



February 2011

The Brazilian Online Audience



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NASDAQ

SCOR

Clients

1,600+ worldwide

Employees

1,000+

Headquarters

Reston, VA

Global Coverage

170+ countries under measurement;
43 markets reported

Local Presence

30+ locations in 21 countries



Global Coverage, Local Presence

comScore Locations



comScore Leverages Rich Panel Data to Deliver Unique and Broad Digital Business Analytics

2 Million Person Panel 360° View of Person Behavior



The Only Global Measurement of Audience and E-commerce

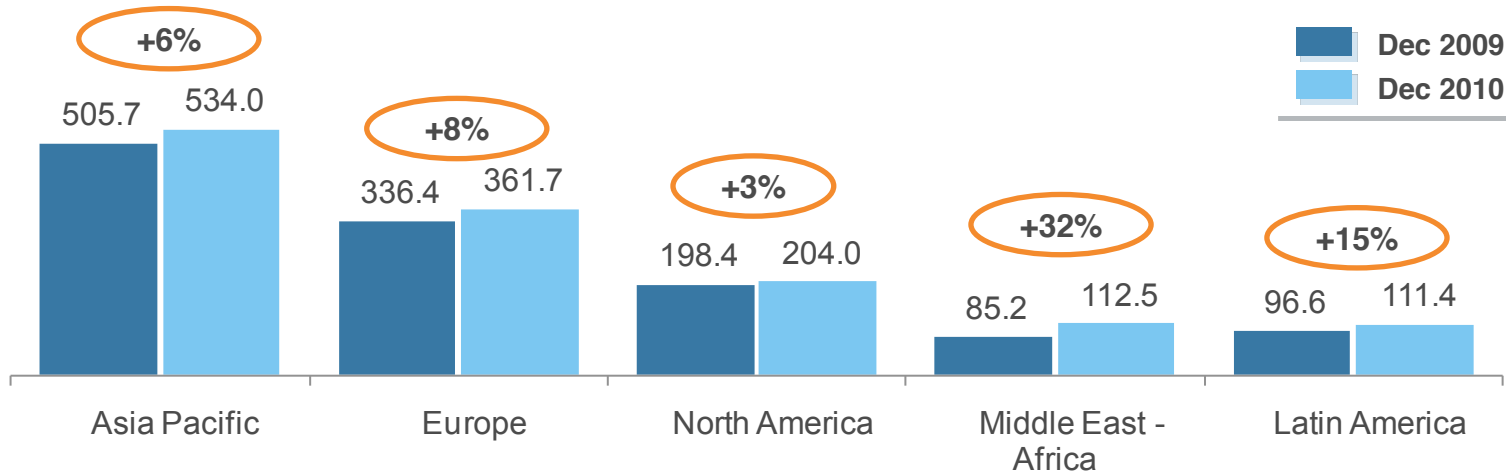
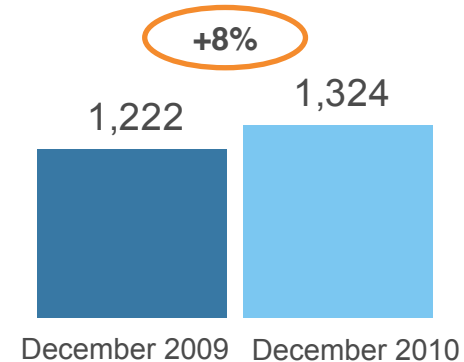


The Internet Audience Worldwide

Latin America Continues Audience Growth

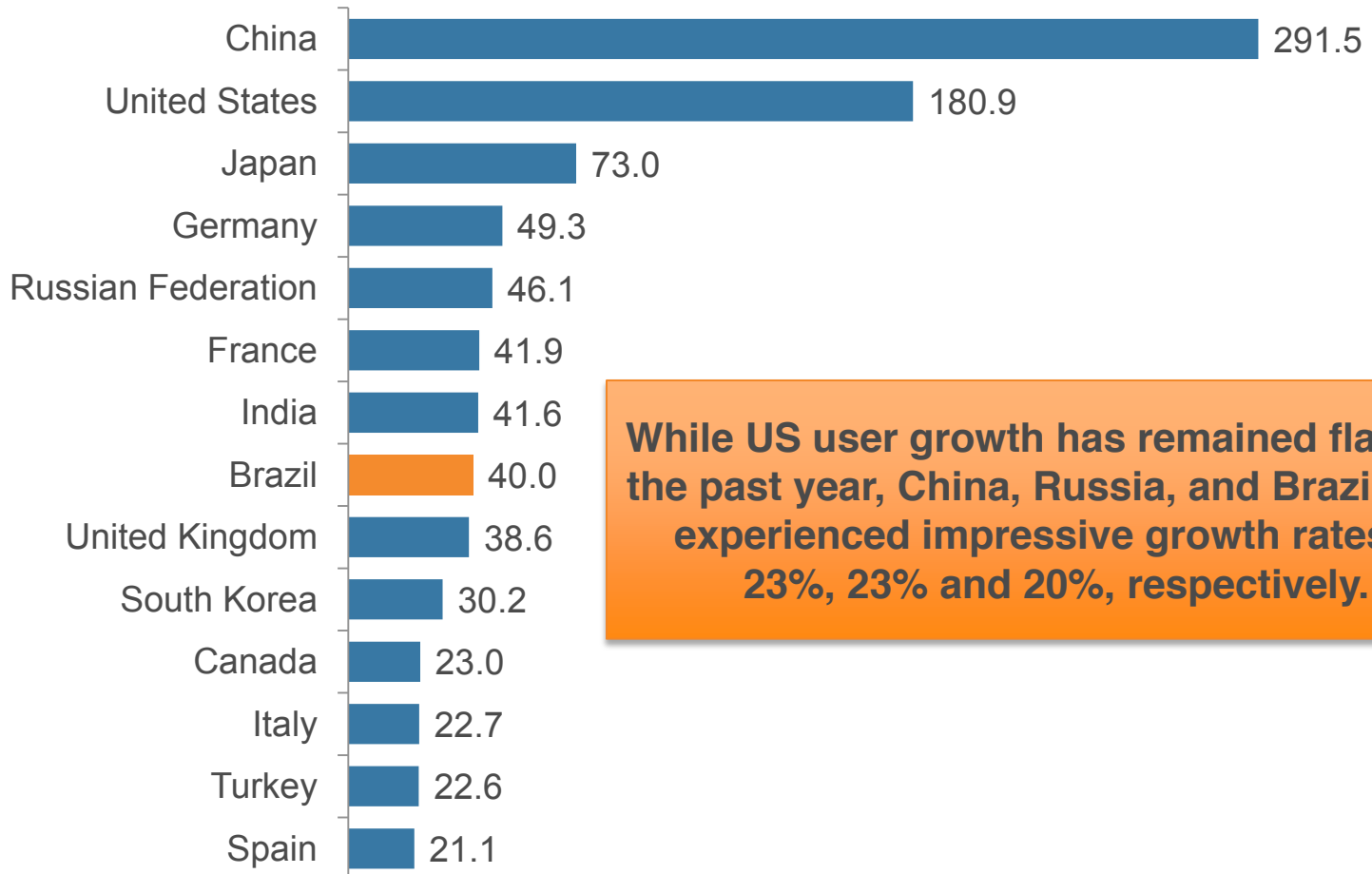
- Growth is flat in North America, European growth mostly driven by Russia
- Growth in LatAm expected to continue on the back of increased residential broadband penetration region-wide
- Growth in Brazil likely to also continue as more people move from shared-access environment to home & work use

**Worldwide Online Population in Millions
(15+, Home & Work)**



China Surges Past the US

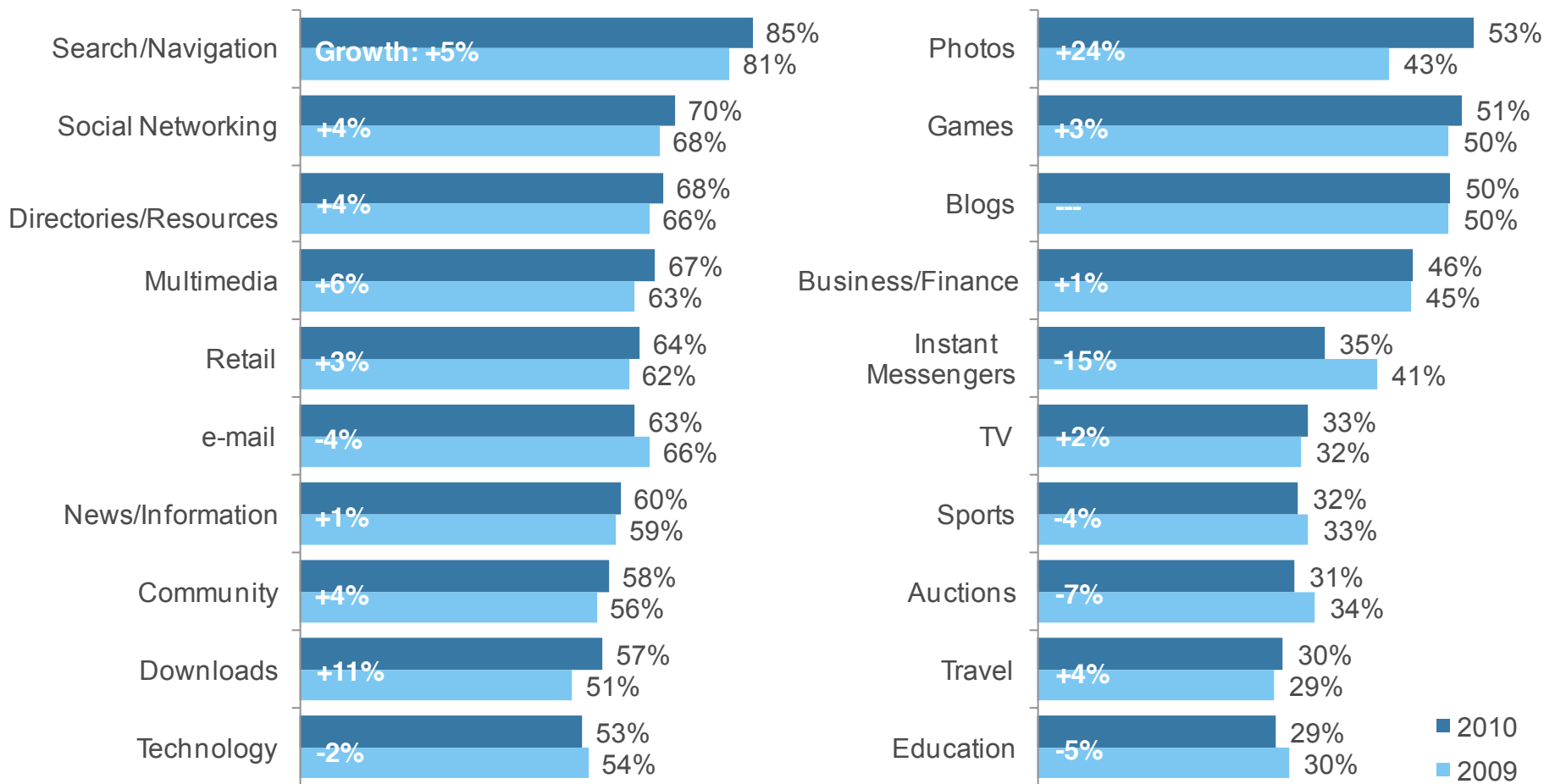
Internet Users Age 15+ (MM) Online from Work or Home



While US user growth has remained flat over the past year, China, Russia, and Brazil have experienced impressive growth rates of 23%, 23% and 20%, respectively.

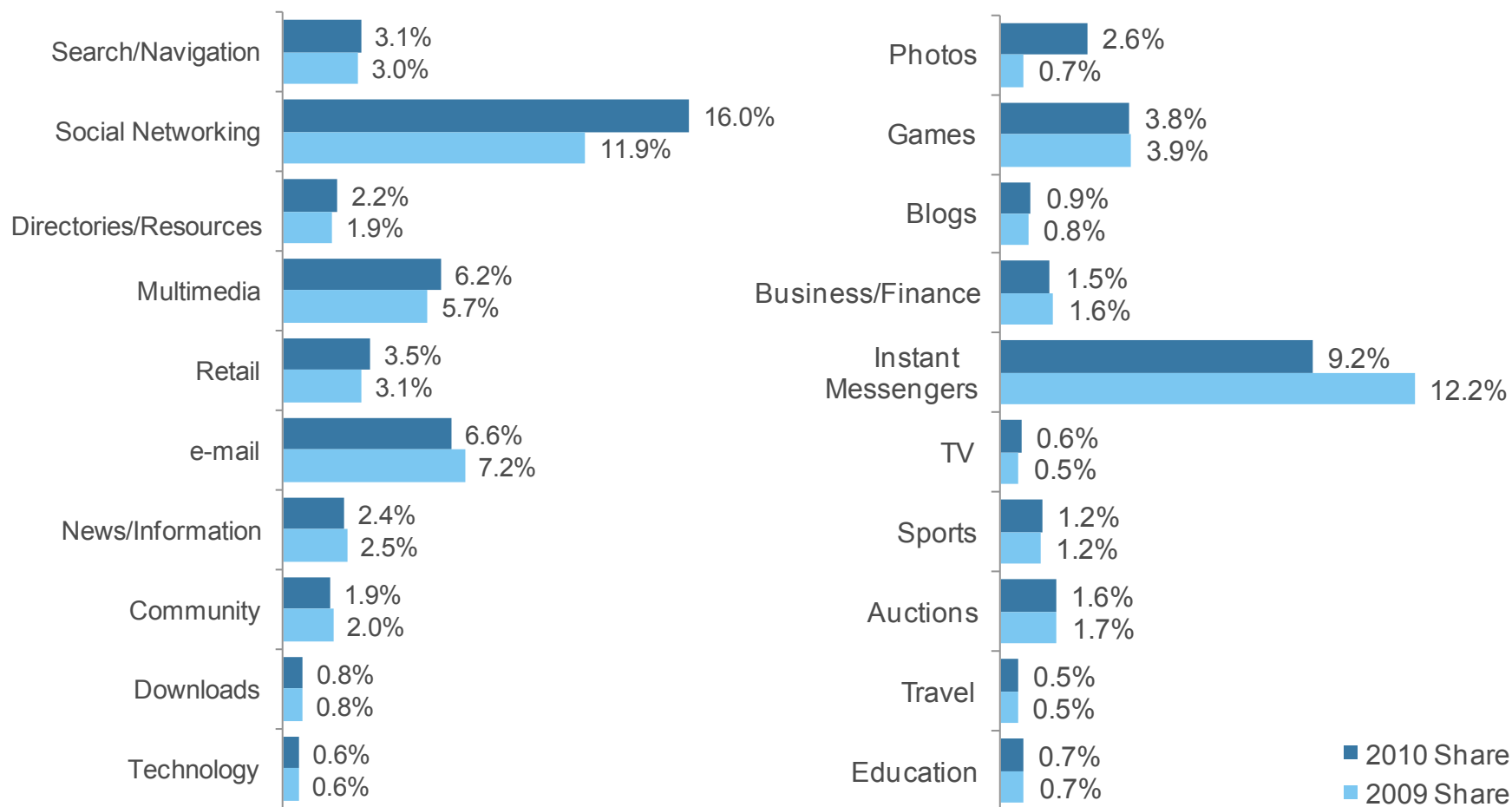
In Terms of Reach Worldwide, the Photos Category is Growing Fastest

Key Categories Reach of WW Population, 2009 vs 2010

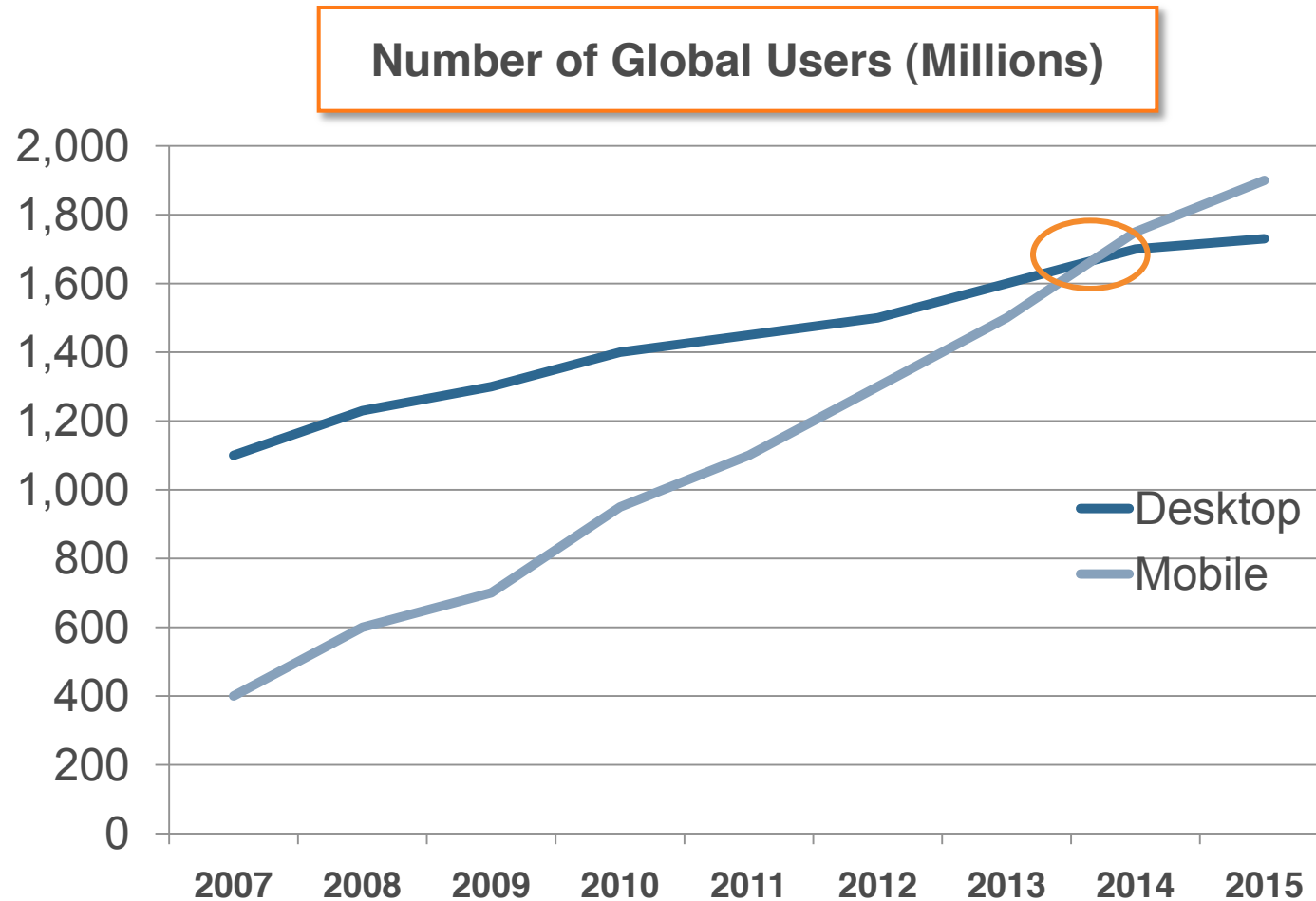


Social Networking the Biggest Gainer in terms of Share of Time Spent Online. Instant Messengers and Email Lost Share

Key Categories: Share of Time Spent Online WW Population, 2009 vs 2010

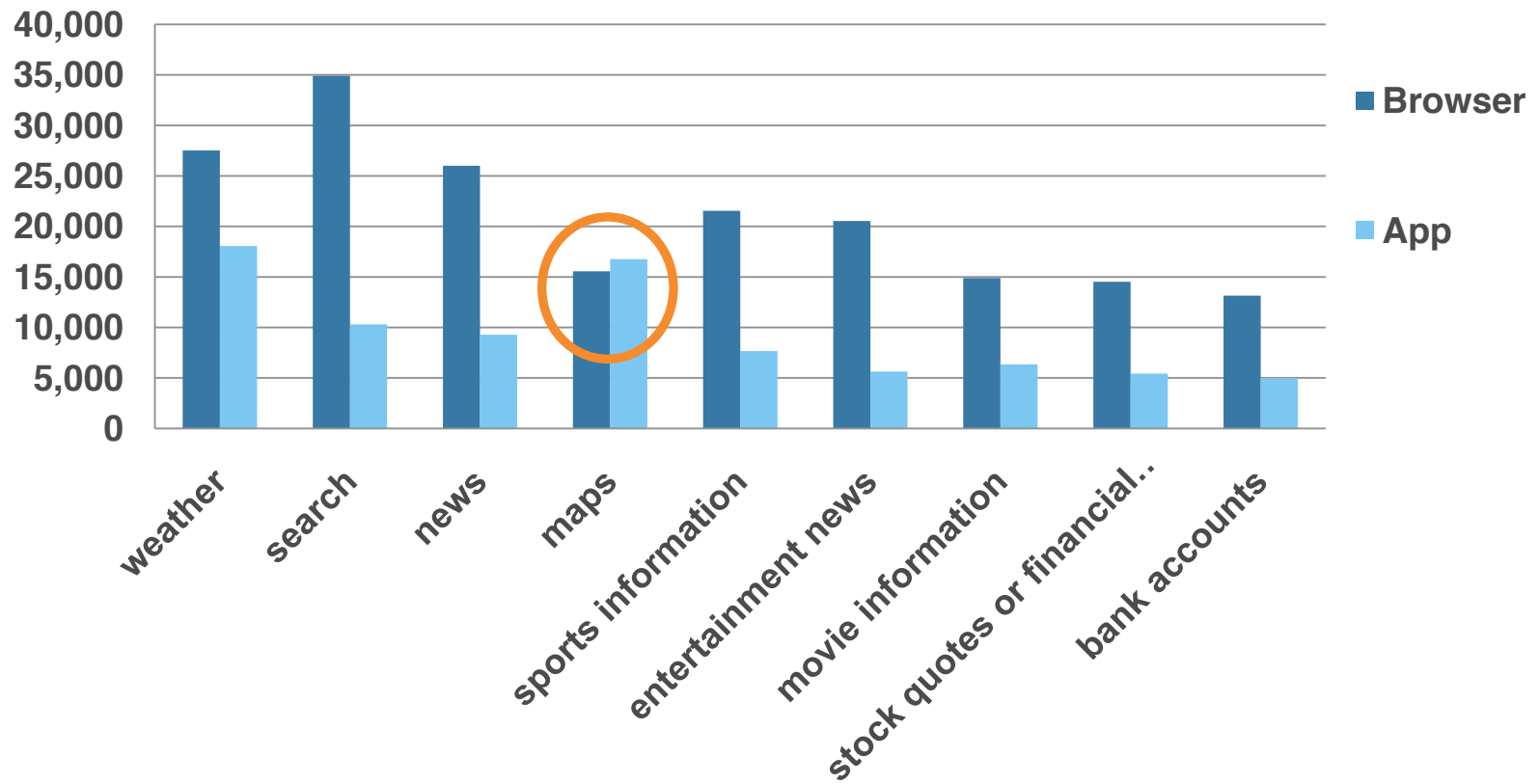


Mobile On Track to Eclipse the Desktop



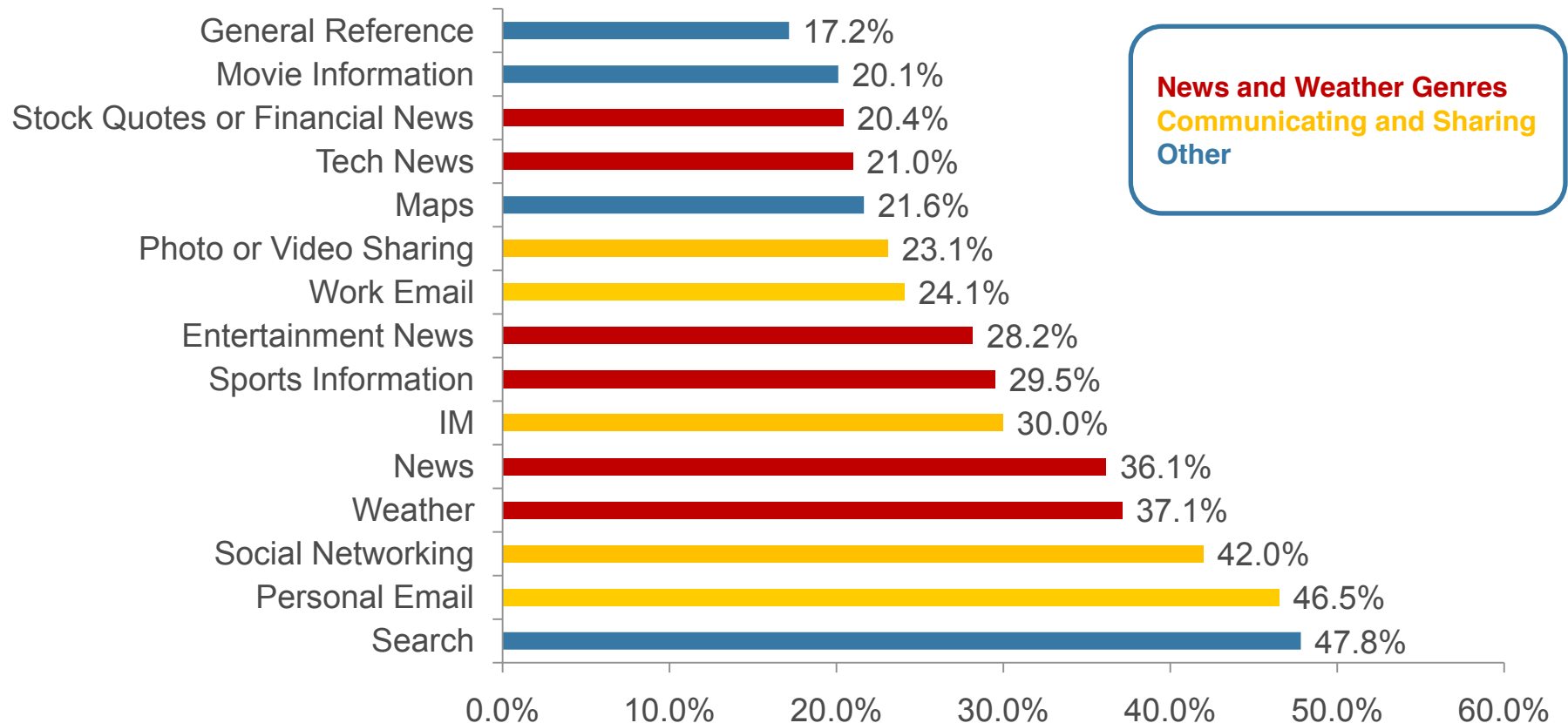
Browsing Audience Larger than App Audience in USA... Mostly

Top 10 Mobile Content Categories
Browser v. App
US, April 2010



A Quick Look at the Top Genres for Mobile Browsing in the USA

Top Genres for Mobile Browsing



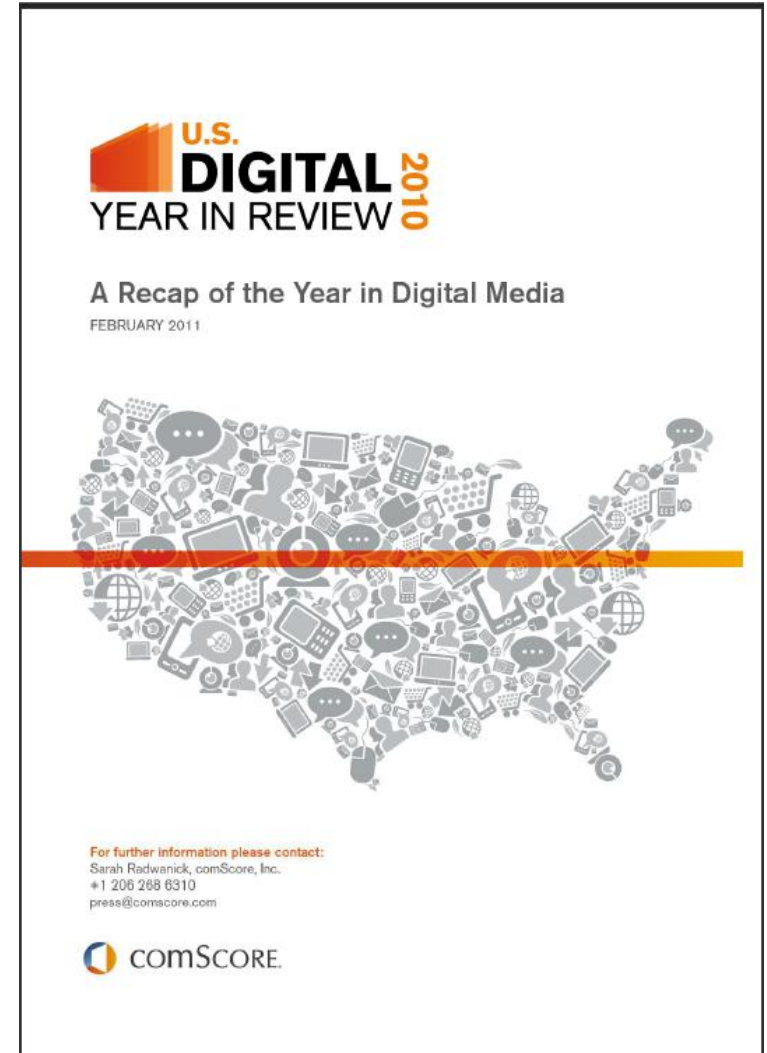
Product: MobiLens

Data: Three month average ending June 2010

Country: US – N=32,009

United States - Digital Year in Review (2010)

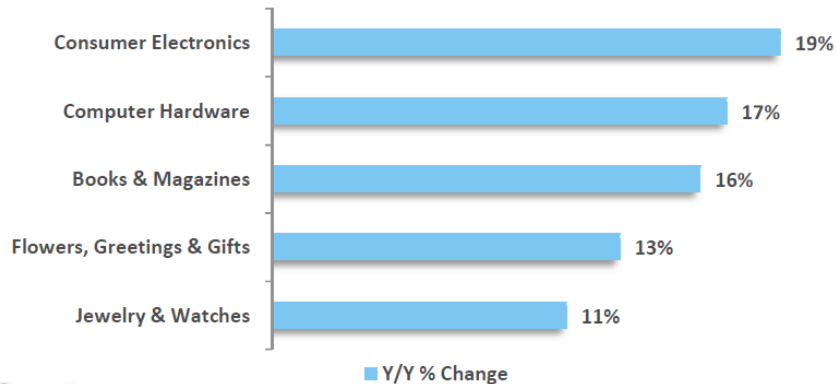
- The heaviest individual online spending day of the year was Cyber Monday (Monday, Nov 29, 2010) at \$1.028 billion.
- First time on record that online retail spending surpassed \$1 billion in a single day.
- Facebook surpassed each of the Top 3 largest web properties in the past year, capturing the #1 ranking for time spent in August 2010.
- Facebook now accounts for 11.1% of time spent online in the U.S., up from 5.5% percent a year ago.
- Major milestones in mobile were crossed during the year as smartphone adoption reached 1 in 4 mobile Americans and 3G penetration crossed the 50 percent threshold, signaling that the mobile industry has reached a point of no return.



A Few Excerpts from US Digital Year in Review (2010)

Top 5 Growing U.S. Retail E-Commerce Categories in 2010

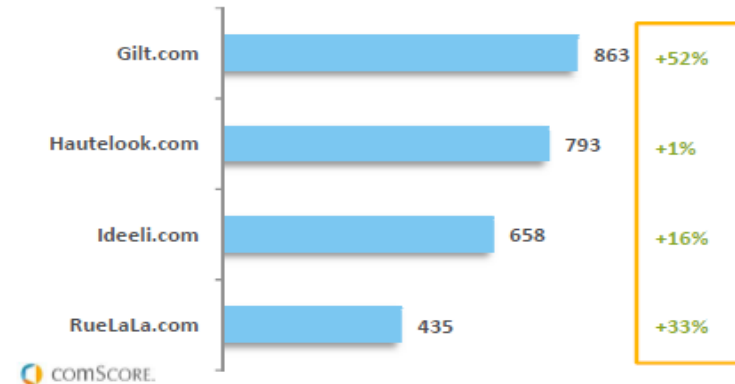
Source: comScore E-Commerce Measurement, 2010 vs. 2009



comSCORE.

U.S. Unique Visitors (000) to Leading Flash Sale Sites

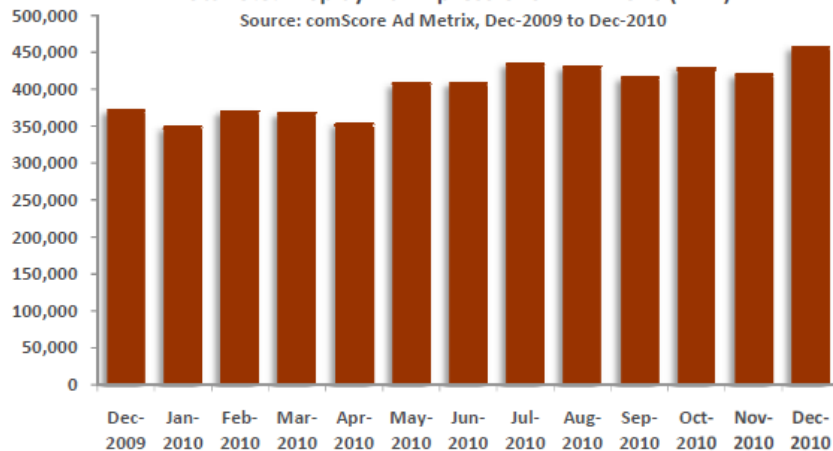
Source: comScore Media Metrix, Dec-2010 vs. Dec-2009



comSCORE.

Total U.S. Display Ad Impressions in Millions (MM)

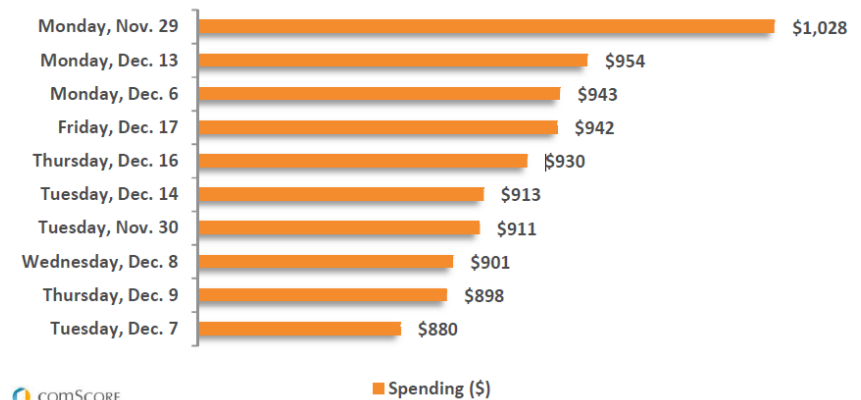
Source: comScore Ad Metrix, Dec-2009 to Dec-2010



comSCORE.

Top 10 U.S. Online Retail Spending Days in 2010 in Millions

Source: comScore E-Commerce Measurement



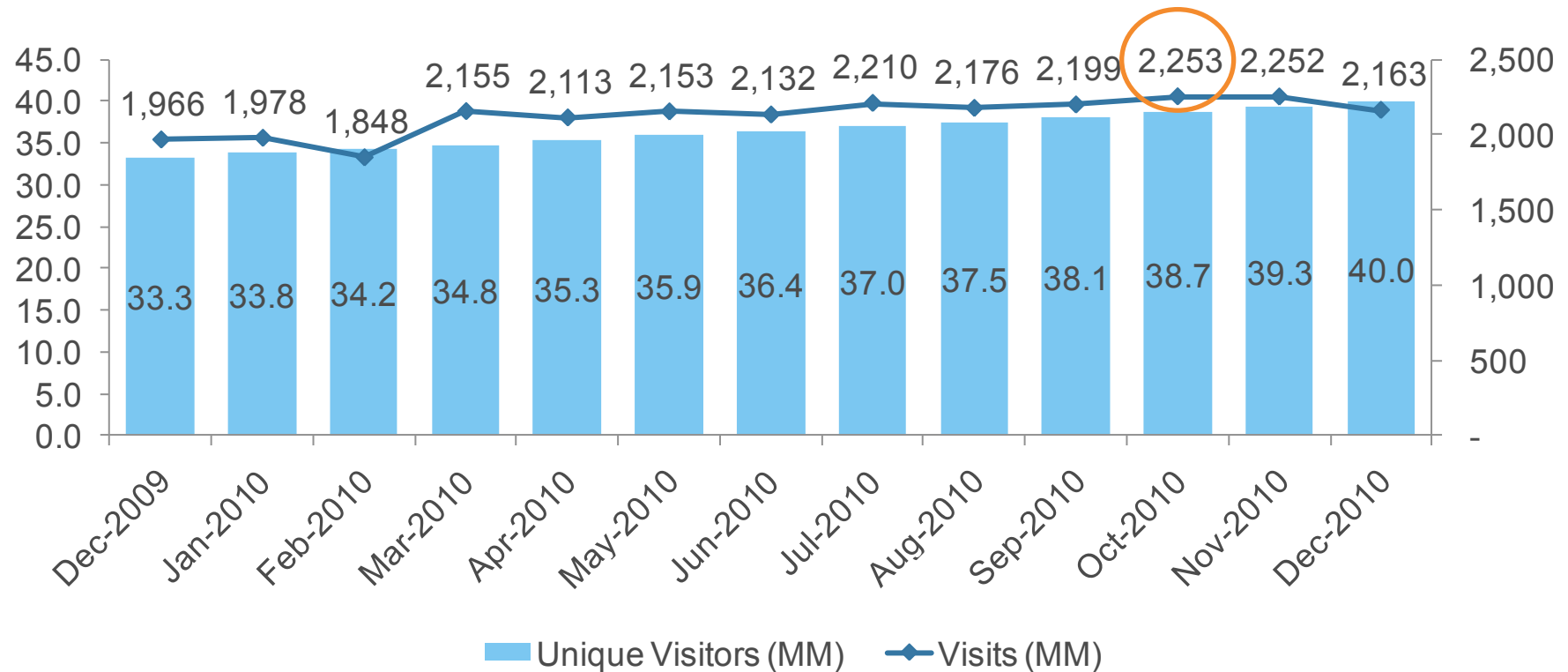
comSCORE.

The Internet Audience in Brazil

Brazilian Internet Population Growth & Consumption

- Total Visits peaked in October for the presidential elections and remained high moving into November

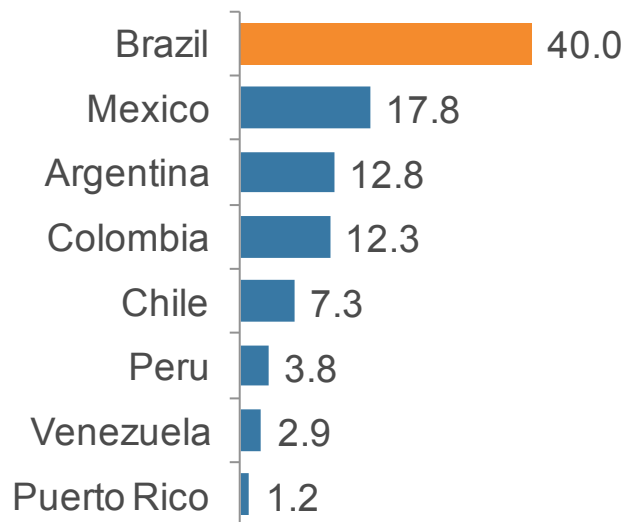
Brazilian Internet Population Size and Total Internet Visits



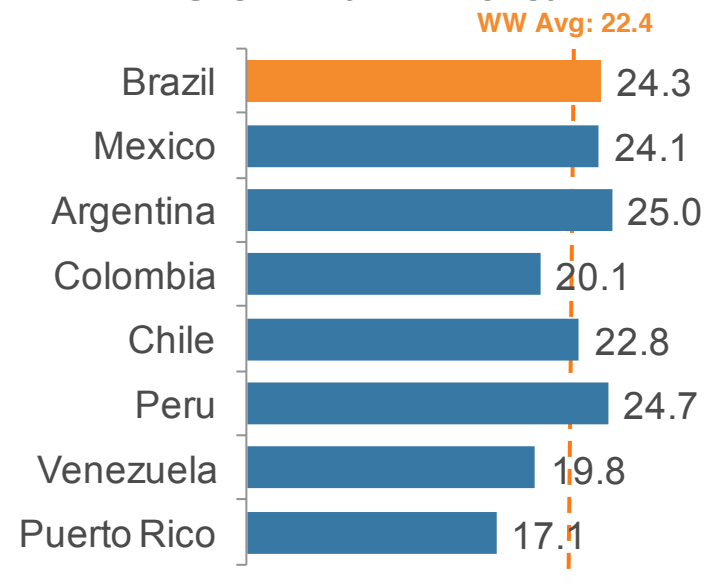
The Size and Engagement of the Brazilian Internet Audience

- Brazil has the largest online population in Latin America
 - 45.1 million is currently the comScore estimate of 6+, home & work
 - Extended universe estimate is 77.3 million, larger than the total populations of France and the UK (66 and 62 million, respectively)
- The average Internet user in Brazil clocks 24.3 hours of usage per month

Internet Users (Millions) in Latin America



Total Hours Online per Visitor in Latin America



Online Audience Sizes in Latin America, 15+ Home & Work

- Brazil continues to show terrific audience growth: 20% from December 2009 to December 2010

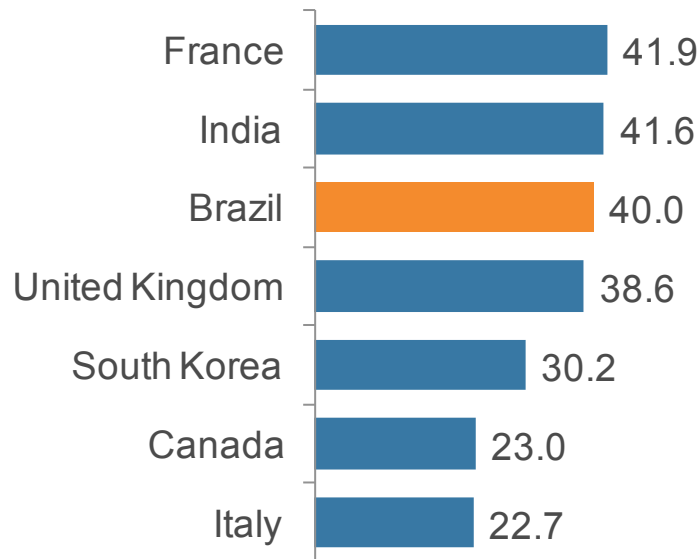
Online Population Sizes (MM)
Latin America



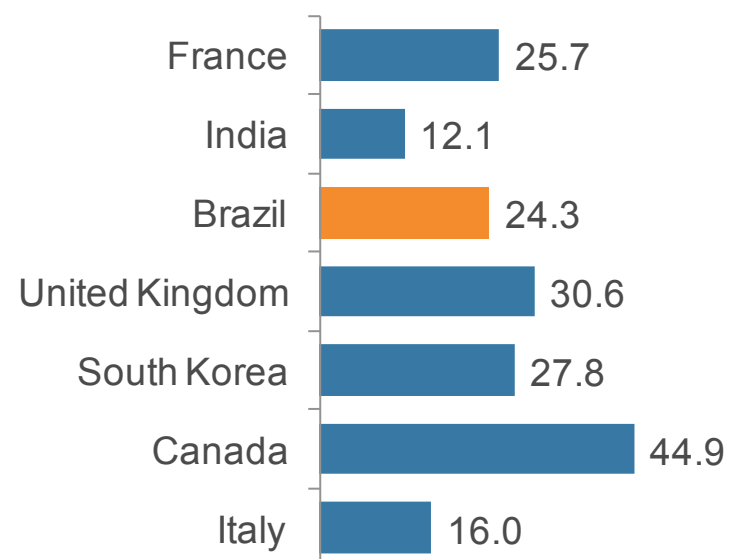
Comparing Brazil to Other Countries Outside Latin America

- The 15+ Home and Work Internet population in Brazil is similar in size to the Internet populations in India and the U.K.
- Internet users in Brazil spend a similar amount of time online as users in France and South Korea but significantly more time than those in India and Italy

Internet Users (Millions)

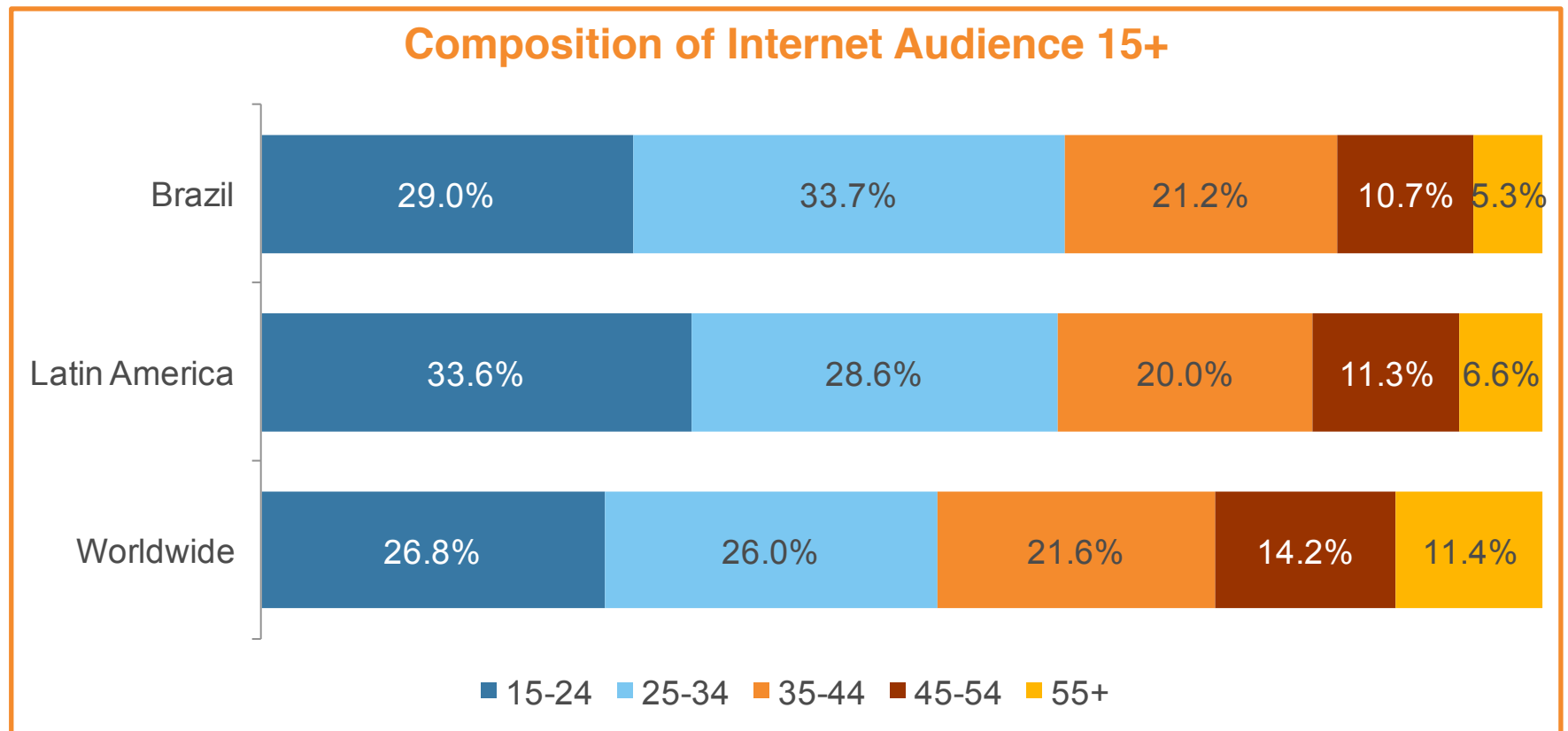


Total Online Hours per Visitor



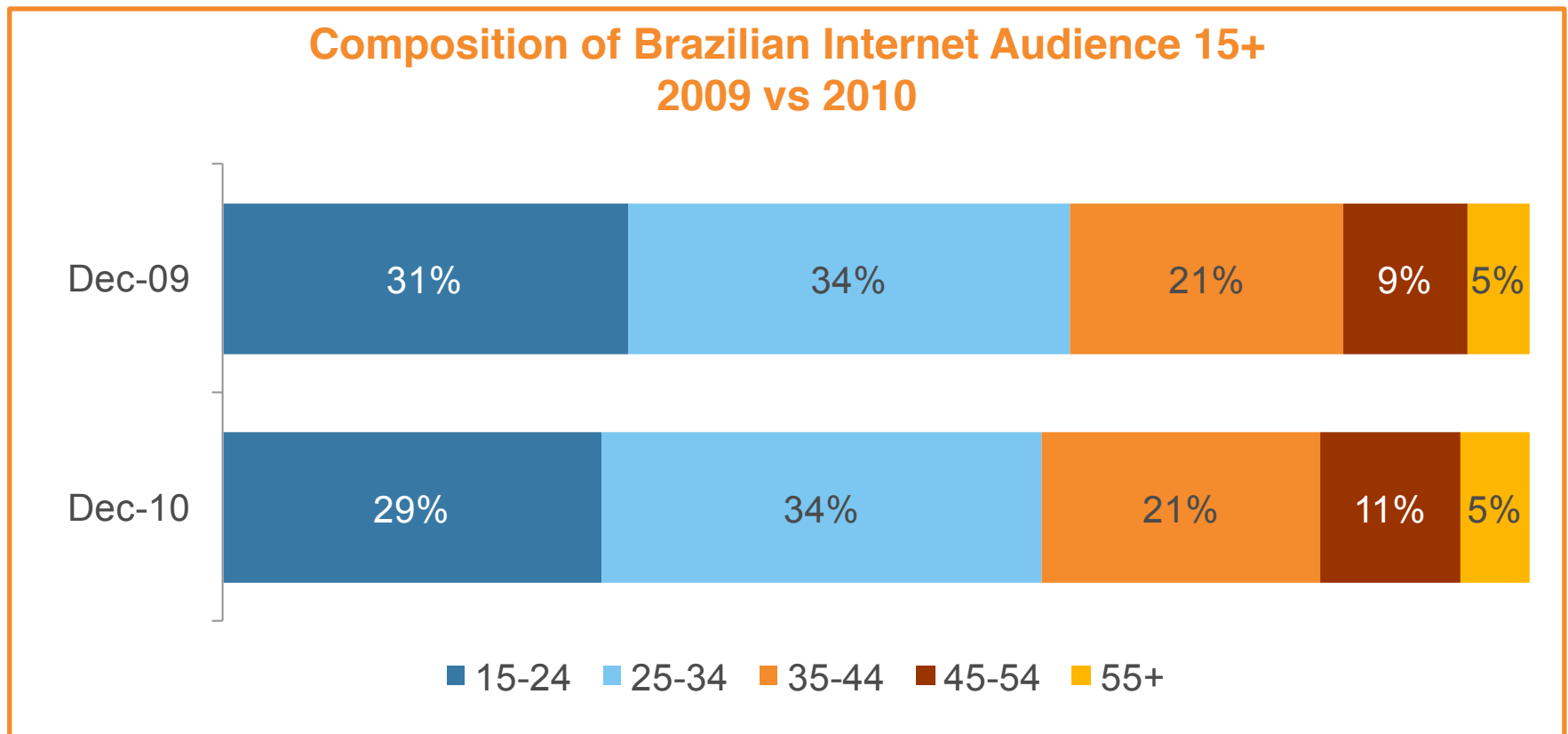
Brazilian Online Population Skews Young

- Internet users in Brazil skew slightly young: 63% of the Internet audience in Brazil is between 15 and 35 years old
- In comparison, only 53% of the global online population is in the same age group



However, it is “Less Young” than it was in 2009

- We are seeing a slight shift in the composition of the Brazilian audience: proportionally more users in older age groups
- Typical of a developing Internet market



Brazilian Online Audience – A Closer Look at Male & Female

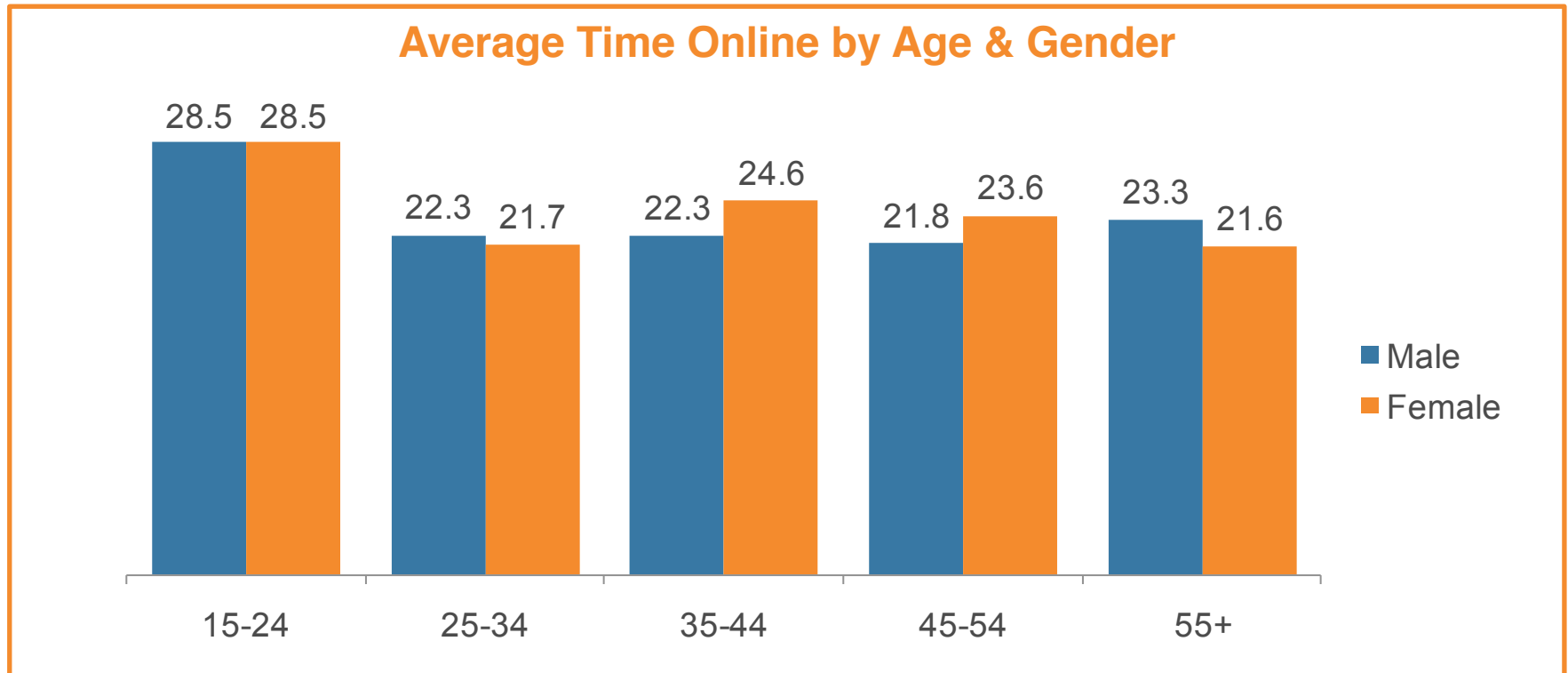
Target Audience	Total Internet								
	Target Audience (000)	% Composition Unique Visitors	Target Audience (000)	% Composition Unique Visitors	Total Pages Viewed (MM)	Average Pages per Visitor	% Composition Pages	% Composition Minutes	Average Visits per Visitor
Males - Age									
All Males	22,359	51.1	22,359	51.1	42,732	1,911	50.2	50.3	52.0
Male: 15+	19,767	45.1	19,767	45.1	41,910	2,120	49.2	49.3	57.5
Male: 18+	19,141	43.7	19,141	43.7	40,144	2,097	47.2	47.1	56.9
Male: 25+	14,033	32.0	14,033	32.0	27,970	1,993	32.9	32.7	54.7
Male: 35+	7,290	16.6	7,290	16.6	14,429	1,979	17.0	17.0	55.5
Male: 45+	3,089	7.1	3,089	7.1	6,011	1,946	7.1	7.2	56.2
Male: 6-14	2,592	5.9	2,592	5.9	822	317	1.0	1.0	10.4
Male: 15-24	5,734	13.1	5,734	13.1	13,940	2,431	16.4	16.6	64.3
Males: 25-34	6,743	15.4	6,743	15.4	13,541	2,008	15.9	15.7	53.7
Males: 35-44	4,201	9.6	4,201	9.6	8,418	2,004	9.9	9.8	55.1
Male: 45-54	2,103	4.8	2,103	4.8	4,075	1,938	4.8	4.8	55.2
Male: 55+	986	2.3	986	2.3	1,936	1,964	2.3	2.4	58.3

Females - Age									
All Females	21,438	48.9	21,438	48.9	42,386	1,977	49.8	49.7	53.4
Female: 15+	18,941	43.2	18,941	43.2	41,499	2,191	48.8	48.7	59.0
Female: 18+	18,263	41.7	18,263	41.7	39,677	2,173	46.6	46.4	58.6
Female: 25+	13,449	30.7	13,449	30.7	27,855	2,071	32.7	32.4	56.8
Female: 35+	6,988	16.0	6,988	16.0	14,998	2,146	17.6	17.6	59.7
Female: 45+	2,961	6.8	2,961	6.8	6,141	2,074	7.2	7.1	58.1
Female: 6-14	2,497	5.7	2,497	5.7	887	355	1.0	1.1	10.9
Female: 15-24	5,492	12.5	5,492	12.5	13,644	2,484	16.0	16.3	64.3
Females: 25-34	6,461	14.8	6,461	14.8	12,857	1,990	15.1	14.8	53.7
Females: 35-44	4,026	9.2	4,026	9.2	8,856	2,200	10.4	10.4	60.9
Female: 45-54	2,017	4.6	2,017	4.6	4,330	2,147	5.1	5.0	60.0
Female: 55+	944	2.2	944	2.2	1,811	1,917	2.1	2.1	54.1

Source: comScore Media Metrix, October 2010

Youngest Users are the Heaviest Users

- Users 15-24 in Brazil spent the most time online; males and females in that age group spent an equal amount of time online, an average of 28.5 hours in December
- Women 35-44 and 45-54 spent more time online than their male counterparts



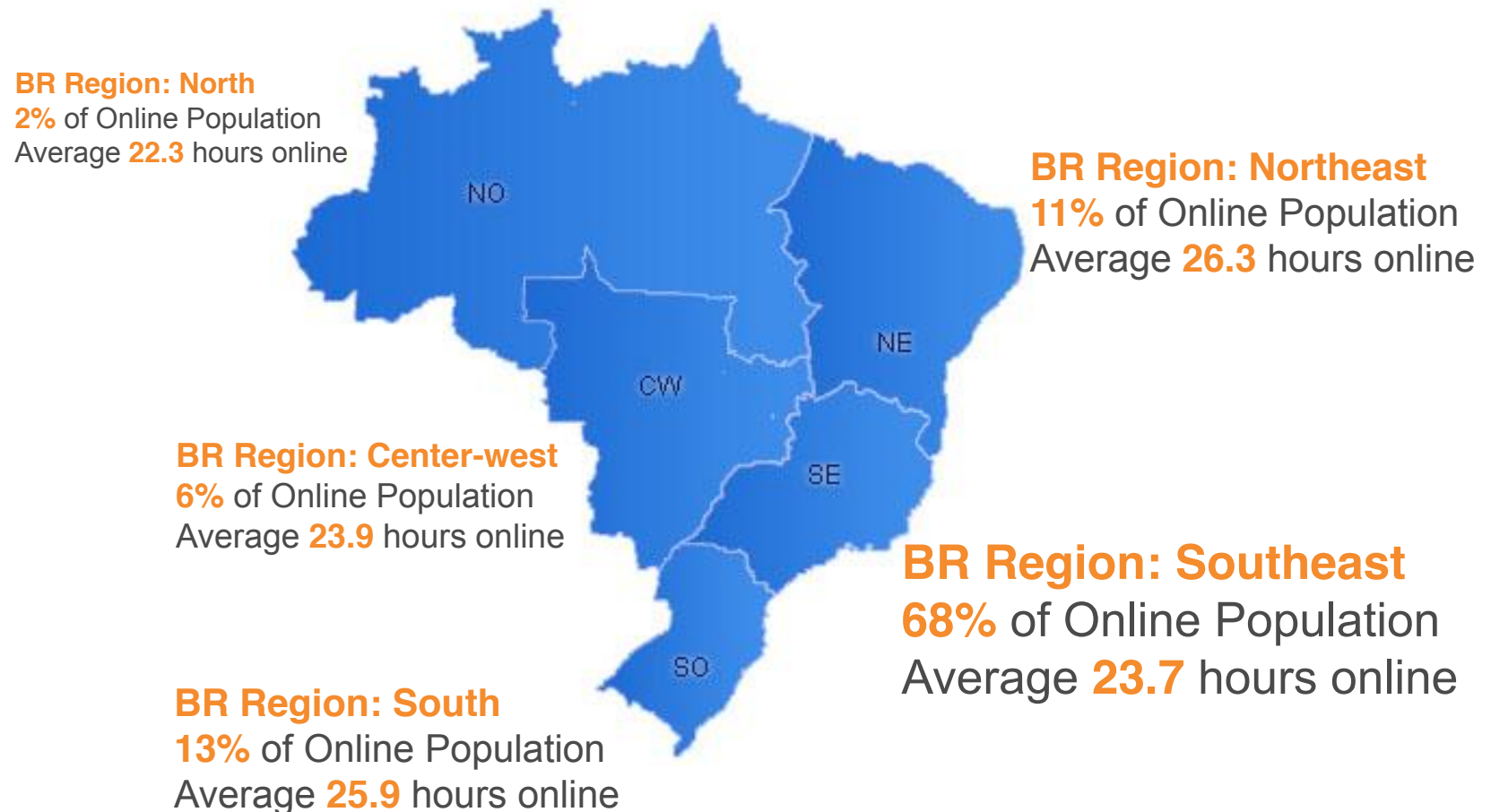
A Look at National & Regional Online Audiences

Target Audience	Total Internet								
	Target Audience (000)	% Composition Unique Visitors	Target Audience (000)	% Composition Unique Visitors	Total Pages Viewed (MM)	Average Pages per Visitor	% Composition Pages	% Composition Minutes	Average Visits per Visitor
Persons - Age									
Persons: 15+	38,708	88.4	38,708	88.4	83,409	2,155	98.0	98.0	58.2
Persons: 18+	37,404	85.4	37,404	85.4	79,821	2,134	93.8	93.5	57.7
Persons: 25+	27,481	62.7	27,481	62.7	55,825	2,031	65.6	65.0	55.7
Persons: 35+	14,278	32.6	14,278	32.6	29,427	2,061	34.6	34.6	57.6
Persons: 45+	6,050	13.8	6,050	13.8	12,153	2,009	14.3	14.3	57.1
Persons: 6-14	5,089	11.6	5,089	11.6	1,710	336	2.0	2.0	10.7
Persons: 15-24	11,226	25.6	11,226	25.6	27,584	2,457	32.4	32.9	64.3
Persons: 25-34	13,204	30.1	13,204	30.1	26,398	1,999	31.0	30.4	53.7
Persons: 35-44	8,228	18.8	8,228	18.8	17,274	2,100	20.3	20.3	57.9
Persons: 45-54	4,120	9.4	4,120	9.4	8,405	2,040	9.9	9.8	57.5
Persons: 55+	1,930	4.4	1,930	4.4	3,747	1,941	4.4	4.5	56.2

Region									
Region BR: Center-west	2,654	6.1	2,654	6.1	4,931	1,858	5.8	5.9	52.2
Region BR: North	863	2.0	863	2.0	1,472	1,706	1.7	1.8	50.3
Region BR: Northeast	4,788	10.9	4,788	10.9	9,929	2,074	11.7	11.8	56.6
Region BR: South	6,037	13.8	6,037	13.8	12,186	2,019	14.3	14.8	57.1
Region BR: Southeast	29,456	67.3	29,456	67.3	56,601	1,922	66.5	65.7	51.3

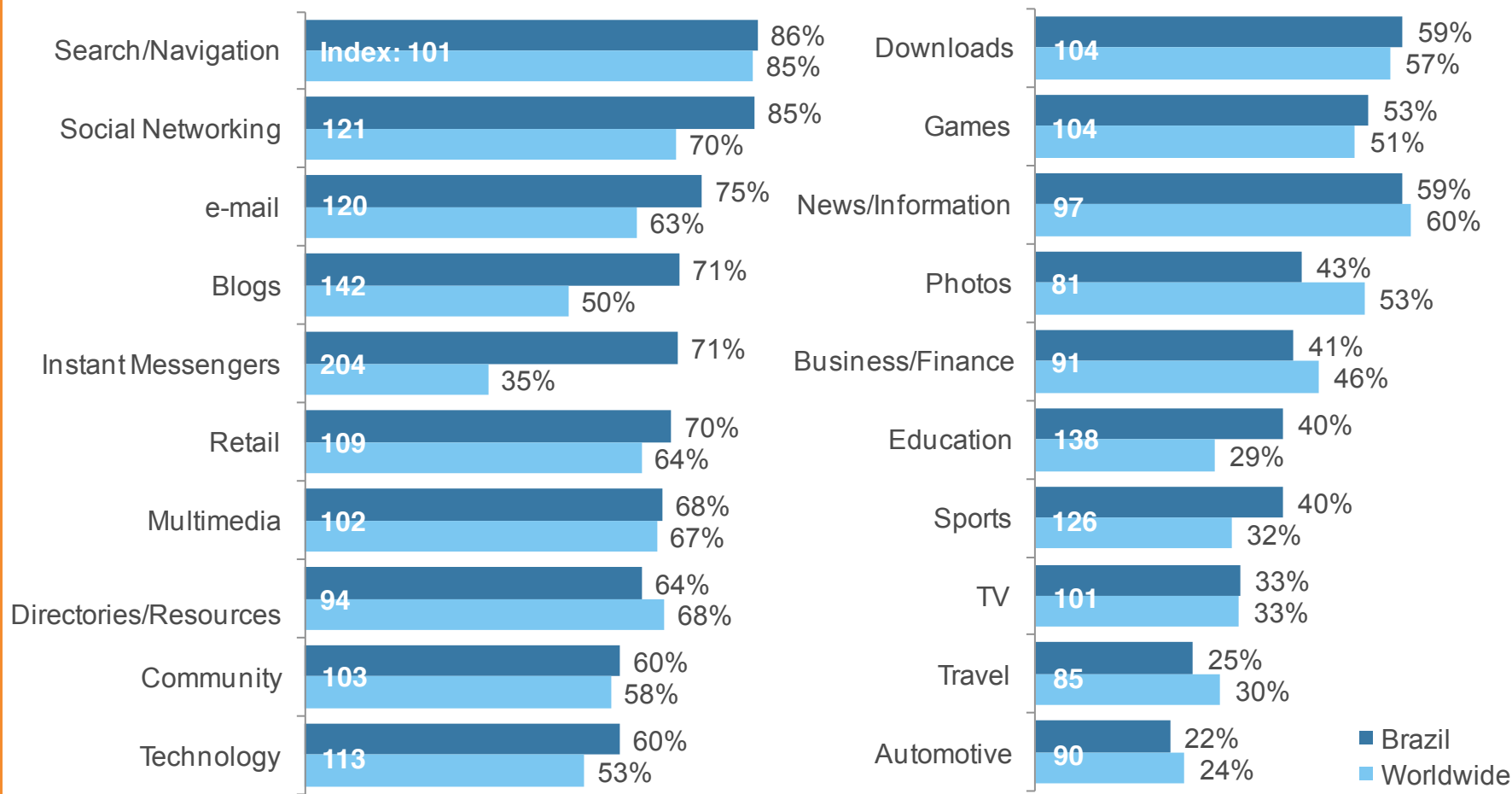
Regional Internet Population Distribution and Average Usage

- Brazilian Internet population is overwhelmingly in Southeast; heaviest usage in Northeast and the South



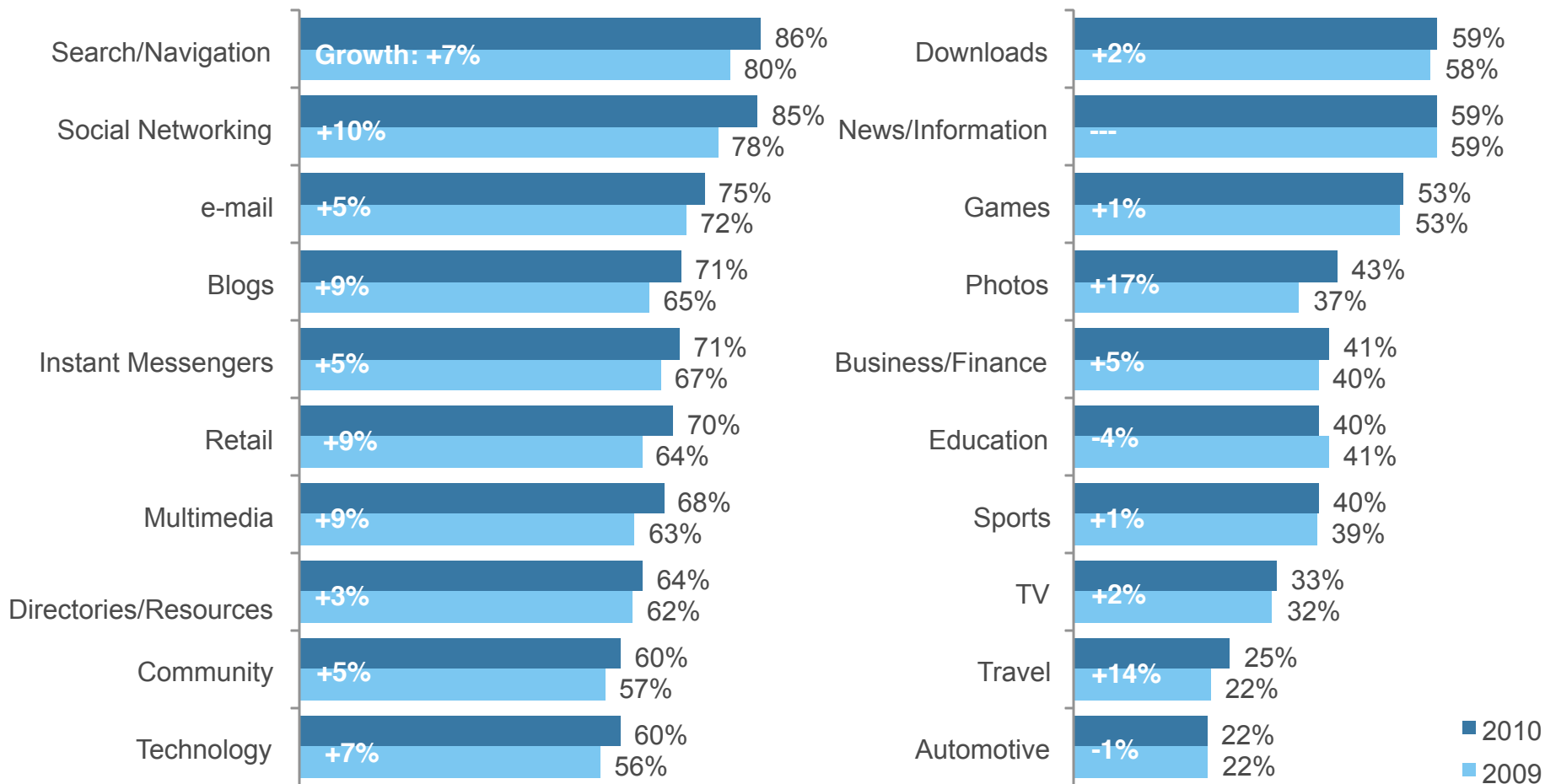
Brazil vs WW Reach of Key Categories

Reach of Key Categories



Growth in Reach of Almost All Major Online Categories in Brazil

Key Categories Reach of Brazilian Population, 2009 vs 2010



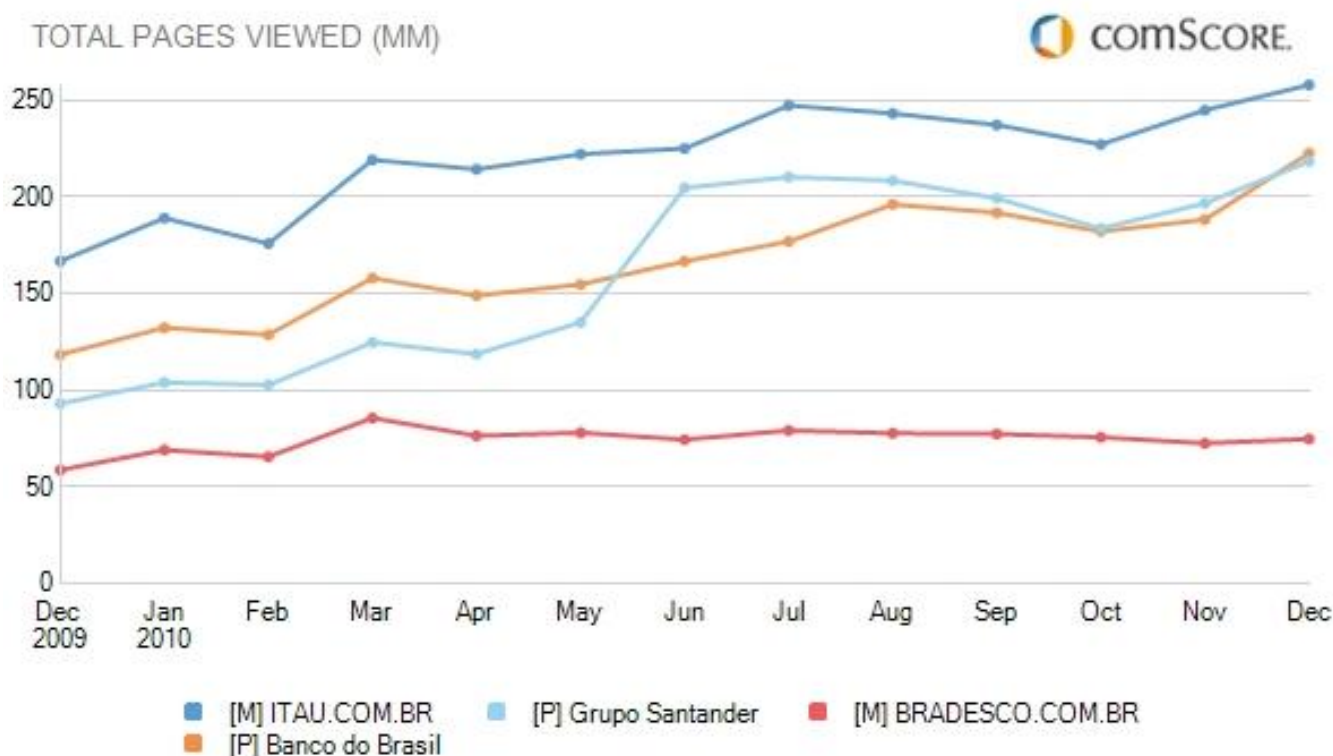
2010 was a Breakthrough Year for Online Banking

- Overall category growth of 25% from Dec 2009 to Dec 2010
- Led by very impressive audience growth seen by Itau.com.br and Banco do Brasil which each saw more than 50% growth in UVs



So, Who Were the Drivers of this Growth?

- While the category's audience was split relatively evenly across men (52%) and women (48%) in December 2010...
- Persons under the age of 35 consumed 54% of the overall pages (in Dec 2009 the under 35 segment was responsible for 59%)



Group-buying Sites Showed Impressive Growth in Late 2010

- Group-buying sites have taken off in Brazil and, based on what has been seen in the USA, are set to continue their growth in 2011.
- Three major players in the space saw close to or more than 50% growth in unique visitors from August to October

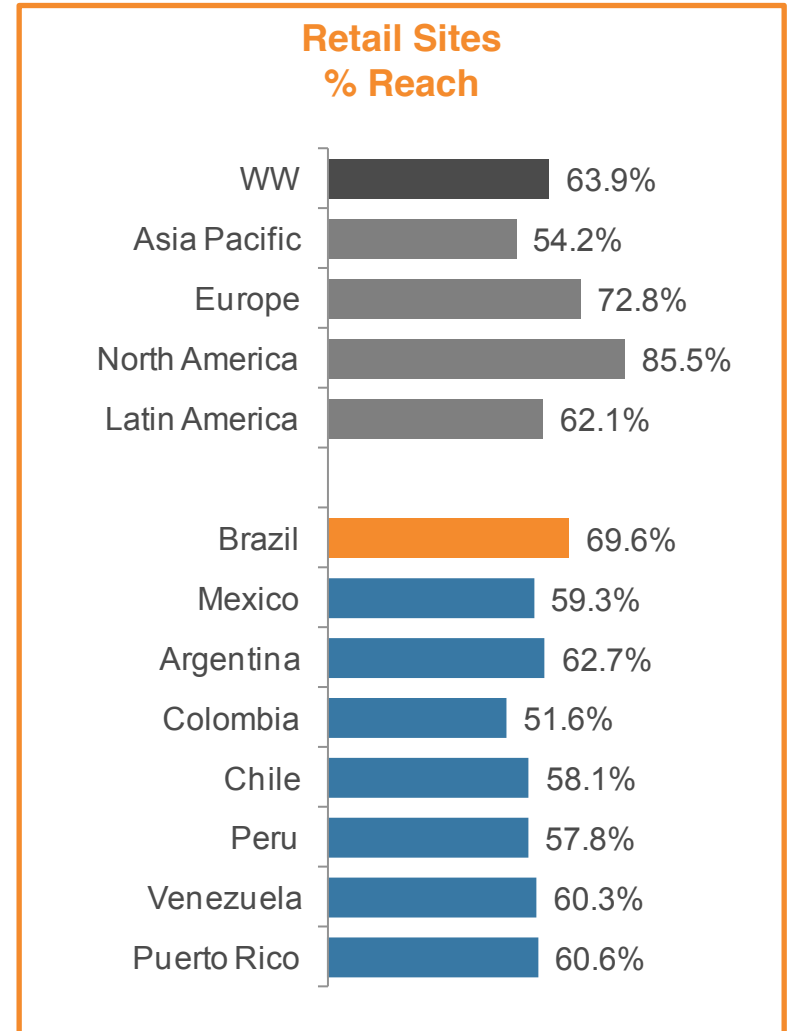
Groupon in USA during 2010



Media	Aug-2010	Sep-2010	Oct-2010 ▼
Total Internet : Total Audience	42,504	43,146	43,797
CLUBEURBANO.COM.BR	1,248	2,631	2,465
PEIXEURBANO.COM.BR	919	1,579	1,804
CLICKON.COM.BR	533	808	1,103

Retail Continues to Grow in Brazil

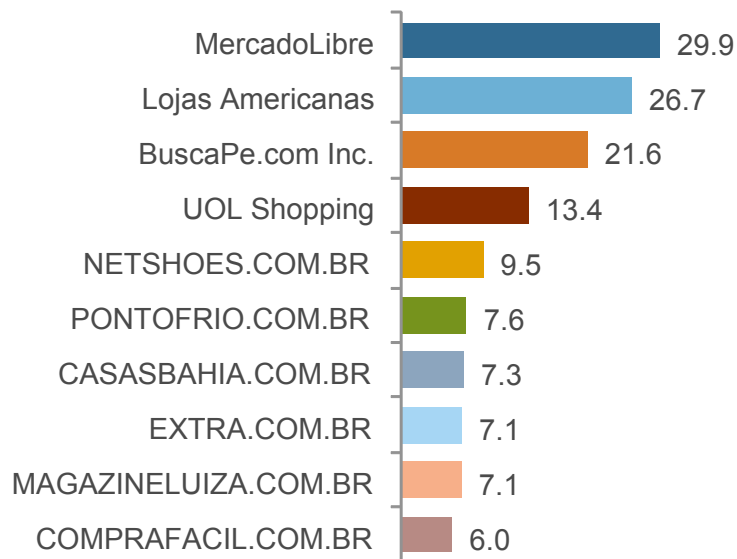
- Seven out of ten web users in Brazil visited a Retail site in December, a rate that is the highest in the region
- Significant upside still remains, as Brazilians become more comfortable with shopping and buying online



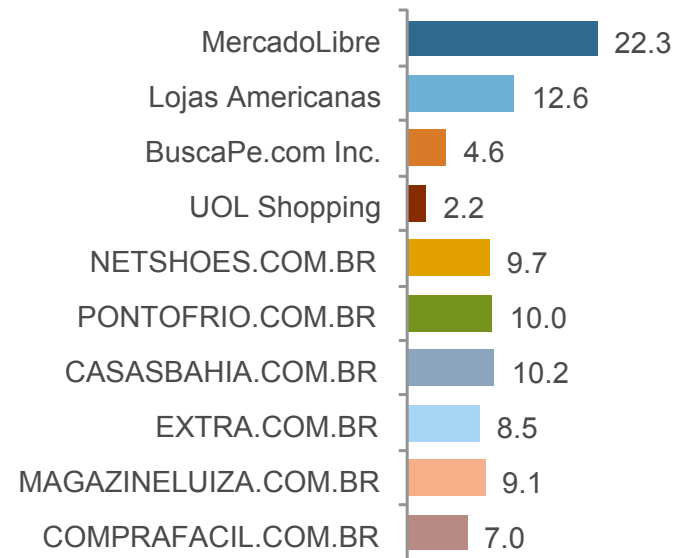
Top Sites: Retail

- Mercado Libre leads the retail category in reach, but Lojas Americanas and BuscaPe are only a few percentage points behind
- In terms of time spent, comparison shopping sites lag behind a little
- Brazilian sites clearly dominate the Top Ten

Top Retail Sites: Brazil
% Reach



Top Retail Sites: Brazil
Average Minutes per User



Brazilians Rate Their Local Ecommerce Sites Very Highly

- In a custom survey recently conducted by comScore, Brazilians were more likely to agree that locally-developed shopping sites were excellent or very good



Q4: How would you rate the quality of Local Websites when shopping online?

Base: Respondent makes purchases online.

The World Cup's Effect on the Sports Category

- The Sports category saw a tremendous lift from the World Cup and managed to sustain this lift very well over the 2nd half of the year
- Sports sites/channels including Lancenet.com.br, Terra Brasil Esportes & UOL Esporte saw their audiences increase in between 30%-40% from April to June

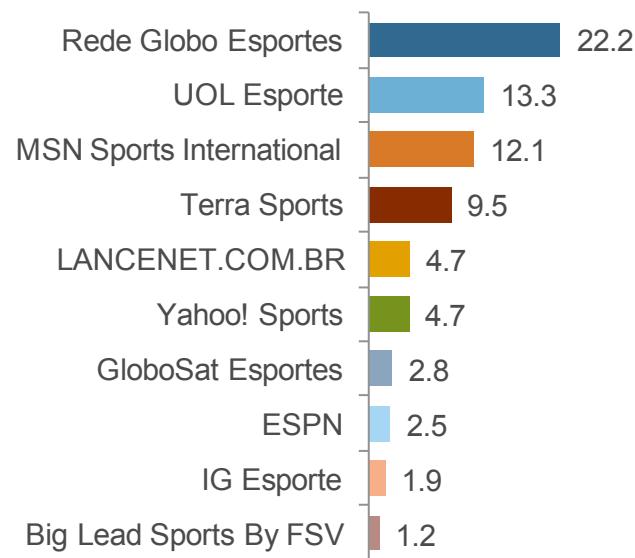


Created: 2/7/2011 © comScore Inc.

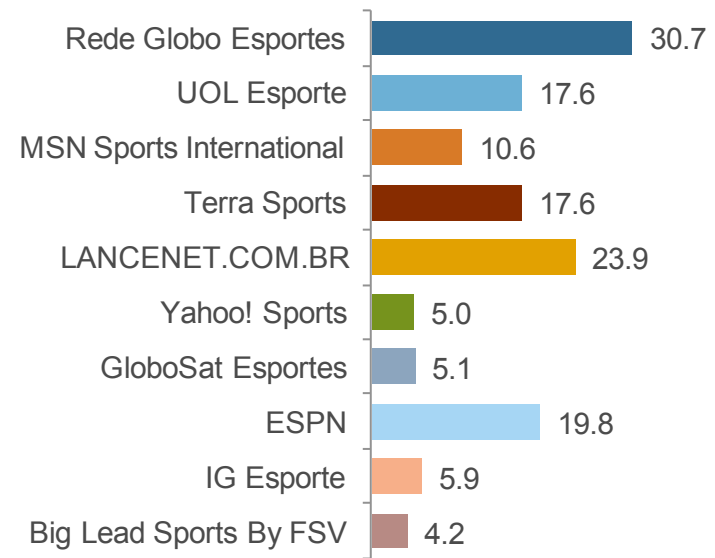
Top Sites: Sports

- Rede Globo Esportes, led by Globoesporte, leads the category with 22% reach
- Usage on Rede Globo Esporte, is also heaviest, averaging 30.7 minutes/visitor
- Smaller, yet highly engaged audience seen on lancenet.com.br

Top Sports Sites: Brazil
% Reach



Top Sports Sites: Brazil
Average Minutes per User



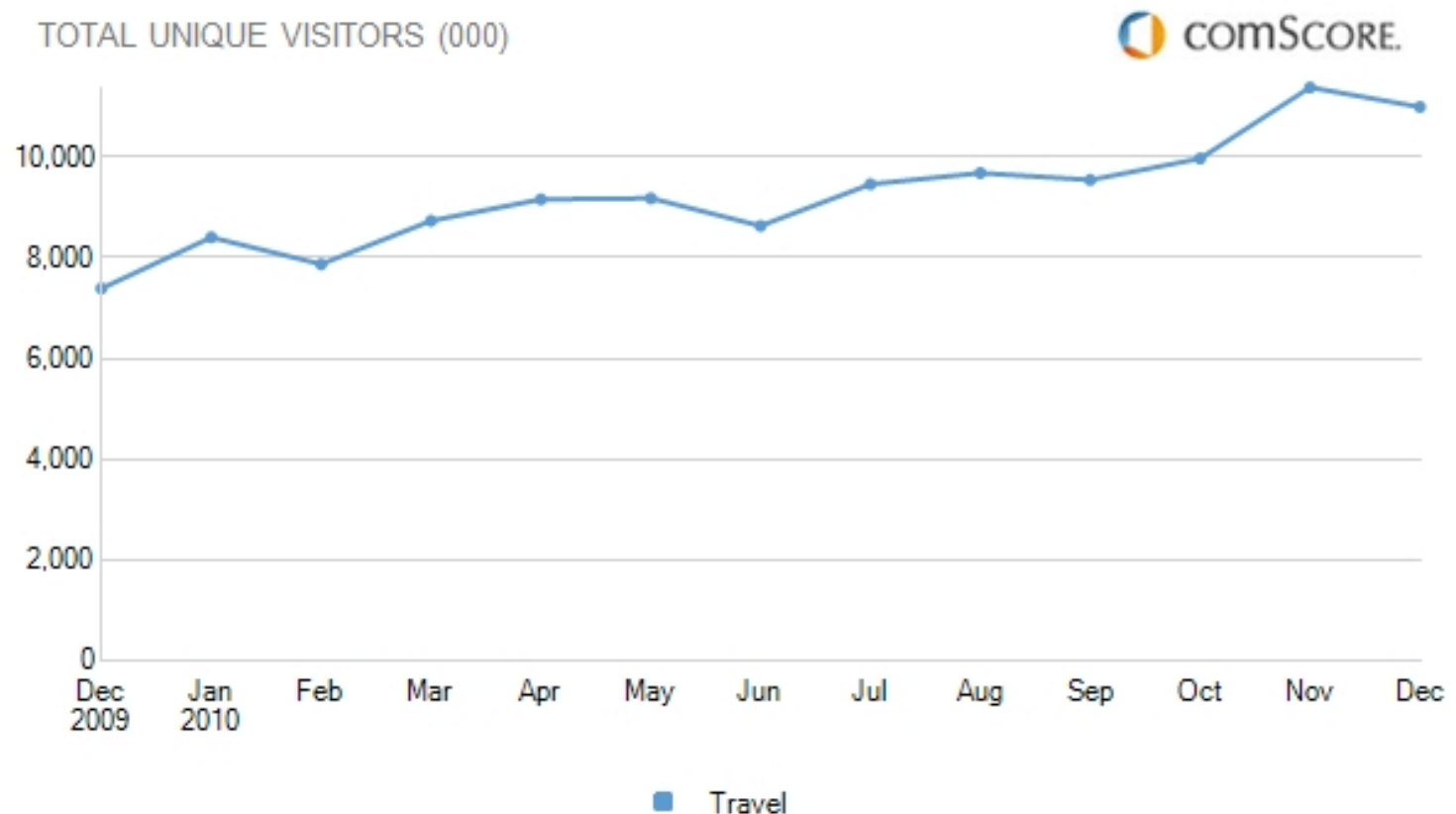
Automotive Category Continues to Develop a Strong Audience

- Category growth of 32% from December 2009 to December 2010
- Sites like Webmotors.com.br, iCarros.com.br, Vrum.com.br and meucarronovo.com.br all showed significant growth during the year



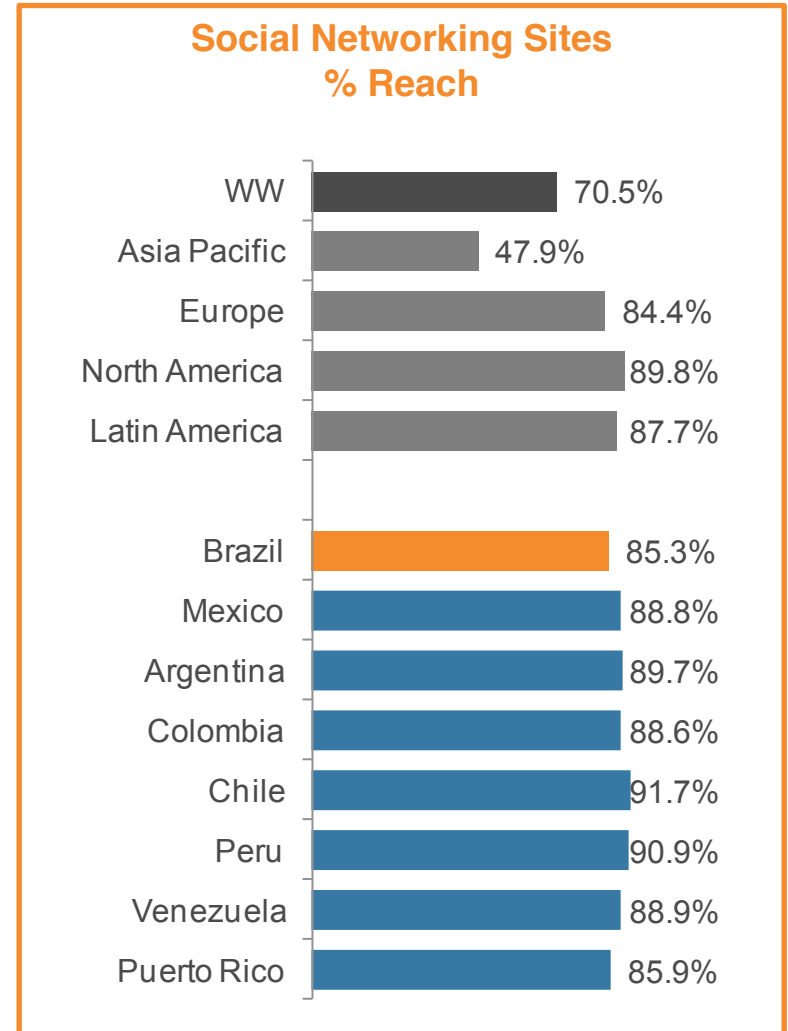
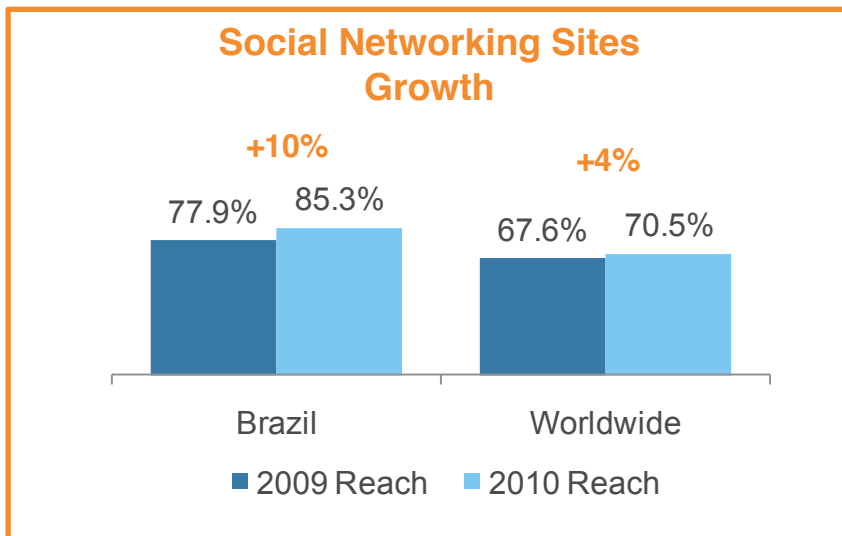
The Travel Category Continues to “Take Off”

- Was one of the leaders in 2010 with 49% category growth (7.4M to 11M)
- Persons under the age of 35 consumed 56% of the overall pages (in Dec 2009 the under 35 segment was responsible for 63%)



Social Networking in Brazil and Around the World

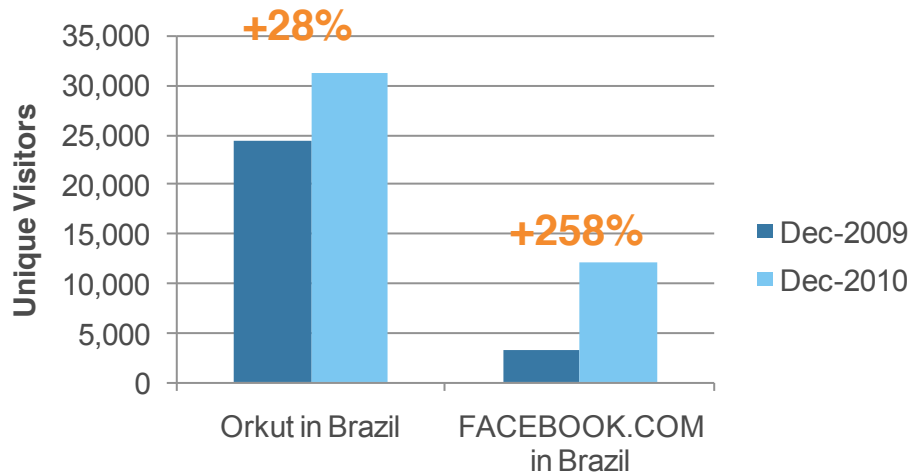
- The reach of the Social Networking category continues to be very high throughout Latin America
- In Brazil, even with such a high reach, the category is amazingly still growing



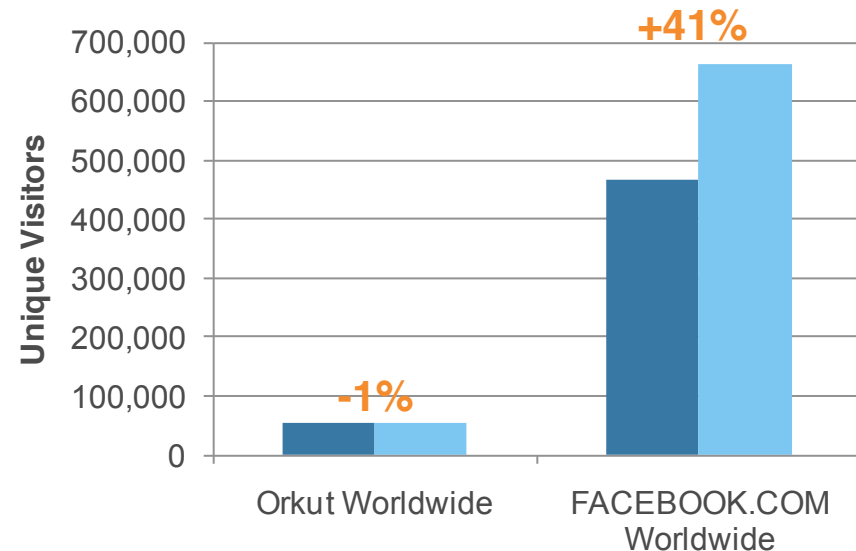
Orkut Still Leads in Social Networking, but Facebook is Catching Up

- Though Orkut is still the leading Social Network in Brazil, Facebook has been growing rapidly, and could potentially catch up or overtake Orkut at some point
- Brazil is certainly Orkut's main market; even with 28% growth in Brazil, Orkut's total global audience declined by 1% over the past year

Orkut and Facebook
Brazil UV and Growth



Orkut and Facebook
Global UV and Growth












A Closer Look at Facebook and Orkut Globally

- If not for Brazil, it is quite possible that Orkut would not exist in 2011
- Almost 90% of the pages consumed on Orkut are consumed in Brazil
- Brazilians, however, visit Orkut on average more often than the world visits Facebook










	Unique Visitors (000)	Reach	Page Views (millions)	Avg Visits/ Visit	Avg Mins/ Visit
ORKUT					
Worldwide	52,755	4%	23,050	22.3	8.1
Brazil	31,279	78%	20,584	31.7	8.5
FACEBOOK					
Worldwide	662,420	50%	300,600	29.6	9.7
Brazil	12,118	30%	813	10.5	3.6

Less of the Facebook Audience in Brazil is Visiting Orkut

- Cross-visiting seen in December 2009 (Total Audience, 15+)

Media in Rows	Base		Orkut			
	Target Audience (000) ▼	% Vertical	Shared Audience (000)	% Vertical	% Horizontal	Index
Total Internet	33,315	100.0 	24,442	100.0 	73.4 	100
Orkut	24,442	73.4 	24,442	100.0 	100.0 	N/A
FACEBOOK.COM	3,385	10.2 	3,211	13.1 	94.8 	129

- Cross-visiting seen in December 2010 (Total Audience, 6+)

Media in Rows	Base		Orkut			
	Target Audience (000) ▼	% Vertical	Shared Audience (000)	% Vertical	% Horizontal	Index
Total Internet	45,128	100.0 	32,671	100.0 	72.4 	100
Orkut	32,671	72.4 	32,671	100.0 	100.0 	N/A
FACEBOOK.COM	12,379	27.4 	10,996	33.7 	88.8 	123

A Closer Look at Orkut and Facebook in Brazil

	Target Audience (000)	% Composition Unique Visitors			% Composition Pages	
Target Audience	Total Internet	Total Internet	Orkut	FACEBOOK.COM	Orkut	FACEBOOK.COM

Total Audience

Total Audience	43,797	100.0	100.0	100.0	100.0	100.0
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Persons - Age

Persons: 15+	38,708	88.4	95.5	97.8	98.2	99.0
Persons: 18+	37,404	85.4	91.7	94.0	92.5	96.4
Persons: 25+	27,481	62.7	64.3	69.7	55.1	77.8
Persons: 35+	14,278	32.6	31.8	37.1	28.1	42.7
Persons: 45+	6,050	13.8	12.7	15.9	11.2	18.8
Persons: 6-14	5,089	11.6	4.5	2.2	1.8	1.0
Persons: 15-24	11,226	25.6	31.2	28.2	43.2	21.2
Persons: 25-34	13,204	30.1	32.5	32.6	26.9	35.1
Persons: 35-44	8,228	18.8	19.1	21.2	17.0	23.8
Persons: 45-54	4,120	9.4	9.0	10.8	8.1	13.0
Persons: 55+	1,930	4.4	3.7	5.1	3.1	5.9

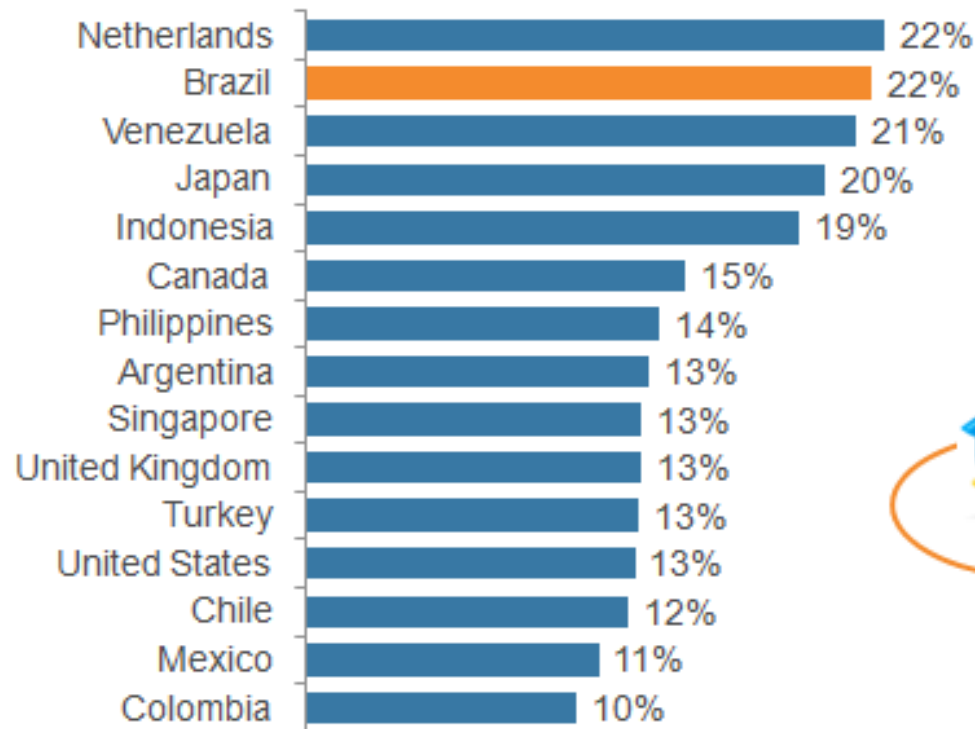
Region

Region BR: Center-west	2,654	6.1	5.9	5.6	5.4	5.0
Region BR: North	863	2.0	2.0	1.6	1.8	0.5
Region BR: Northeast	4,788	10.9	11.5	10.1	11.8	5.3
Region BR: South	6,037	13.8	13.8	13.3	14.7	12.4
Region BR: Southeast	29,456	67.3	66.8	69.3	66.2	76.7

Brazil is a Top Twitter Market

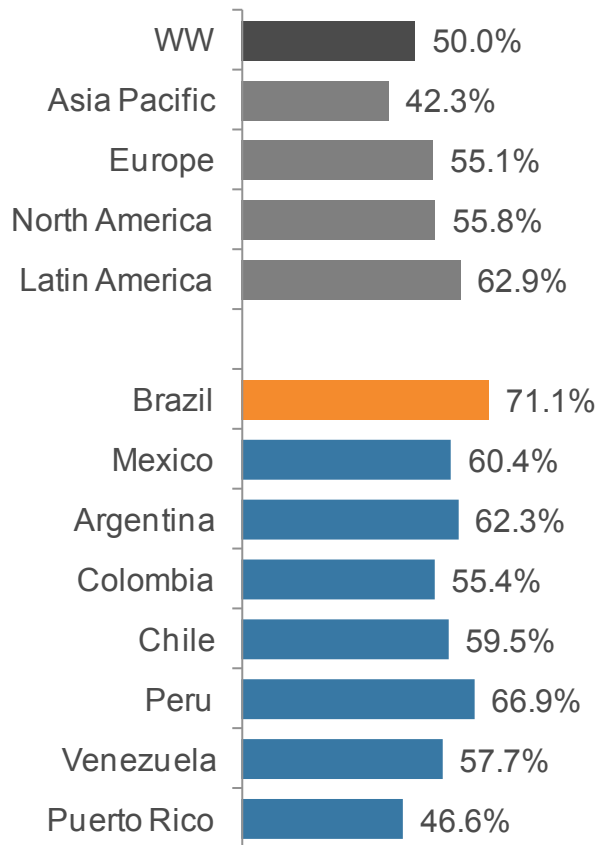
- Brazil was a close second in the list of top Twitter markets in December. Likely as a result of presidential election buzz, Brazil was #1 in October.

Top Twitter Markets by Percent Reach

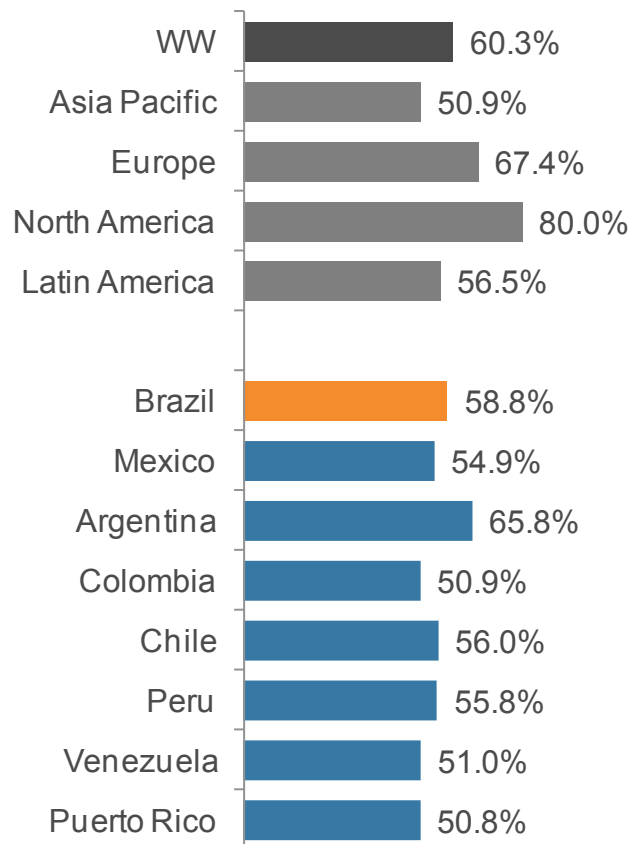


Visitation to Blogs is Very High in Brazil

**BlogSites
% Reach**

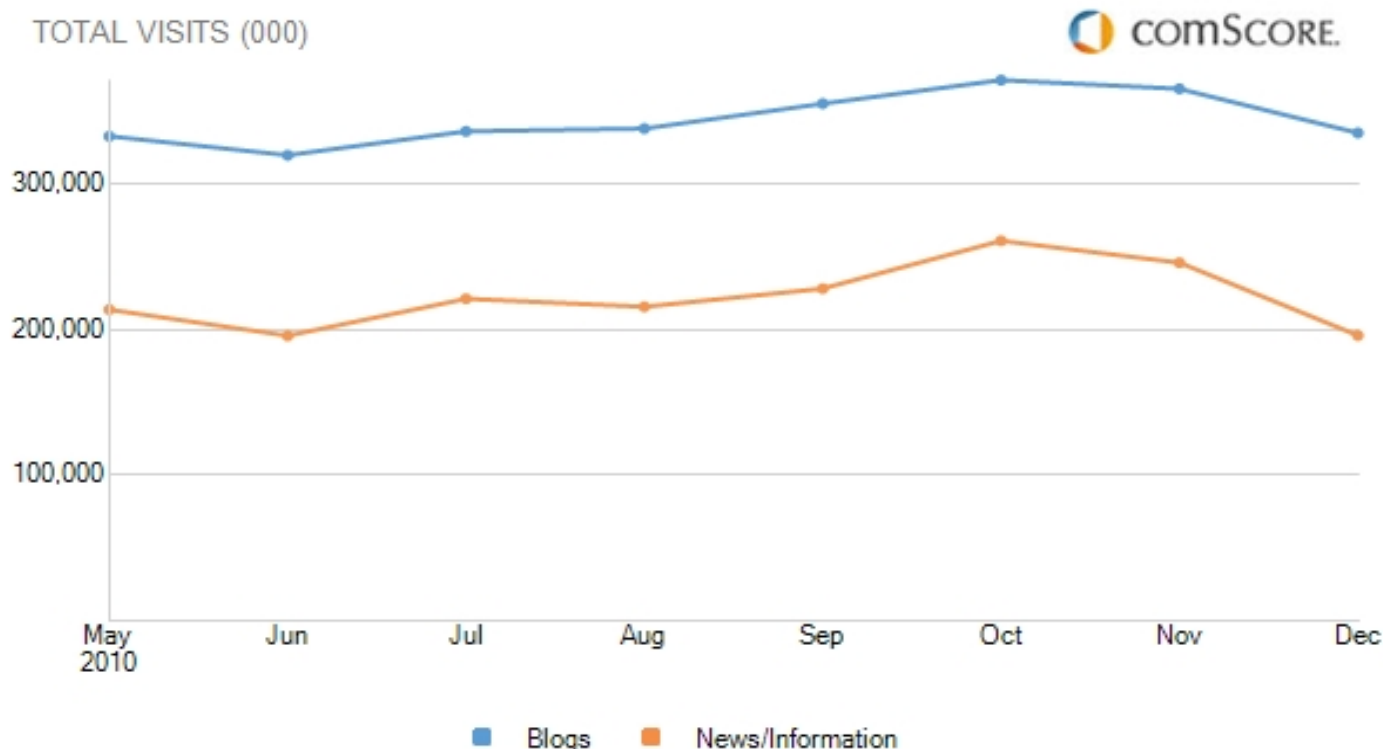


**News/Information Sites
% Reach**



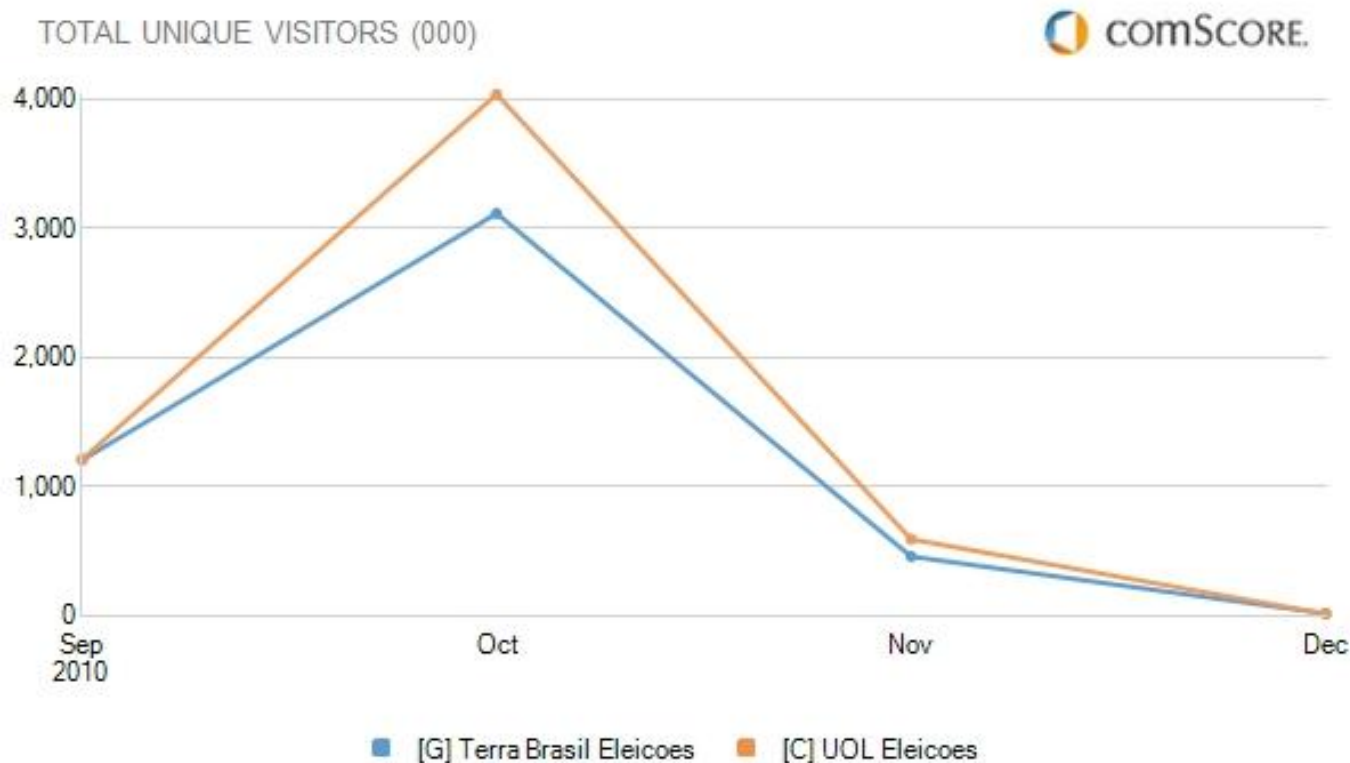
The Impact of the Presidential elections

- Significant increase in Total Visits to News/Info and Blogs categories seen in lead up to and during the President Election season
- Total Visits to the Internet in Brazil were highest in Oct and Nov than during any other month in 2010



Election-focused Sites Saw a Tremendous Lift During October

- Political coverage on both Terra and UOL increased by almost factors of 3x and 4x, respectively
- Total Visits to these two sites increased from approx. 2.8M Total Visits to each in September to 6.6M and 9.6M in October, respectively



Elections Lifted Reach of Certain Content Categories in All Regions

Media	Jul-2010	Aug-2010	Sep-2010	Oct-2010	Nov-2010	Dec-2010 ▾
Total Internet Region: North	100.0	100.0	100.0	100.0	100.0	100.0
News/Information	67.0	70.7	75.2	80.5	78.6	73.5
Blogs	69.2	71.4	72.3	72.9	72.7	71.2
Politics	2.9	3.4	11.8	16.5	4.6	2.5

Media	Jul-2010	Aug-2010	Sep-2010	Oct-2010	Nov-2010	Dec-2010 ▾
Total Internet Region: Northeast	100.0	100.0	100.0	100.0	100.0	100.0
News/Information	74.2	76.3	81.4	87.2	83.8	78.0
Blogs	72.8	74.9	76.1	77.0	76.8	75.1
Politics	2.7	3.0	10.4	18.7	5.3	2.7












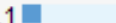
Media	Jul-2010	Aug-2010	Sep-2010	Oct-2010	Nov-2010	Dec-2010 ▾
Total Internet Region: Center-west	100.0	100.0	100.0	100.0	100.0	100.0
News/Information	71.6	73.9	78.8	84.0	81.6	75.6
Blogs	70.7	72.6	74.1	74.3	74.2	72.6
Politics	2.2	2.7	9.9	17.2	5.1	2.6













Media	Jul-2010	Aug-2010	Sep-2010	Oct-2010	Nov-2010	Dec-2010 ▾
Total Internet Region: Southeast	100.0	100.0	100.0	100.0	100.0	100.0
News/Information	69.0	71.0	76.0	81.6	79.1	73.5
Blogs	69.4	71.1	72.2	72.9	72.8	71.4
Politics	1.7	2.1	8.0	15.1	4.3	2.2

Media	Jul-2010	Aug-2010	Sep-2010	Oct-2010	Nov-2010	Dec-2010 ▾
Total Internet Region: South	100.0	100.0	100.0	100.0	100.0	100.0
News/Information	69.6	71.4	76.3	81.3	78.1	72.9
Blogs	70.9	72.7	73.5	73.7	73.2	71.7
Politics	2.0	2.3	9.0	16.4	4.8	2.4

Cross-visitation During October

- Very little cross-visiting seen amongst the presidential candidates, but extremely high cross-visitation seen between all the candidate's audiences and visitors of Social Networking, News/Information and Blog sites

	Base		P DILMA13.COM.BR		
Media in Rows	Target Audience (000) ▼	% Vertical	Shared Audience (000)	% Vertical	% Horizontal
Total Internet	43,797	100.0 	381	100.0 	0.9 
DILMA13.COM.BR	381	0.9 	381	100.0 	100.0 
MINHAMARINA.ORG.BR	379	0.9 	31	8.3 	8.3 
SERRA45.COM.BR	277	0.6 	61	16.1 	22.1 

	Base		P DILMA13.COM.BR		
Media in Rows	Target Audience (000) ▼	% Vertical	Shared Audience (000)	% Vertical	% Horizontal
Total Internet	43,797	100.0 	381	100.0 	0.9 
Social Networking	41,426	94.6 	374	98.1 	0.9 
News/Information	36,057	82.3 	381	100.0 	1.1 
Blogs	32,217	73.6 	373	97.8 	1.2 

How the Election Was Won?

	% Composition Unique Visitors		
	[P] MINHAMARINA.ORG.BR	[P] DILMA13.COM.BR	[P] SERRA45.COM.BR
Persons: 15-24	29.7	28.6	30.1
Persons: 25-34	36.8	31.4	31.6
Persons: 35-44	16.2	18.3	14.8
Persons: 45-54	11.2	12.9	12.2
Persons: 55+	5.0	7.5	10.1
All Males	47.6	56.4	61.0
All Females	52.4	43.6	39.0
Region BR: Center-west	5.3	6.5	4.8
Region BR: North	1.7	1.9	1.6
Region BR: Northeast	16.6	19.3	16.7
Region BR: South	9.1	9.7	10.1
Region BR: Southeast	67.3	62.5	66.7

More On Each Candidate's Online Audience

Segment	Composition Index UV		
	DILMA13.COM.BR ▾	MINHAMARINA.ORG.BR	SERRA45.COM.BR
News/Information - Heavy	329	255	349
Community : Religion/Spirituality - Heavy	322	337	272
Education - Heavy	318	302	285
Conversational Media : Blogs - Heavy	303	295	294
Real Estate - Heavy	285	244	276
Total Internet - Heavy	246	244	279
Travel - Heavy	240	278	226
Health - Heavy	236	251	234
Business/Finance : Banking - Heavy	234	263	260
Retail - Heavy	224	254	262
Community - Heavy	213	226	190
Business/Finance - Heavy	203	222	223
Technology - Heavy	201	207	226
Conversational Media : Social Networking - Heavy	179	170	192
Automotive - Heavy	171	163	196
Community : Family & Parenting - Heavy	152	199	181

Online Video in Brazil

33.5_{MM} Unique Viewers

84% Percent of 15+ Internet Audience

23% Percent of Total Population

2.6_B Total Videos

243_{MM} Total Hours of Video

79 Videos per Viewer

7.3 Hours per Viewer

Youtube Audience as an Online Video Benchmark

- Brazil's unique audience to Youtube grew by more than 33% over the last year

Dez/2009

		Total Unique Visitors (000)
	Location	YOUTUBE.COM ▼
1	World-Wide	482,021
2	United States	91,387
3	Japan	31,197
4	Germany	22,989
5	United Kingdom	22,736
6	Brazil	18,208
7	France	17,988
8	Canada	15,659
9	India	12,996
10	Italy	12,333
11	Spain	11,132
12	Mexico	9,586
13	Netherlands	7,646
14	Turkey	7,031
15	Russian Federation	6,529
16	Australia	6,442
17	Argentina	6,350
18	Colombia	6,056
19	South Korea	4,789
20	Malaysia	4,732

Dez/2010

		Total Unique Visitors (000)
	Location	YOUTUBE.COM ▼
1	World-Wide	578,325
2	United States	110,198
3	Japan	35,302
4	Germany	30,335
5	United Kingdom	24,708
6	Brazil	24,223
7	France	23,154
8	India	19,355
9	Canada	16,705
10	Italy	13,818
11	Spain	13,349
12	Russian Federation	13,102
13	Poland	12,743
14	Mexico	12,271
15	Turkey	9,700
16	Netherlands	8,527
17	Colombia	8,393
18	Argentina	7,915
19	Australia	7,144
20	Malaysia	6,062

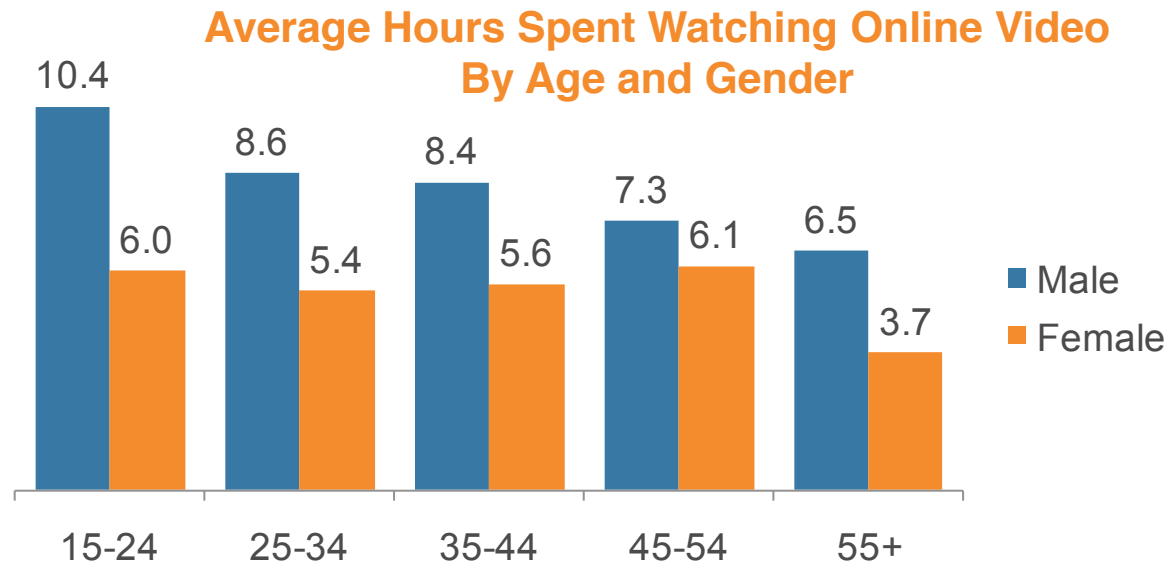
Video and Social Networking

- Even with such drastic differences in terms of size of the audience, almost three times as many videos are being watched within Facebook than Orkut
- With video streaming showing such growth in Brazil, will this be another factor in the Facebook vs Orkut discussion over the coming years?

Media	Total Unique Viewers (000) ▼	Videos (000)	Total Minutes (MM)
☰ Total Internet Persons: 15+	33,471	2,650,822	14,627
FACEBOOK.COM	416	1,079	5
☰ Orkut	186	353	2

Gender Difference is Wider When it Comes to Video Consumption

- In contrast with overall Internet usage in Brazil, males of all ages spend far more time watching online video than women.
- Among men, video consumption declines with increasing age; women's video usage is more constant between age groups
- 317 million of the 560 million videos watched by Males 15-24 were on Youtube
- Women 45-54 are the ones who average most time watching online video



Searching for Something?

Brazilian Searchers

37 million unique searchers

92% of Brazilian Internet population

Average 112 searches per searcher

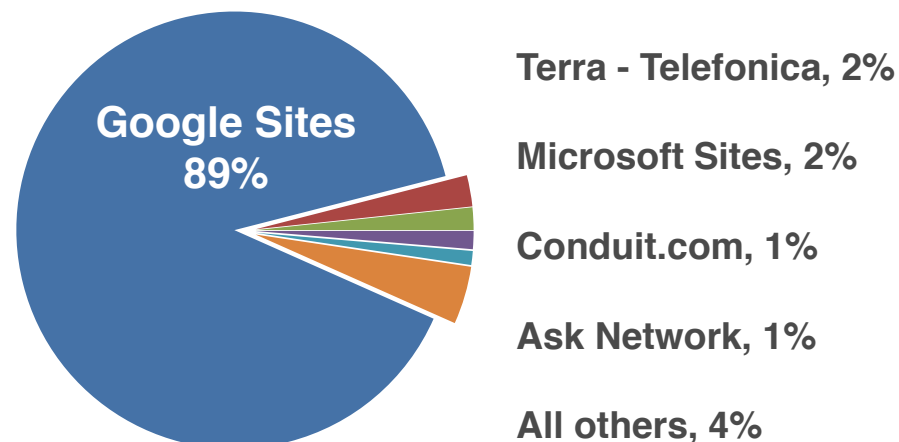
Total Searches in Brazil

4.1 billion searches

5.9 billion search result pages

986 million search visits

Share of Searches by Property



Did You Know...

- Brazil is the 8th largest Internet audience in the world (15+, H&W) Mexico is 16th and Argentina is 19th
- The Brazilian online audience (15+, H&W) surpassed the UK in October
- Brazil's online audience consumes more pages than Australia, Italy, and Taiwan combined
- In terms of Total Minutes 58.2B, Brazil is 9th out of the 43 countries covered by comScore
 - This is approximately 5.7M weeks spent online
- Brazil consumes 3% of the world's page views
 - the US consumes 20%, China 12%

Country	UV (000)
China	291,544
United States	180,920
Japan	73,002
Germany	49,336
Russian Federation	46,132
France	41,930
India	41,580
Brazil	39,966
United Kingdom	38,643
South Korea	30,205

Obrigado!

For questions, please contact Brazil@comscore.com

The screenshot shows the comScore website interface in Portuguese. At the top, there's a navigation bar with language options: English, Français, Deutsch, Español, Português, 中文 (简体), and 日本語. A search bar labeled 'Busca' is also present. Below the navigation bar, the main header includes links for Home, Produtos e serviços, Soluções internacionais, Soluções do setor, Blog, Imprensa e eventos, and Sobre. A 'LOGIN DE CLIENTE' button is located on the right. The main content area features a large banner for 'The comScore Data Passport™ 2ND HALF 2010 EDITION NOW AVAILABLE' with a 'Download the free PDF >' link. To the right of the banner is a list of topics related to the Data Passport, such as 'GLOBAL INTERNET DEMOGRAPHICS', 'HOW THE WORLD USES THE INTERNET', 'SOCIAL NETWORKING', 'SOCIAL RETAIL', 'TWITTER', 'E-COMMERCE', 'ONLINE BANKING', 'ONLINE VIDEO AROUND THE GLOBE', 'ONLINE VIDEO ADVERTISING', 'MOBILE INTERNET MARKET ENABLER', 'MOBILE INTERNET USAGE', 'ONLINE DISPLAY ADVERTISING', 'THE ROLE OF CREATIVE IN ADVERTISING', and 'ACTIVE USAGE OF PC APPLICATIONS'. Below the banner, there's a section titled 'Medindo o mundo digital' with a description of comScore as a global source of digital market intelligence and a measurement service, and a 'Descubra por que >' button. The left sidebar contains 'Press releases' with three items: 'comScore Forecasts 11 Percent Growth for 2010 Holiday E-Commerce Spending', 'comScore Media Metrix Ranks Top 50 U.S. Web Properties for October 2010', and 'comScore to Speak at the Credit Suisse 2010 Annual Technology Conference'. The middle section is titled 'Produtos e serviços' and lists various services like 'Planejamento e análise de mídia', 'Eficácia da publicidade', 'Marketing de busca', 'Mídia em celulares', 'Medição entre mídias', 'Medição de vídeo e mídia distribuída', 'Marketing na Internet', 'Rastreamento de tecnologia', and 'Pesquisa personalizada'. Below this list is a video player showing a man speaking, with the title 'GSMA Mobile Media Metrics (MMM): Next Generation Media Measurement for Mobile'. The right sidebar is titled 'Eventos e apresentações' and lists 'Próximos eventos' (nextMEDIA Toronto) and 'Próximos seminários Web' (Estado de Internet en Argentina, The State of the Internet in Latin America). At the bottom, there are three promotional banners: 'comScore acquires NEDSTAT', 'Whither The Click?', and 'Clear, Colorful & Expert Cut'.

comScore

English | Français | Deutsch | Español | Português | 中文 (简体) | 日本語

Busca

Home | Produtos e serviços | Soluções internacionais | Soluções do setor | Blog | Imprensa e eventos | Sobre

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The comScore Data Passport™

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- 06. E-COMMERCE
- 07. ONLINE BANKING
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- 11. MOBILE INTERNET USAGE
- 12. ONLINE DISPLAY ADVERTISING
- 13. THE ROLE OF CREATIVE IN ADVERTISING
- 14. ACTIVE USAGE OF PC APPLICATIONS

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A comScore é a fonte global de inteligência de mercado digital e o serviço predileto de medição.

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Press releases

- comScore Forecasts 11 Percent Growth for 2010 Holiday E-Commerce Spending
Terça-Feira, Novembro 23 2010
- comScore Media Metrix Ranks Top 50 U.S. Web Properties for October 2010
Segunda-Feira, Novembro 22 2010
- comScore to Speak at the Credit Suisse 2010 Annual Technology Conference
Segunda-Feira, Novembro 22 2010

MAIS RELEASES > RSS

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Produtos e serviços

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- Eficácia da publicidade
- Marketing de busca
- Mídia em celulares
- Medição entre mídias
- Medição de vídeo e mídia distribuída
- Marketing na Internet
- Rastreamento de tecnologia
- Pesquisa personalizada

GSMA Mobile Media Metrics (MMM): Next Generation Media Measurement for Mobile

Eventos e apresentações

Próximos eventos

- nextMEDIA Toronto
Quarta-Feira, Dezembro 1 2010

VEJA MAIS >

Próximos seminários Web

- Estado de Internet en Argentina
Terça-Feira, Novembro 30 2010

VEJA MAIS >

Biblioteca de apresentações e documentos

- The State of the Internet in Latin America
Terça-Feira, Junho 15 2010

VEJA MAIS >

comScore acquires NEDSTAT

Whither The Click?

Clear, Colorful & Expert Cut