

Social networking a major activity in Argentina, Chile

SANTIAGO, CHILE: comScore, Inc has released results from a study of the most popular online activities in Chile and Argentina. The study found that in both markets, social networking now accounts for more than one-quarter of all time spent online, ranking as the top activity in Chile (28.5% of total minutes) and the second most popular activity in Argentina (27.8% of total minutes).



The study also looked at the top social networking destinations in these two markets and found that Facebook maintained a strong lead, reaching 9 out of 10 Internet users in January 2011.

"We have witnessed social networking play an increasingly central role in consumers' digital lives over the past year," said Alejandro Fosk, comScore senior vice president of Latin America for comScore. "Today, social networking not only reaches a large percentage of online users in Chile and Argentina, but also accounts for a growing share of time spent online. For marketers and advertisers, understanding how and where consumers are choosing to spend their time online is critically important information in increasingly competitive and fast-growing markets."

Visitors spending more time social networking, less time on email and instant messenger

An analysis of how Internet users in Argentina and Chile spend their time online revealed a shift in behaviour toward leisure-oriented content categories. In Argentina, portals account for the largest share of time spent online in January 2011 at 29%, but declined nearly 10 percentage points from the previous year, while social networking surged 12.6 percentage points to account for 27.8% of Argentines' total time online. The instant messenger category (down 6.6 percentage points to 19.6% of time spent) and email (down 2.1 percentage points to 7.1% of time spent) both witnessed declines as consumers made use of an increasing array of communication methods including social networking and mobile devices to stay connected.

Top Categories by Percent of Time Spent January 2011 vs. January 2010 Total Audience Argentina, Age 15+ - Home & Work Locations* Source: comScore Media Metrix, Panel-Only Data			
	Jan-10	Jan-11	Percentage Point Change
Portals	38.6%	29.0%	-9.7
Social Networking	15.2%	27.8%	12.6
Instant Messengers	26.2%	19.6%	-6.6
Entertainment	7.7%	8.1%	0.5
e-mail	9.2%	7.1%	-2.1

**Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.*

Internet users in Chile displayed trends similar to those in Argentina. In Chile, social networking ranked as the top online activity by time spent, accounting for 28.5% of total online minutes, up 8.9 percentage points from the previous year, as portals, instant messengers and email all witnessed a decline in share of minutes. Entertainment sites, which accounted for 10.9% of total minutes, gained 1.6 percentage points versus the previous year as online users continued to spend an increasing amount of time consuming entertainment content.

Top Categories by Percent of Time Spent January 2011 vs. January 2010 Total Audience Chile, Age 15+ - Home & Work Locations* Source: comScore Media Metrix, Panel-Only Data			
	Jan-10	Jan-11	Percentage Point Change
Social Networking	19.6%	28.5%	8.9
Portals	34.2%	25.2%	-8.9
Instant Messengers	26.0%	19.1%	-6.9
Entertainment	9.3%	10.9%	1.6
e-mail	6.6%	5.4%	-1.2

**Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.*

Facebook holds strong lead in Chile and Argentina

An analysis of the top social networking destinations in Argentina and Chile revealed that Facebook.com was the most popular social networking destination in both markets. In Argentina, 11.3 million visitors age 15+ visited Facebook.com from a home or work location, representing 88% of the Argentine online population. In Chile, 6.5 million visitors (approximately 90% of the online population) visited Facebook.com in January 2011.

Latin America is also home to some of the most highly penetrated markets for Twitter. In Chile, Twitter.com reached 13.1% of all online users (nearly 1 million visitors) to rank 11th globally in terms of reach. In Argentina, Twitter.com reached 12.5% of all online users (1.6 million visitors), ranking 13th globally.

Fotolog and Windows Live Profile each ranked among the top three social networking sites in both markets, while Sonico, Badoo and LinkedIn also held solid positions within the top 10.

Top Social Networking Sites by Unique Visitors January 2011 Total Audience Argentina and Chile, Age 15+ - Home & Work Locations* Source: comScore Media Metrix				
Top Properties in Argentina		Top Properties in Chile		
	Total Unique Visitors (000)			Total Unique Visitors (000)
Total Internet Persons: 15+	12,850		Total Internet Persons: 15+	7,304
Social Networking	12,431		Social Networking	6,994
Facebook.com	11,345		Facebook.com	6,539
Windows Live Profile	3,094		Fotolog.com	1,410
Fotolog.com	2,006		Windows Live Profile	1,395
Twitter.com	1,610		Twitter.com	956
Sonico.com	1,046		Terra Chile Comunidades Sites	589
Badoo.com	824		LinkedIn.com	384
LinkedIn.com	721		Badoo.com	379
Metroflog.com	420		Sonico.com	362
Terra Chile Comunidades Sites	419		DeviantArt.com	318
DeviantArt.com	388		Myspace	246

**Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.*

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