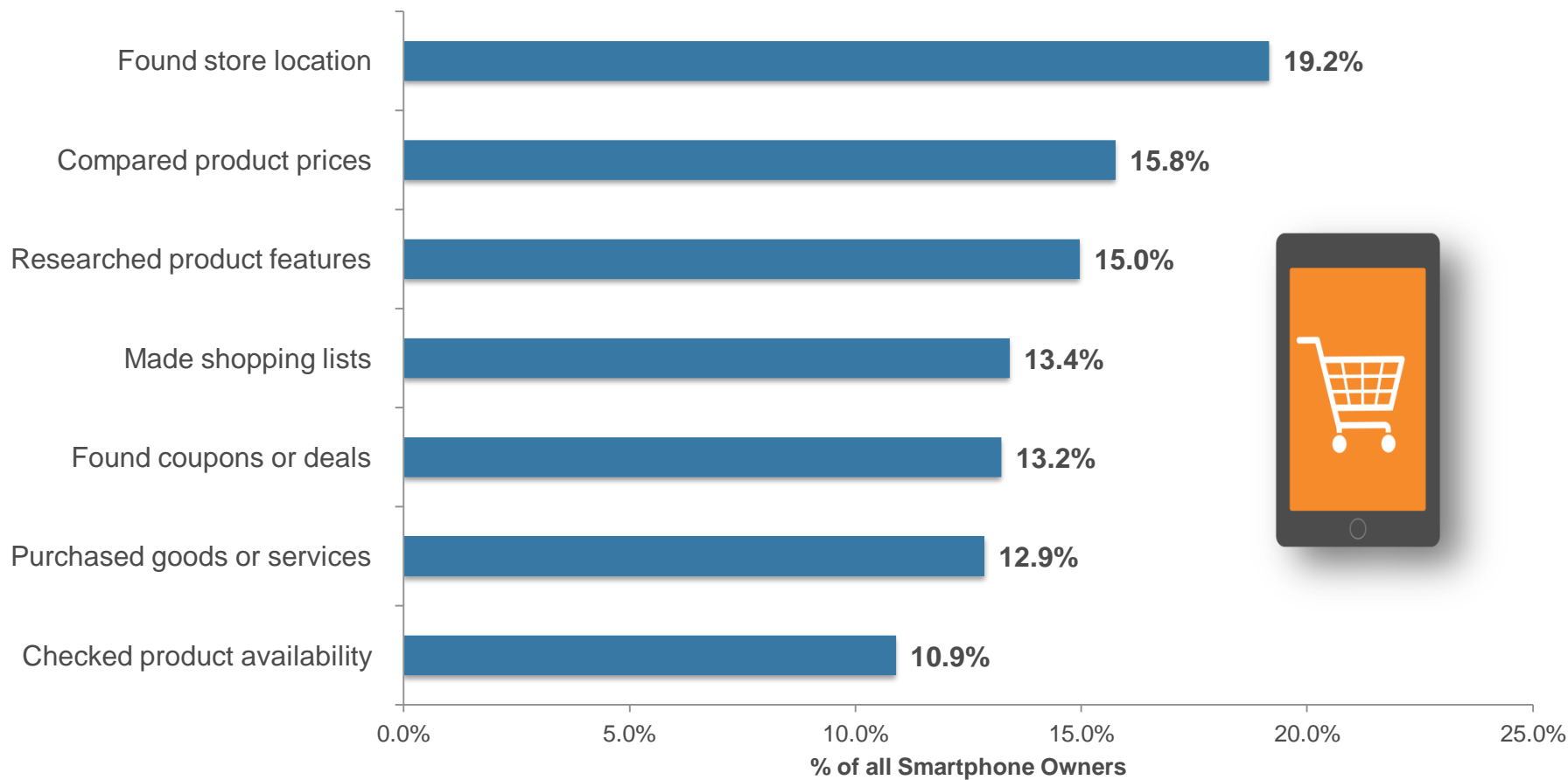
- 314.5 Million Europeans Visited Retail Sites
- 8% Year on Year Growth
- 1 in 3 European Online Shoppers Visit Amazon



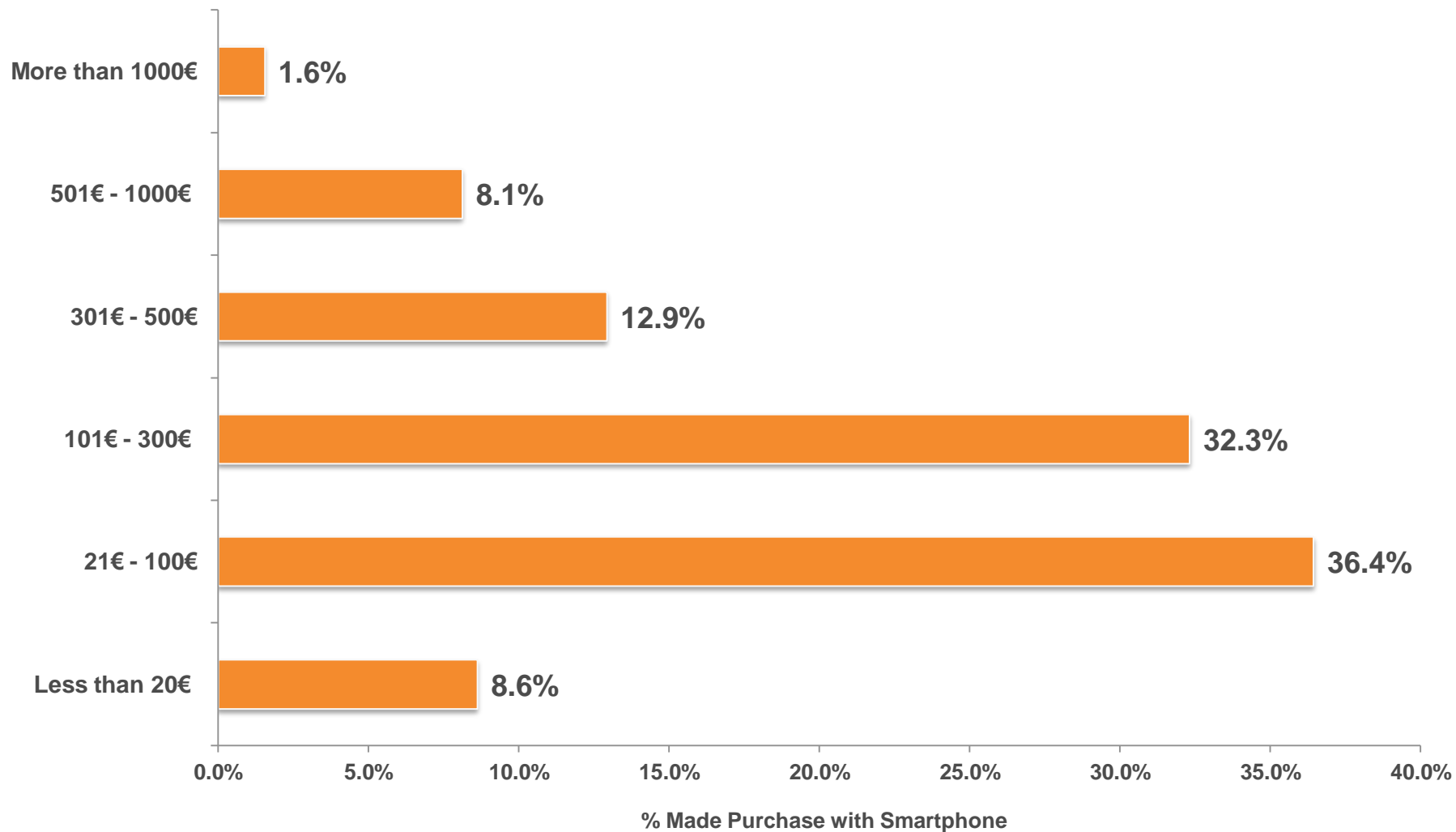
17.1 million European smartphone shoppers

Key Trends: Smart(phone) Shopping

Shopping Activities with Smartphone



Key Trends: Mobile Commerce is Getting Serious



*Changing Habits

*Social

*Mobile

*Shopping

