

# Ranking web properties and site categories in Spain

MADRID, SPAIN: comScore, Inc, a leader in measuring the digital world, has released, 26 October 2010, a ranking of the top 10 Web properties and categories in Spain based on the comScore Media Metrix audience measurement service for September 2010.



The data revealed that each of the top 10 web properties in Spain have grown over the past year, with Facebook exhibiting the strongest growth with a 49% increase. The most visited categories in Spain were Portals, which reached 99.5% of the total Internet audience, Search/Navigation (92.1% reach) and Social Networking (90.1% reach).

## Microsoft and Google lead top 10 web properties, Facebook shows strongest growth

In September 2010, Microsoft sites ranked as the top property with 20.9 million unique visitors age 15 and older, reaching nearly 100% of the Spanish internet audience. Google sites (which include YouTube.com) ranked second with 19.6 million unique visitors, up 17% versus last year. Facebook showed the fastest growth among the top 10 properties with a 49% increase to 14.2 million visitors.

While the top five properties are comprised entirely of global Internet brands (Microsoft, Google, Facebook, Yahoo! and Wikimedia Foundation), the Spanish publishing house Grupo Prisa ranked sixth in the market. Grupo Prisa grew 13% during the past year, attracting nearly 8.8 million visitors to its sites, which includes leading Spanish newspaper *El País*. Additional companies in the top 10 were Schibsted (which includes Anuntis, Infojobs and 20minutos) with 8.7 million visitors (up 15%), RCS Media group with 8.7 million visitors (up 12%), Terra Telefonica with 8.6 million visitors (up 19%), and social networking site Tuenti with 8.3 million visitors (up 21%).

| Top 10 Web Properties in Spain September 2010 vs. September 2009 Total Spanish Audience, Age 15+* - Home & Work Locations** Source: comScore Media Metrix |                             |          |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|----------|----------|
|                                                                                                                                                           | Total Unique Visitors (000) |          |          |
|                                                                                                                                                           | Sep-2009                    | Sep-2010 | % Change |
| Total Internet Persons: 15+                                                                                                                               | 19,836                      | 20,910   | 5 %      |
| Microsoft sites                                                                                                                                           | 15,592                      | 20,866   | 34 %     |
| Google sites                                                                                                                                              | 16,756                      | 19,625   | 17 %     |
| Facebook.com                                                                                                                                              | 9,527                       | 14,177   | 49 %     |
| Yahoo! sites                                                                                                                                              | 10,143                      | 10,722   | 6 %      |
| Wikimedia Foundation sites                                                                                                                                | 7,578                       | 9,013    | 19 %     |
| Grupo Prisa                                                                                                                                               | 7,766                       | 8,757    | 13 %     |
| Schibsted                                                                                                                                                 | 7,604                       | 8,716    | 15 %     |
| RCS Media Group                                                                                                                                           | 7,791                       | 8,693    | 12 %     |
| Terra - Telefonica                                                                                                                                        | 7,241                       | 8,620    | 19 %     |
| Tuenti.com                                                                                                                                                | 6,854                       | 8,285    | 21 %     |

\*Starting October 2009 data, comScore reportable universe for Spain has moved from 15+ to 6+. To make sure growth rates are not inflated the above data trend is based on a 15+ universe.

\*\*Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDA.

## Search and social networking among the top online activities in Spain

In September 2010, more than 99% of the 23.1 million Spanish internet users age 6 and older accessed a property in the Portals category, most notably Microsoft and Yahoo!. The Search/Navigation category also ranked near the top with 21.2

million users, followed by Social Networking with 20.8 million unique visitors.

| <b>Top 10 Website Categories in Spain Ranked by Unique Visitors (000)* September 2010 Total Spanish Audience Age 6+ - Home &amp; Work Locations** Source: comScore Media Metrix</b> |                             |         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|---------|
|                                                                                                                                                                                     | Total Unique Visitors (000) | % Reach |
| Total Internet: Total Audience                                                                                                                                                      | 23,067                      | 100.0 % |
| Portals                                                                                                                                                                             | 22,955                      | 99.5 %  |
| Search/Navigation                                                                                                                                                                   | 21,234                      | 92.1 %  |
| Social Networking                                                                                                                                                                   | 20,792                      | 90.1 %  |
| E-mail                                                                                                                                                                              | 16,827                      | 72.9 %  |
| Multimedia                                                                                                                                                                          | 16,350                      | 70.9 %  |
| Blogs                                                                                                                                                                               | 15,040                      | 65.2 %  |
| Downloads                                                                                                                                                                           | 13,425                      | 58.2 %  |
| Photos                                                                                                                                                                              | 12,765                      | 55.3 %  |
| Newspapers                                                                                                                                                                          | 12,758                      | 55.3 %  |
| Sports                                                                                                                                                                              | 12,546                      | 54.4 %  |
| Reference                                                                                                                                                                           | 12,487                      | 54.1 %  |

*\*.Excludes Corporate Presence, Promotional Servers and Platforms.*

*\*\*Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDA.*

"Spain is a growing Internet market where the audience is becoming more engaged and going online with greater frequency," said GM for Iberia, Jaime Agulló. "One of the key drivers of this increase is the advancement of social media, with sites like Tuenti and Facebook becoming a more and more important part of Spanish Internet users' daily lives, which of course presents additional opportunities for marketers and advertisers."

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