

EUROPE **DIGITAL** FUTURE IN FOCUS **2013**



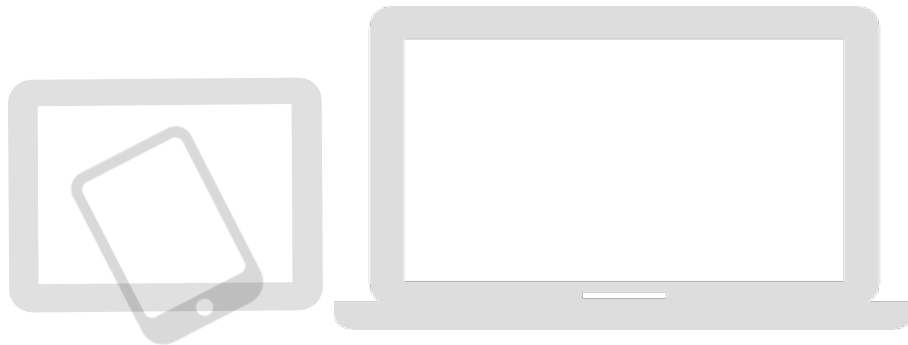
Key Insights from 2012 and What They Mean for the Coming Year

Executive Summary

2012 has been an exciting year for digital as consumers become more platform agnostic in the way they consume content - shifting between computers, tablets, smartphones as well as gaming platforms and emerging devices.

Key media events in Europe such as the 2012 Olympics, have further illustrated the speed at which the online media landscape is fragmenting. We have entered the dawn of a 'Brave New Digital World' where multi-platform media consumption is becoming the norm.

To help businesses navigate this changing digital landscape, comScore has created this report, that provides an analysis of the latest trends from 2012 what they will mean for the year ahead. The report also includes individual scorecards, which shows the top 20 sites + the leading local news/information, retail and banking sites for all 18 European countries measured by comScore.



FOR FURTHER INFORMATION, PLEASE CONTACT:

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Key Takeaways

Brits are most engaged internet users

Europeans spend an average of nearly 27 hours online per month. Out of the 18 EU markets analysed, UK consumers spent the most time online, whilst Belgium achieved the strongest growth as users spent an additional 2 hours online versus last year.

European media landscape is fragmenting

The adoption of internet enabled devices is contributing to a more fragmented digital media landscape. The proportion of page views occurring on a smartphone or tablet varies across EU countries but is highest in UK, Ireland and Russia.

Online video continues to grow

The online video audience in the EU5 grew 5 percent in the past year, whilst the audience for video viewing on a mobile grew 162 percent. Google's YouTube is still the top video property across the 7 EU markets measured in Europe

Europeans spend more time consuming news

News and information sites capture a large proportion of the EU online audience with nearly 8 in 10 internet users accessing one of these sites in December 2012. Time spent also increased by 10 percent, presenting a fertile ground for advertisers.

E- and M-Commerce make an impact

3 out of the top 5 fastest growing content categories viewed in Europe on the web are retail focused. Over 14 percent of smartphone users purchased goods or services via their device.

Dutch keen on online banking

In the Netherlands, 66 percent of internet users accessed an online banking site in December 2012, compared to only 18.8 percent in Switzerland. The European average lies at 39.9 percent which has grown by 3.2 percent compared to December 2011

Content

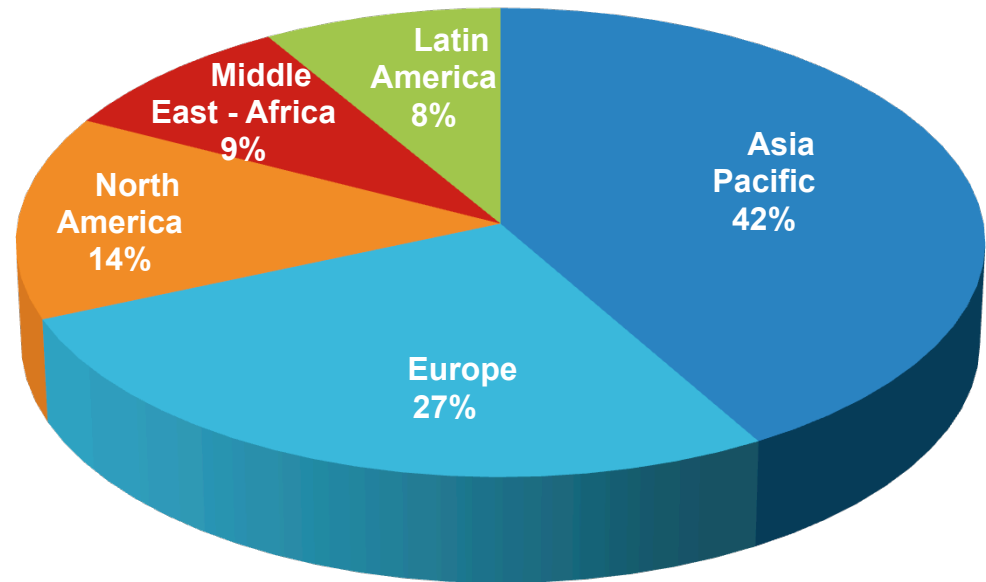
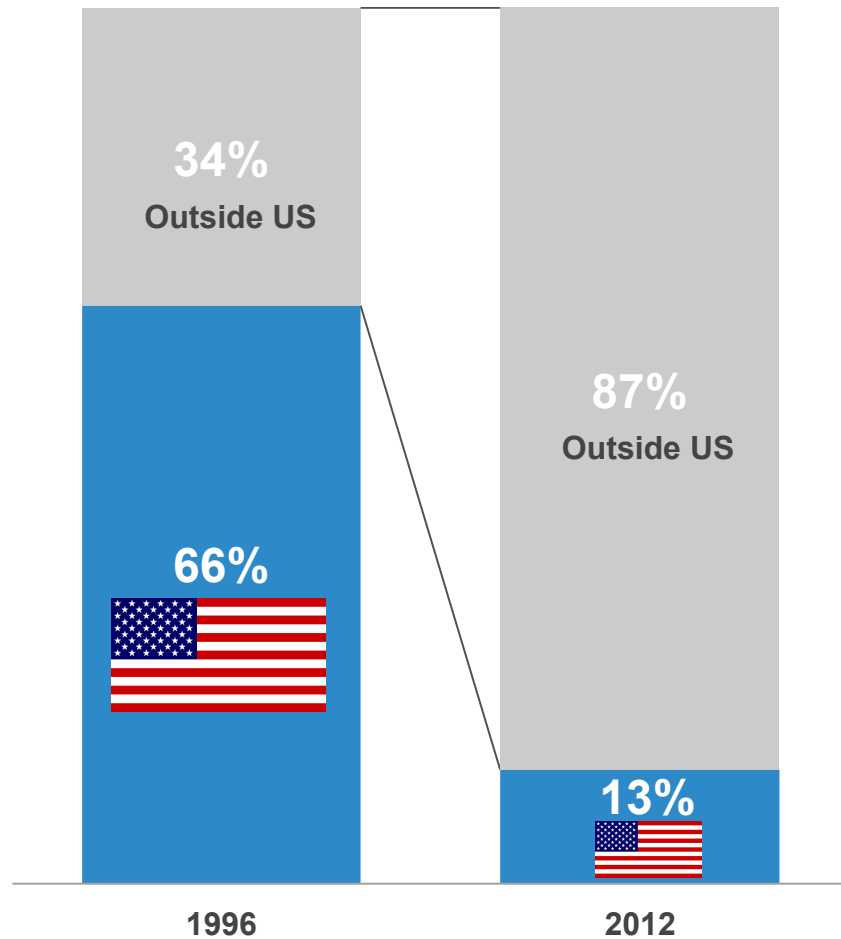
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GLOBAL OVERVIEW

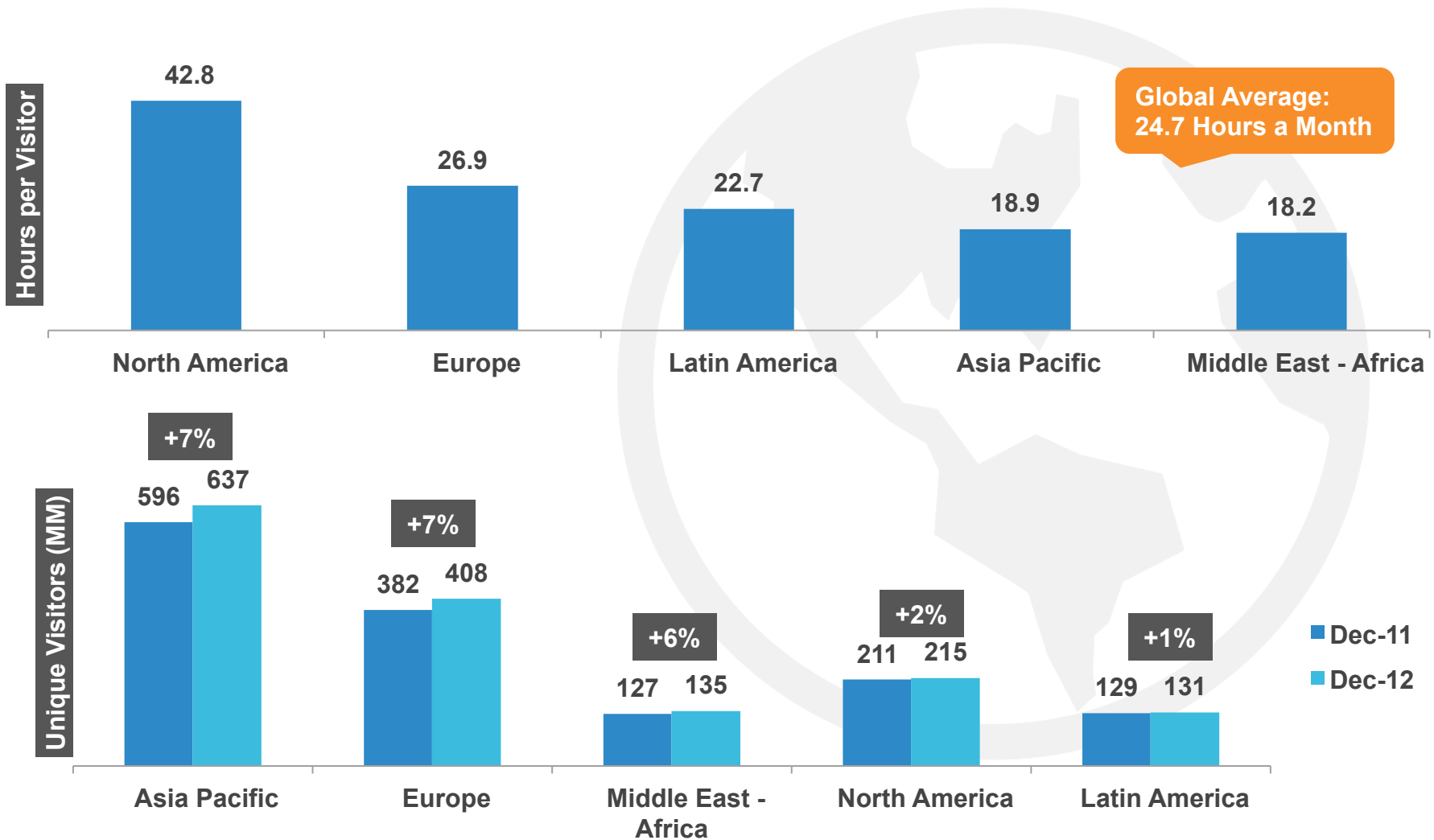
Distribution of Worldwide Internet Audience

The US is no Longer the Centre of the Online Universe



Time Spent and Growth Across Regions

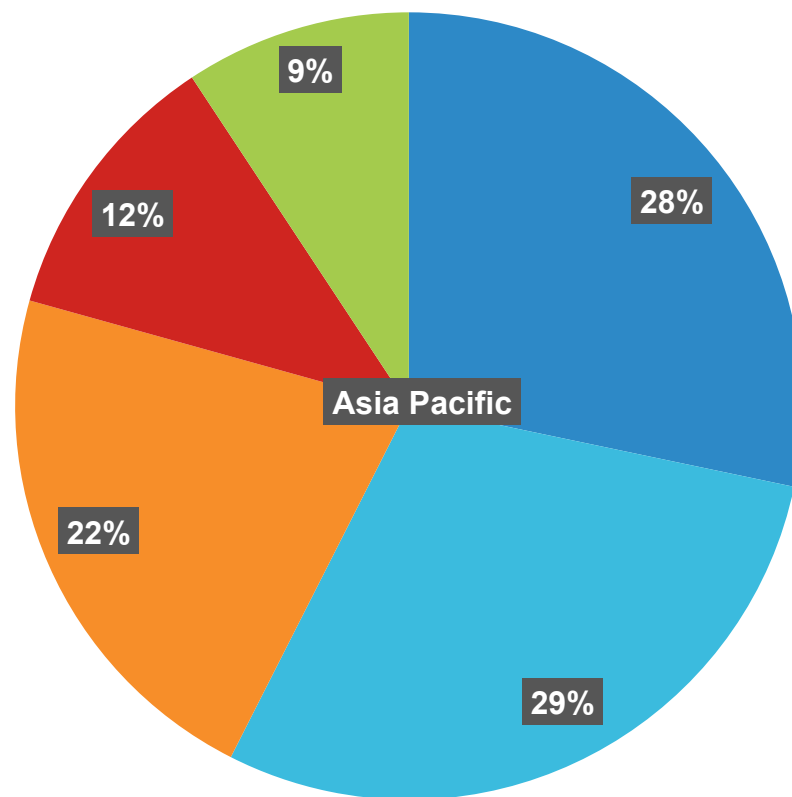
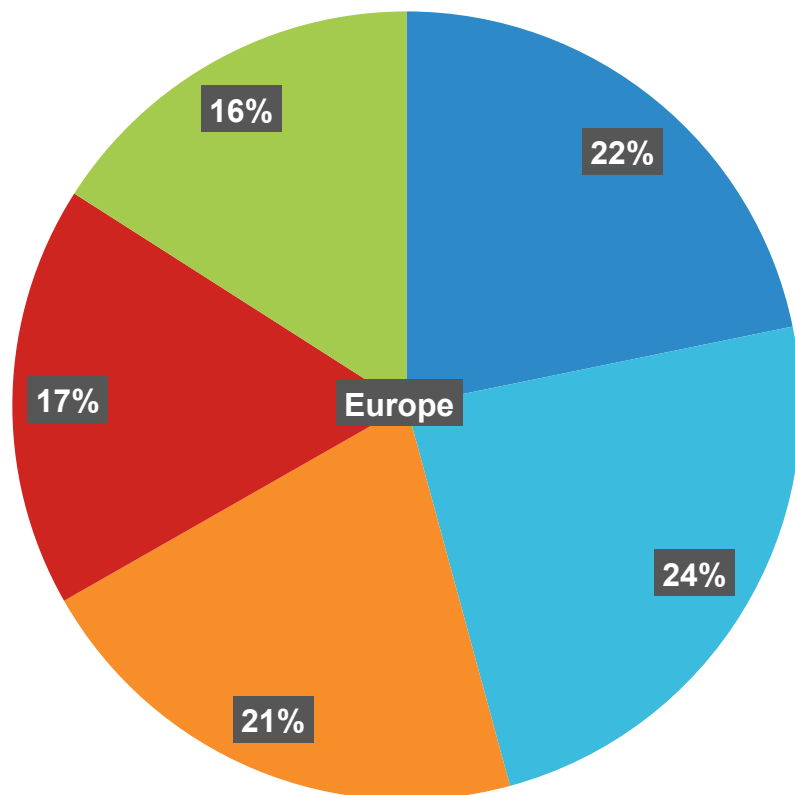
US Users Spent Most Time, Whilst Asia Pacific Outgrows Rest of the World



The Largest Regions in Comparison

Age Breakdown for European and Asian Internet Audience

■ Persons: 15-24 ■ Persons: 25-34 ■ Persons: 35-44
■ Persons: 45-54 ■ Persons: 55+

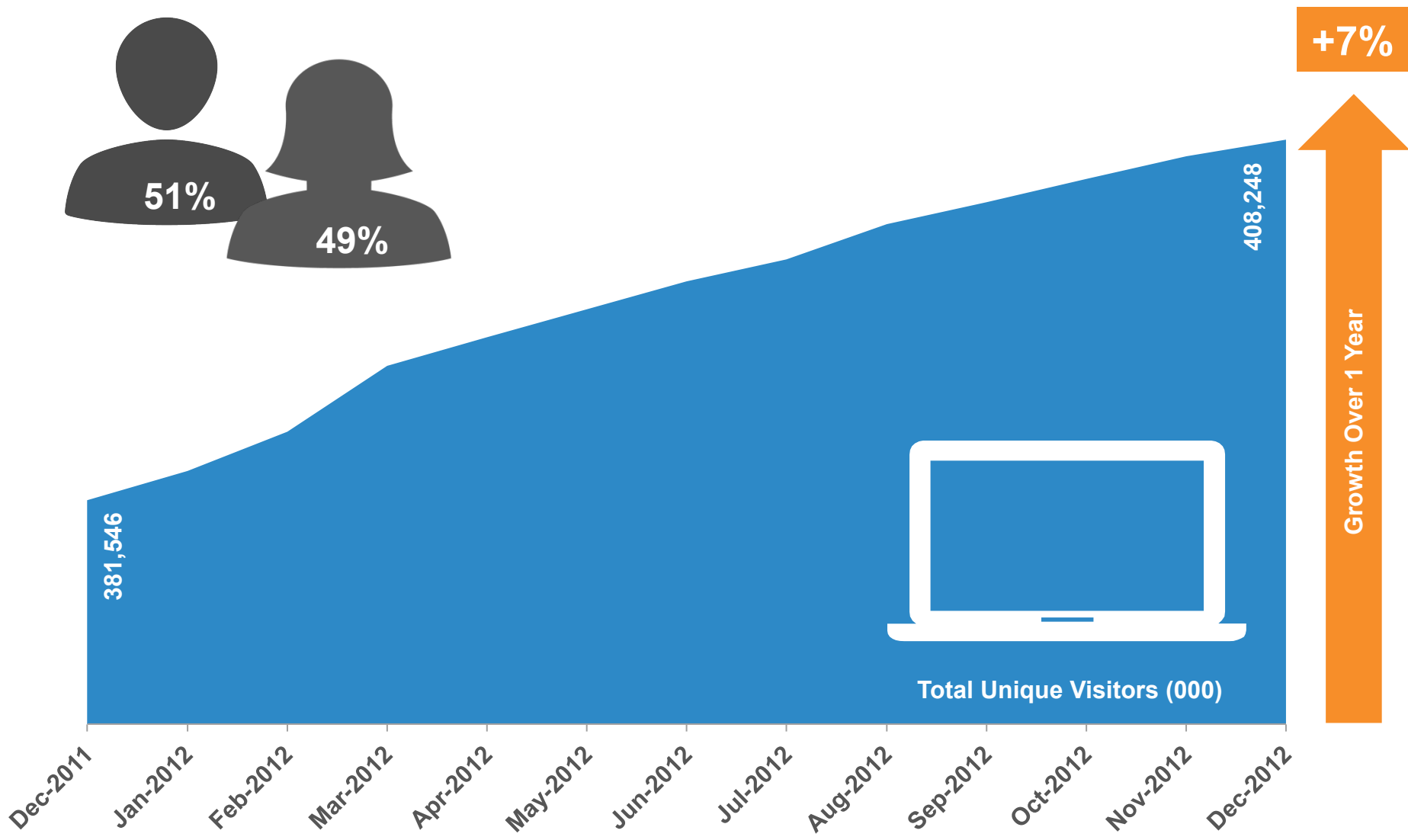
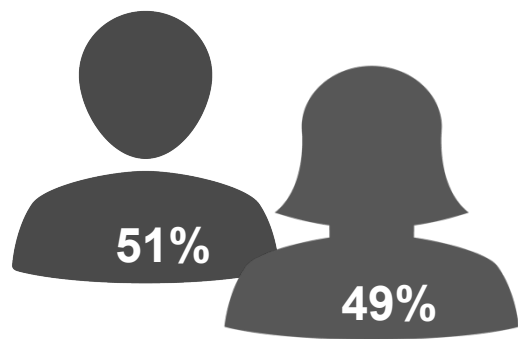


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EUROPEAN **ONLINE LANDSCAPE**

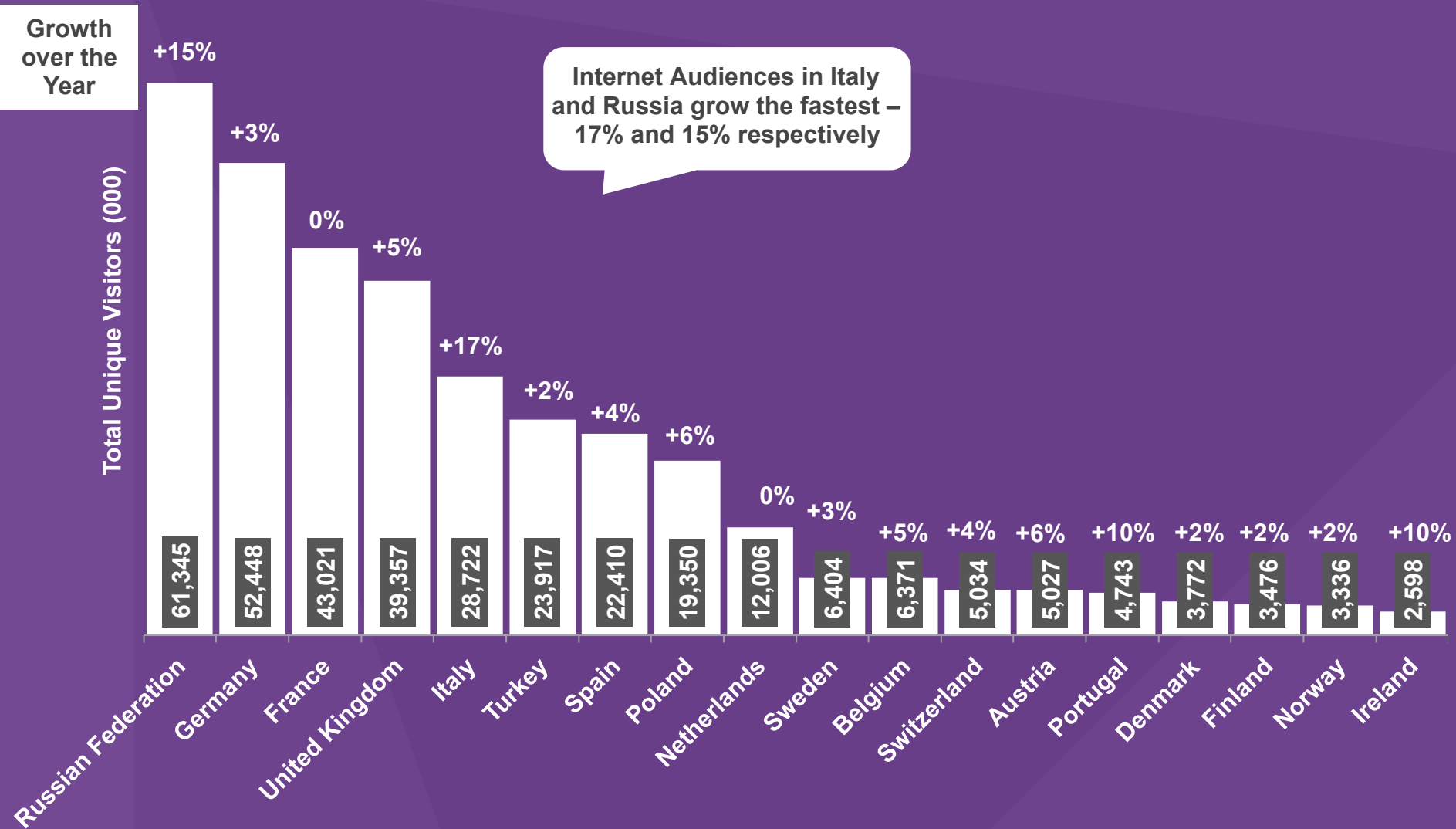
European Online Population on the Up

408.3 Million Europeans Surfing the Web via a Home or Work Computer



Online Audience Across European Countries

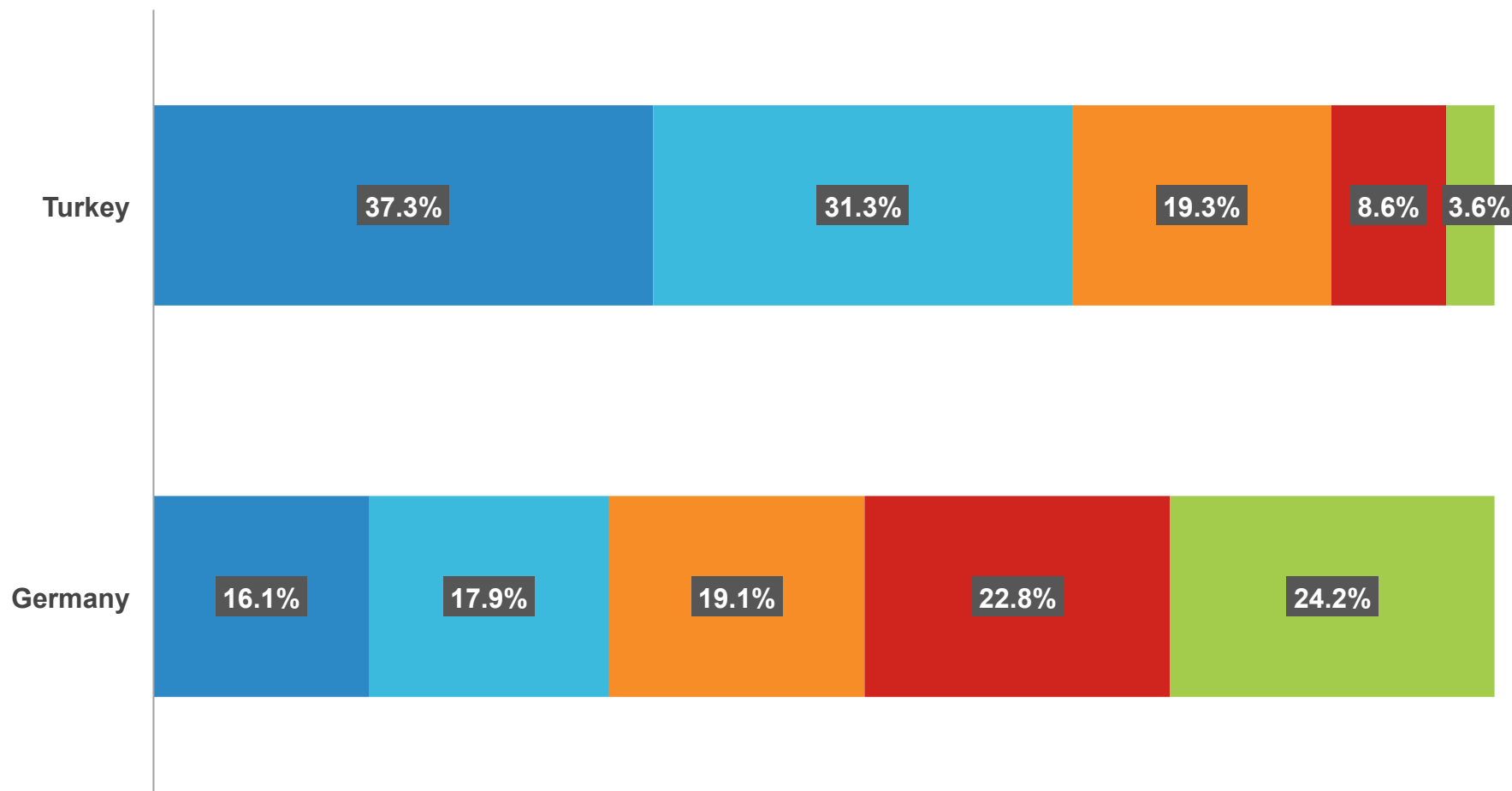
15% of Europe's 408 Million Internet Users are in Russia



Europe's Youngest (15 – 34) and Oldest (45+) Internet Audiences

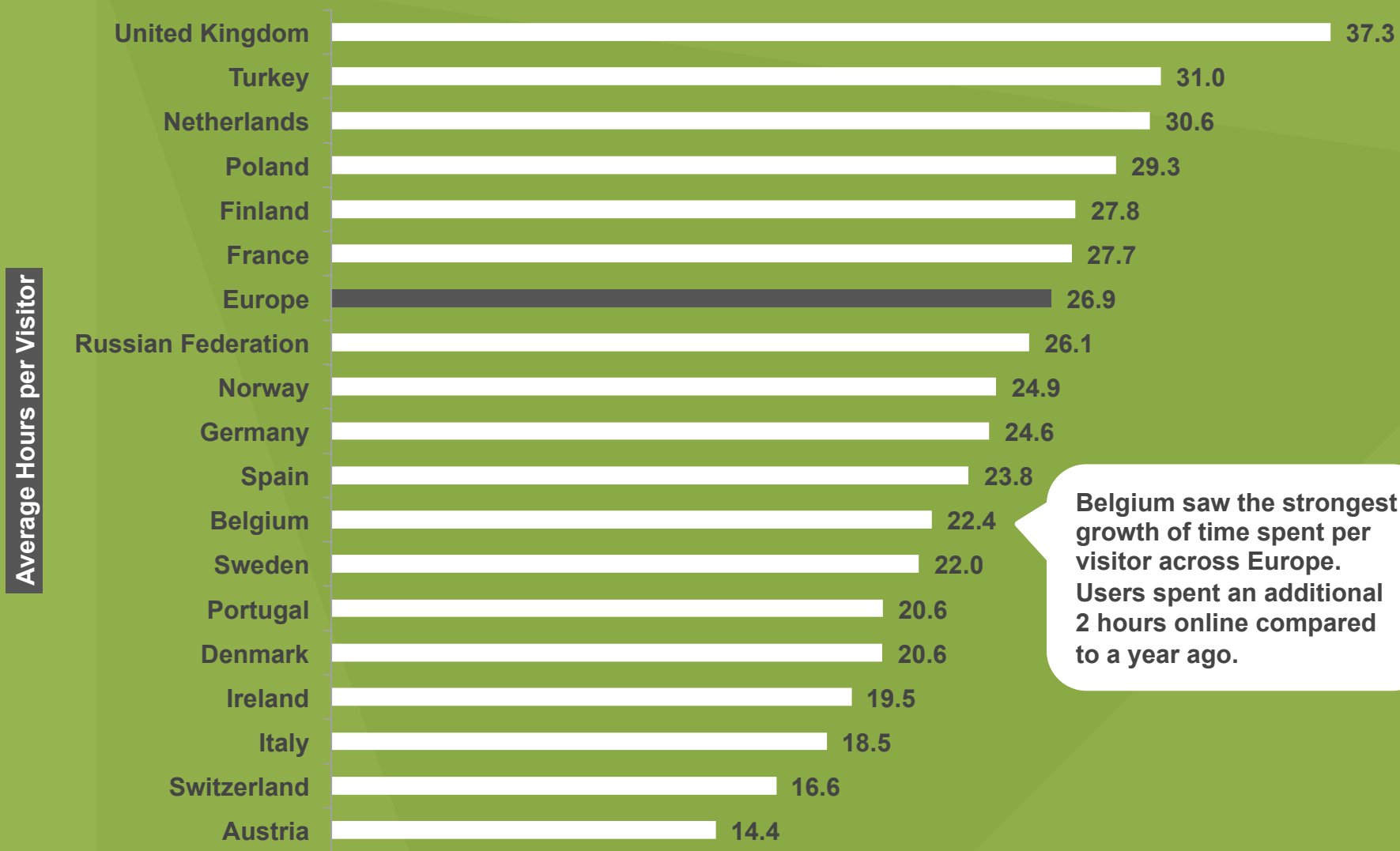
Nearly 70% of Turkish Internet Audience Under 35 Years Old

■ Age: 15-24 ■ Age: 25-34 ■ Age: 35-44 ■ Age: 45-54 ■ Age: 55+



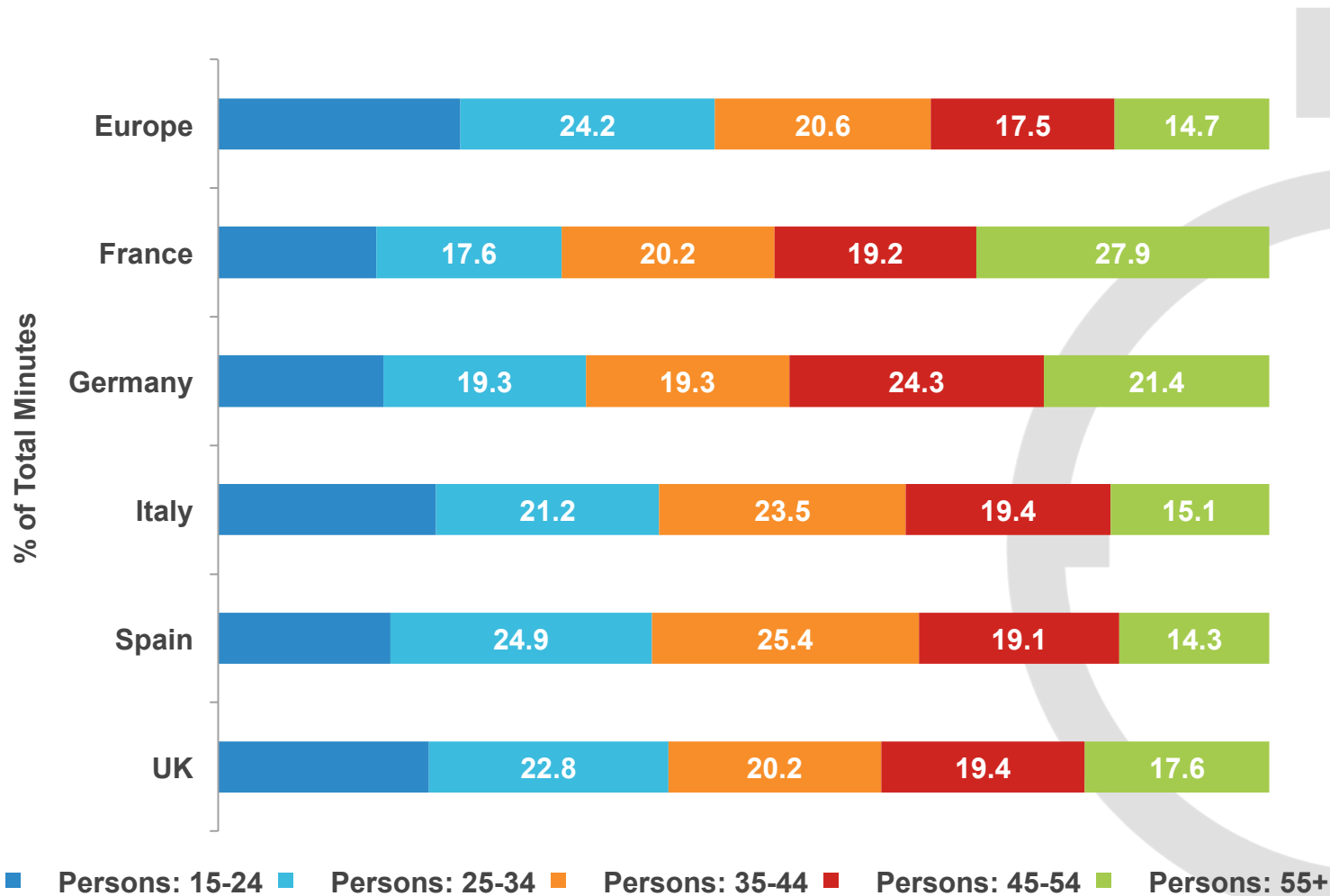
Engagement Across EU Audiences

Nearly 27 Hours Online is the Average per Person in Europe



Under 35 Year Olds Accrue Nearly 50% of Time Spent Online in Europe

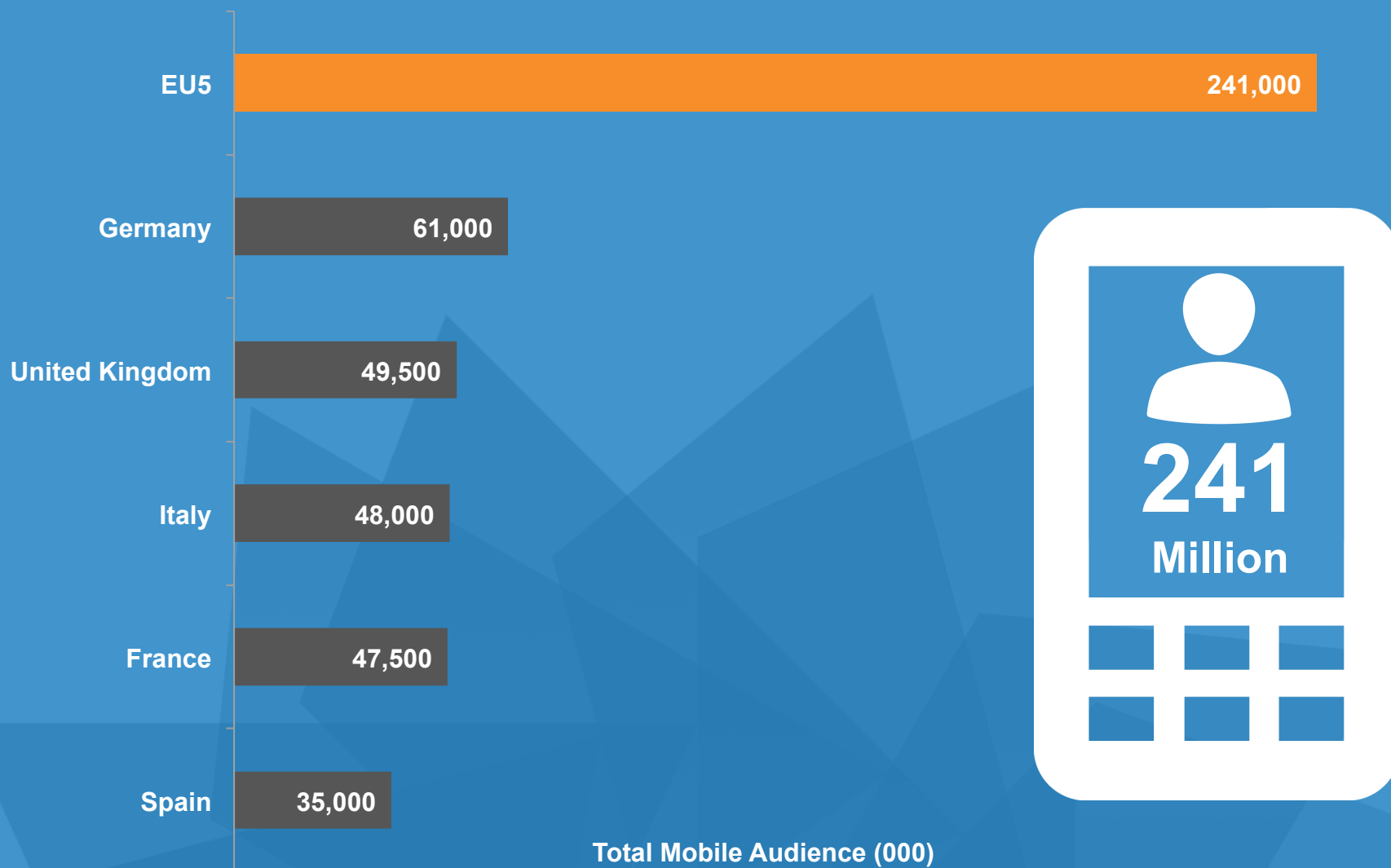
Composition of Minutes per Age Group Varies Across EU5 Countries



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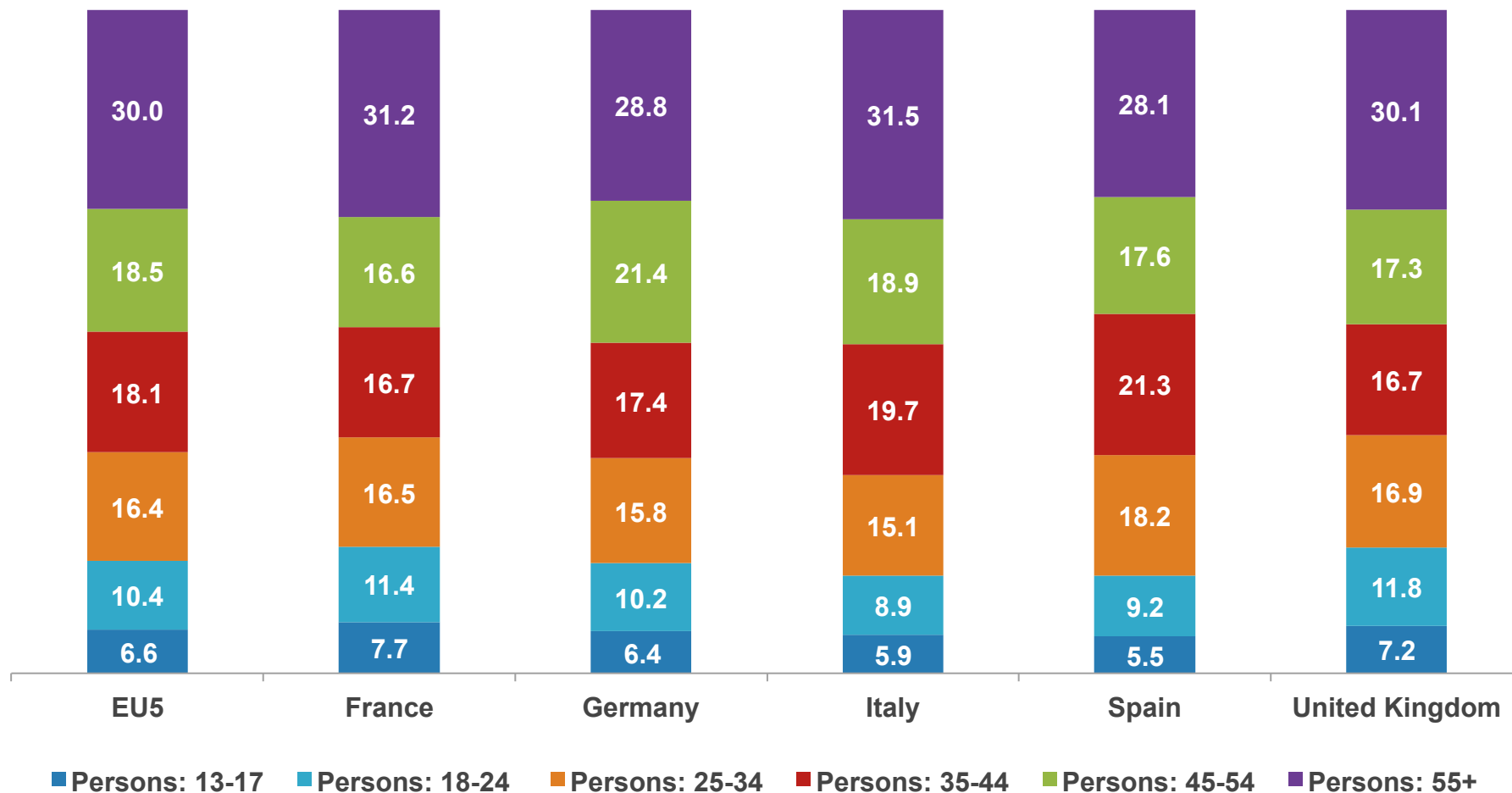
EUROPEAN MOBILE LANDSCAPE

Mobile Audience in EU5 Crosses 240 Million Mark



A Third of EU5 Mobile Users Are Under 35 Years Old

Italy has Oldest Mobile Users with 50% over 45 Years of Age



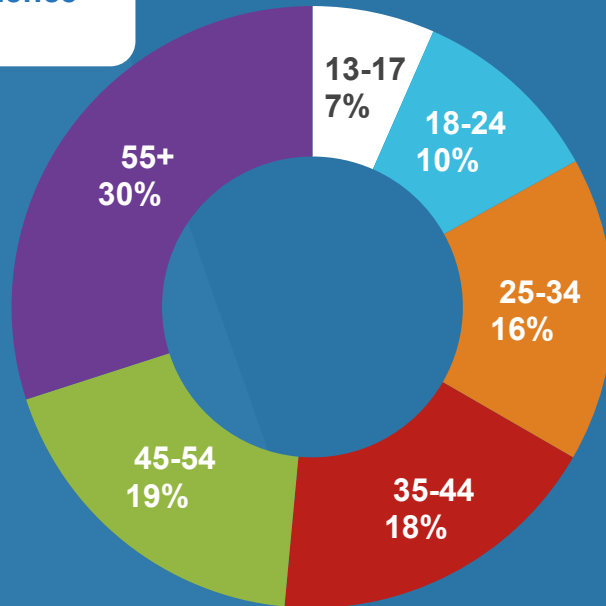
Profile: EU5 Mobile and Smartphone Audience

Typical Smartphone Owner: Male Between 25 - 44 Years Old

Total EU5 Mobile Audience: 241 million

Age Composition of
Mobile Audience

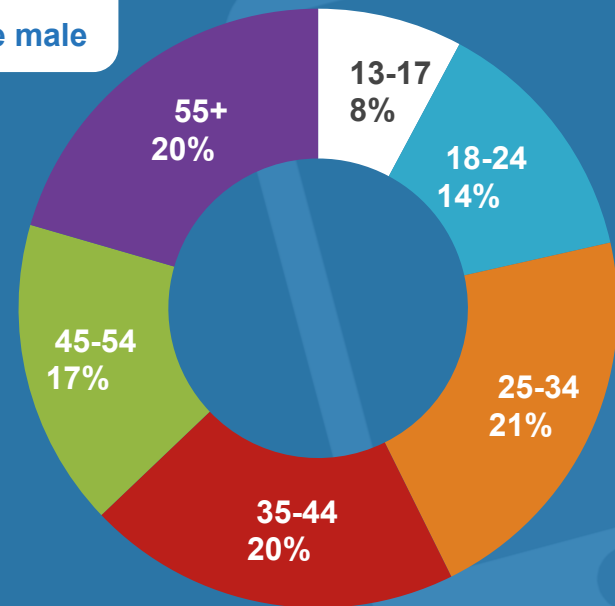
49% of EU5
mobile audience
are male



Total EU5 Smartphone Audience: 136.2 million

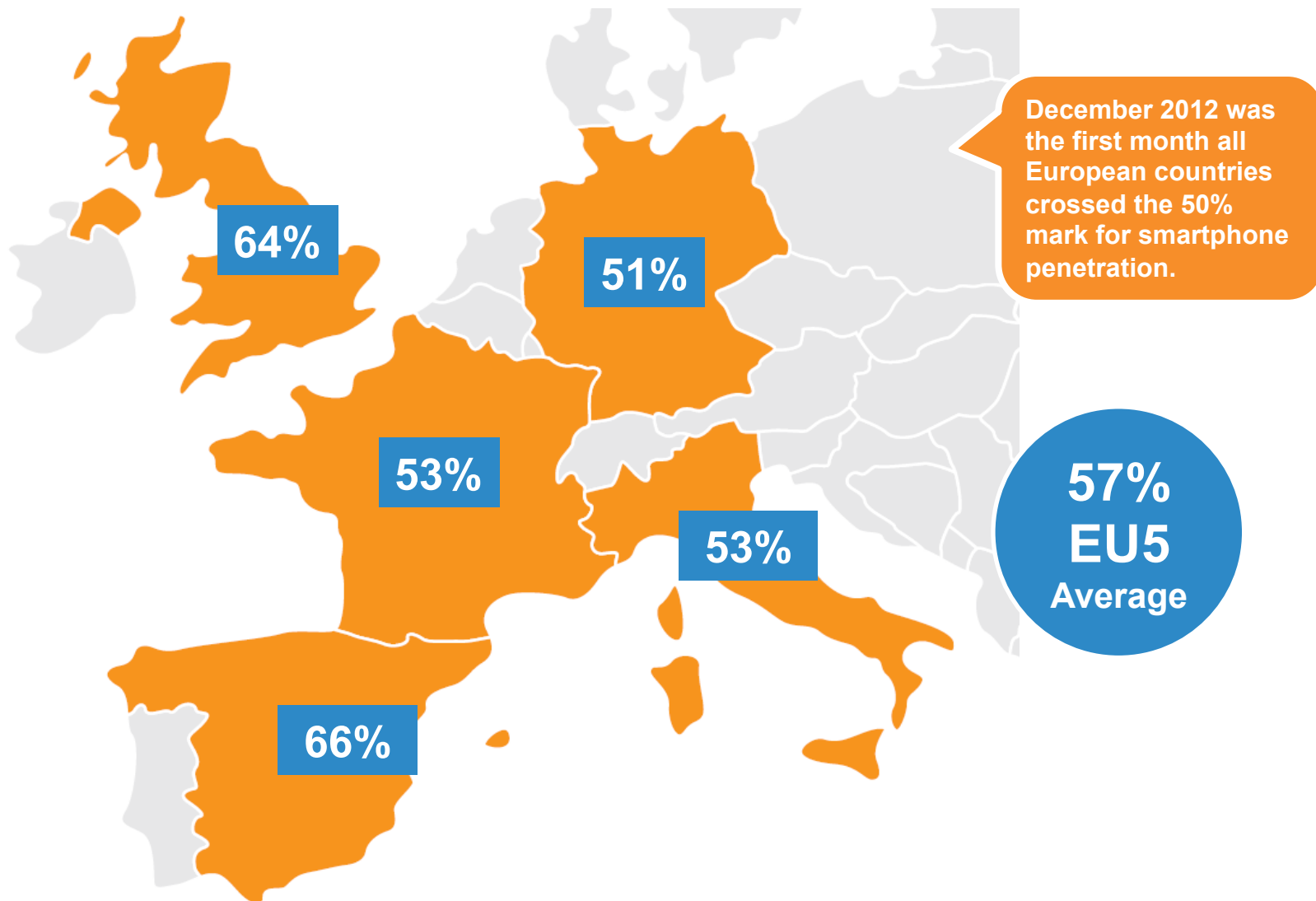
Age Composition of
Smartphone Audience

53% of EU5
smartphone
audience are male



Smartphone Penetration in EU5 at 57%

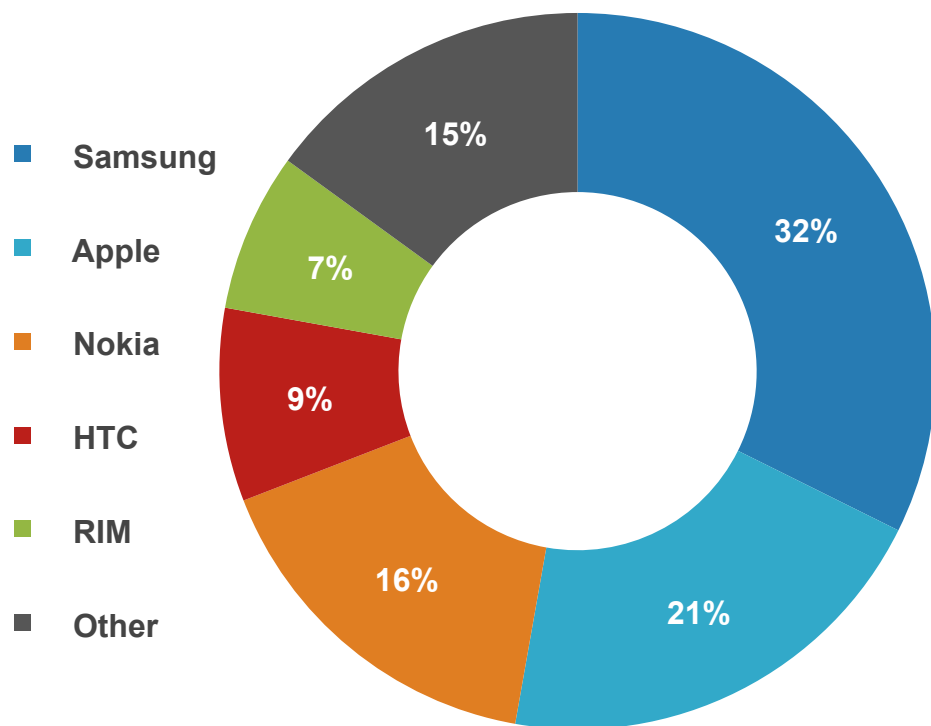
Spain's Mobile Audience Shows Highest Adoption of Smartphones



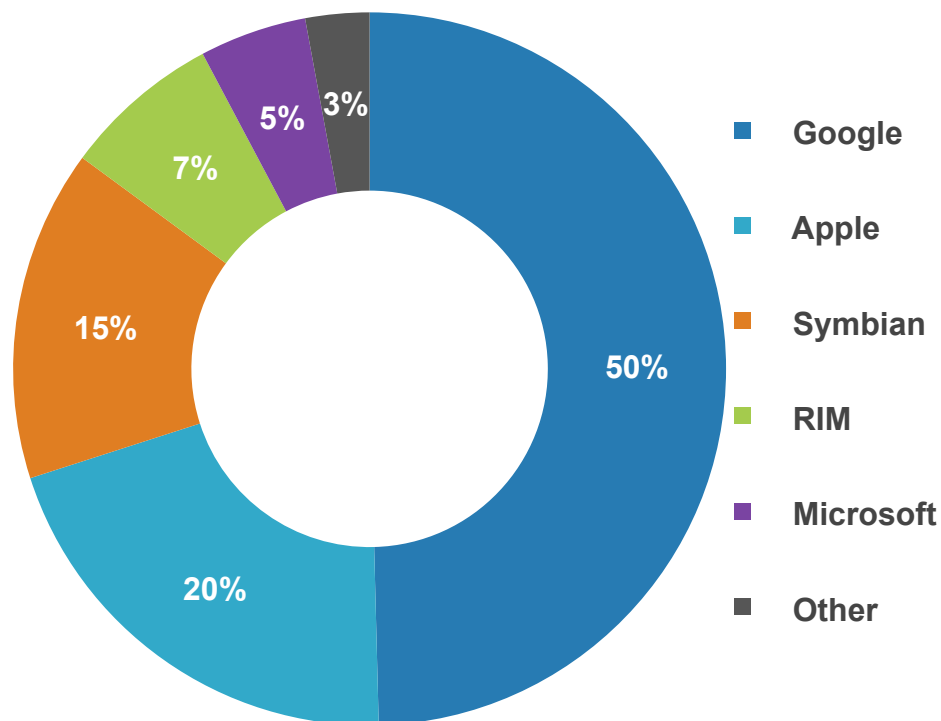
The Who is Who of the EU5 Smartphone Market

Leading Smartphone Handset Manufacturers and Platforms

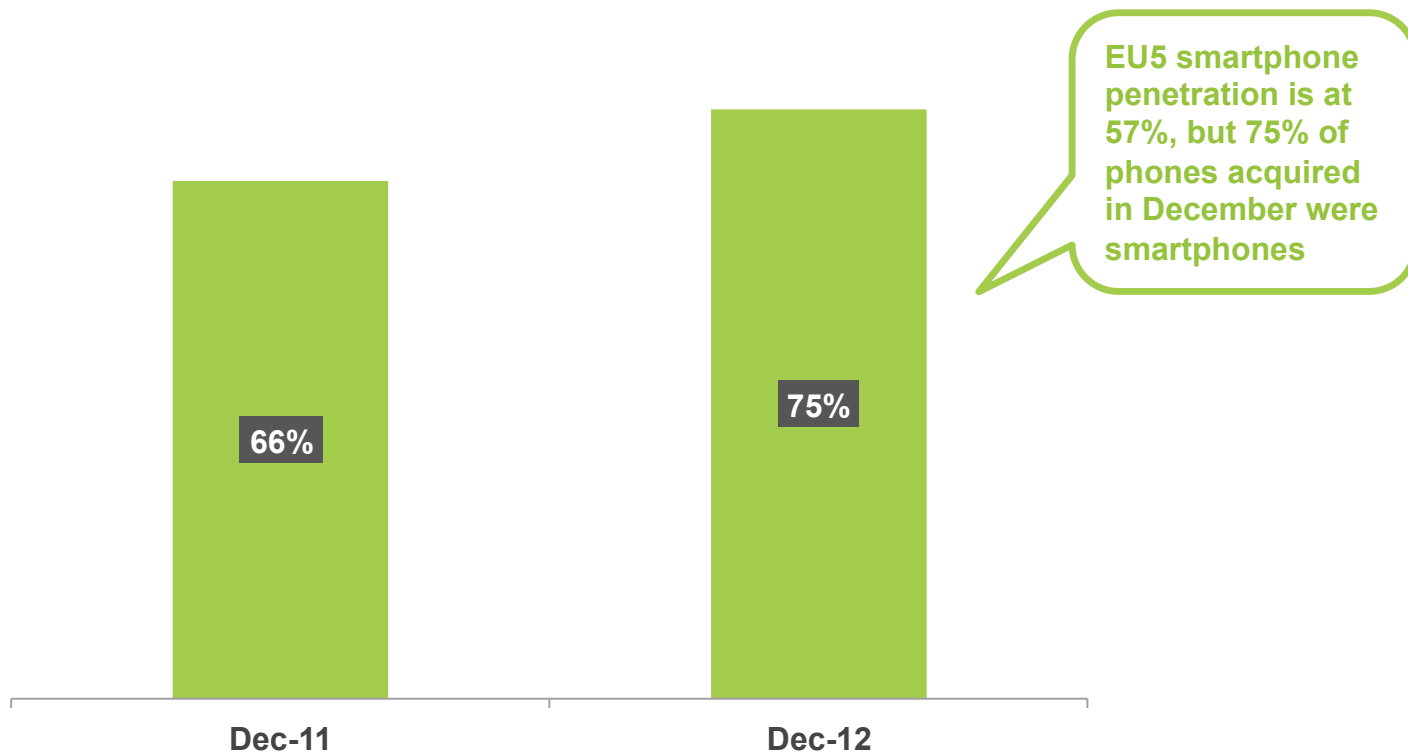
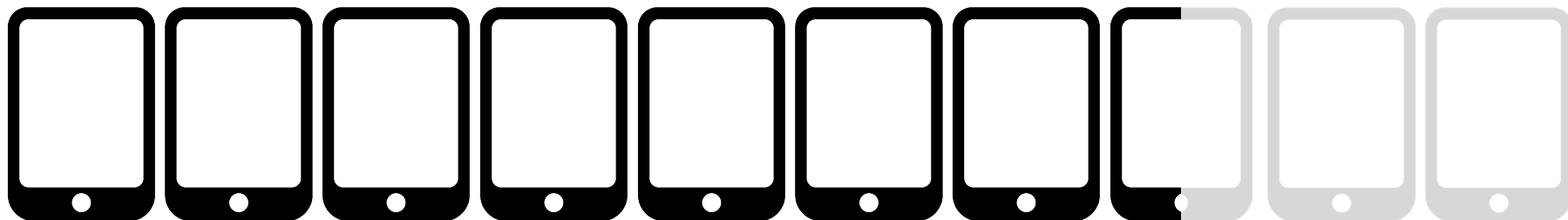
Top 5 Smartphone Handset Manufacturers (OEM)



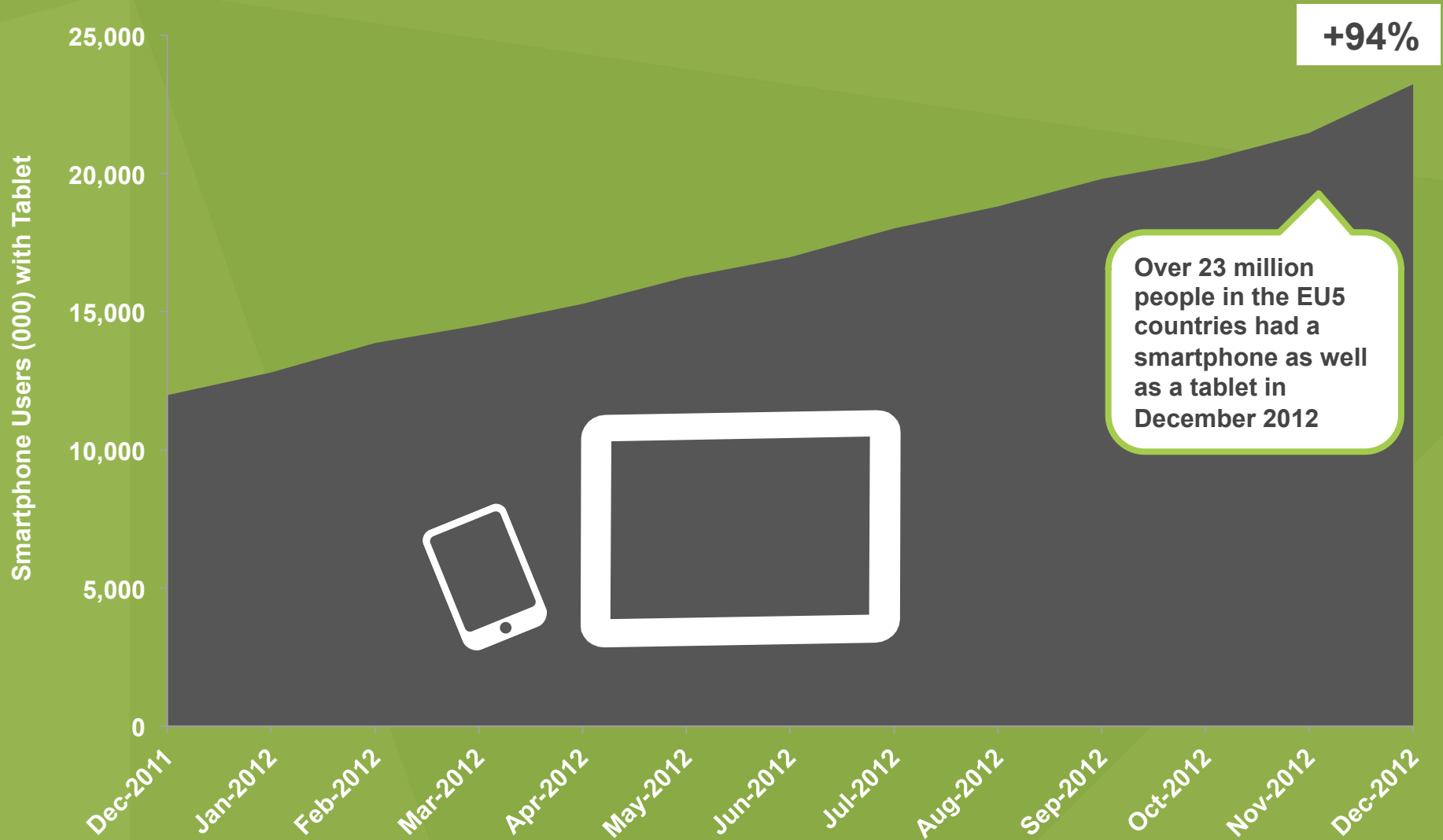
Top 5 Smartphone Operating System (OS)



In December 2012, 75% of Newly Acquired Devices were Smartphones

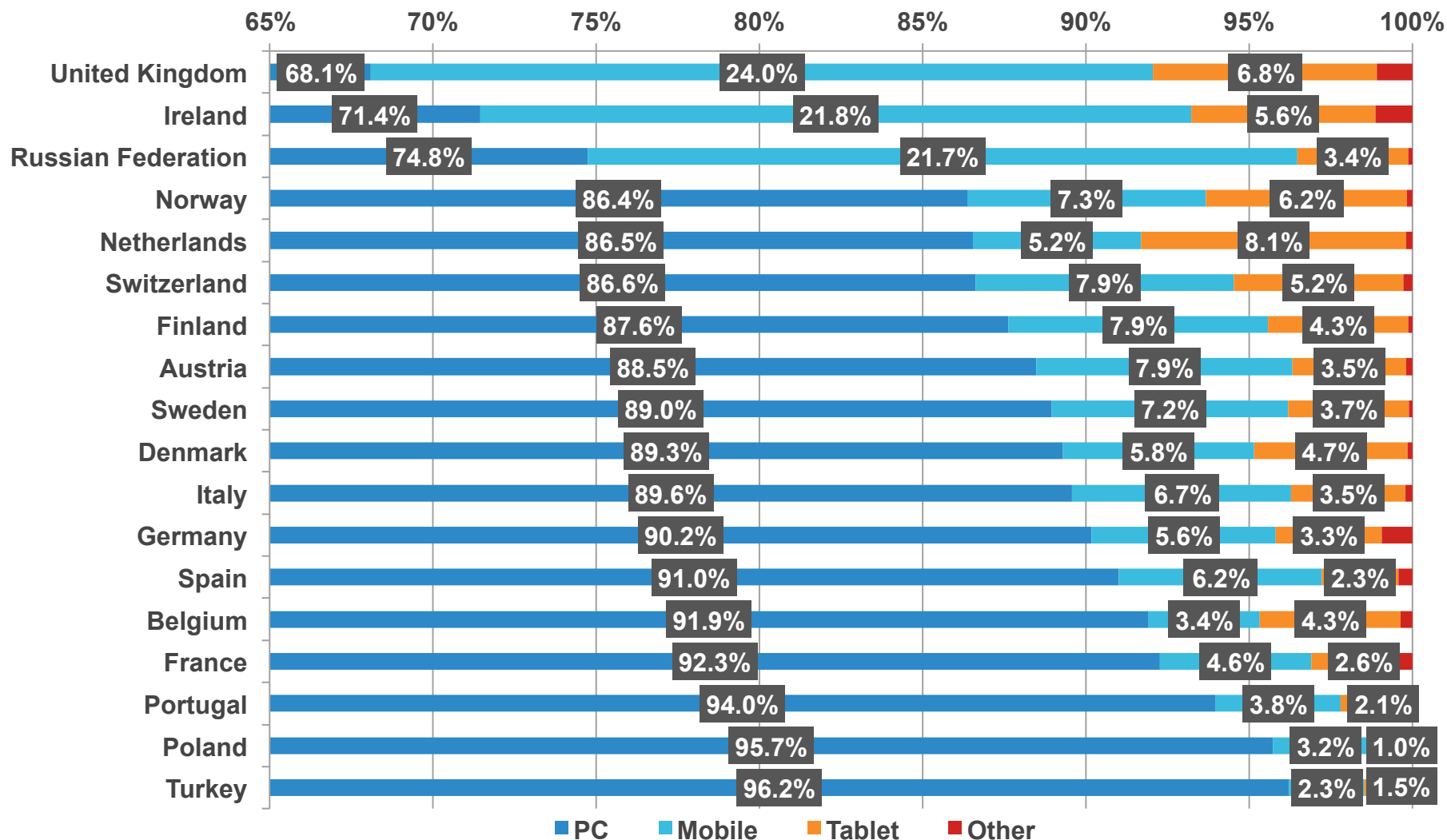


Tablets Are Here to Stay



Device Share of Page Views Across Countries in Europe

Nearly 1/3 of UK Page Views are from Mobiles and Tablets

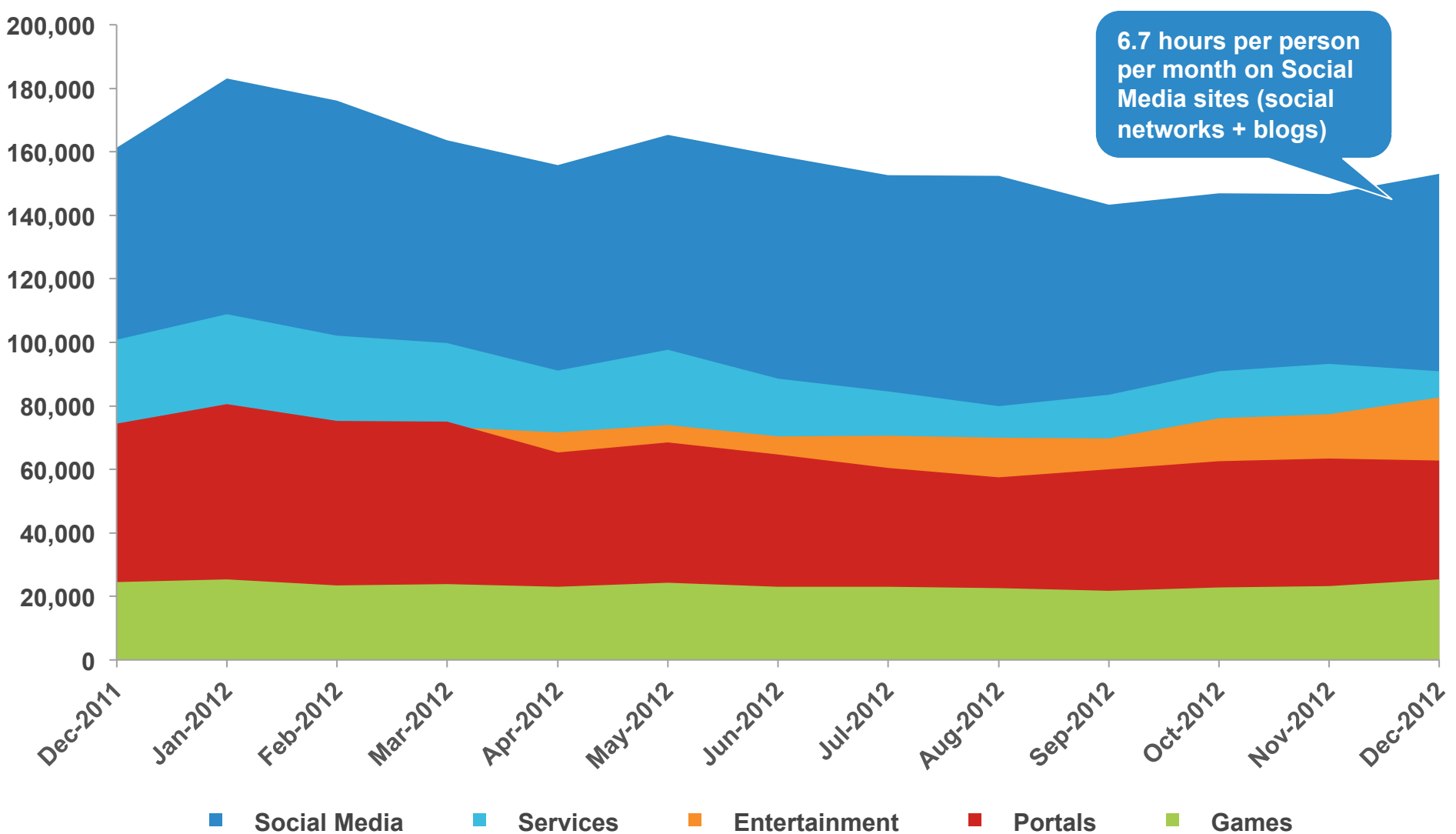


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EUROPEAN **DIGITAL** AUDIENCE BEHAVIOUR

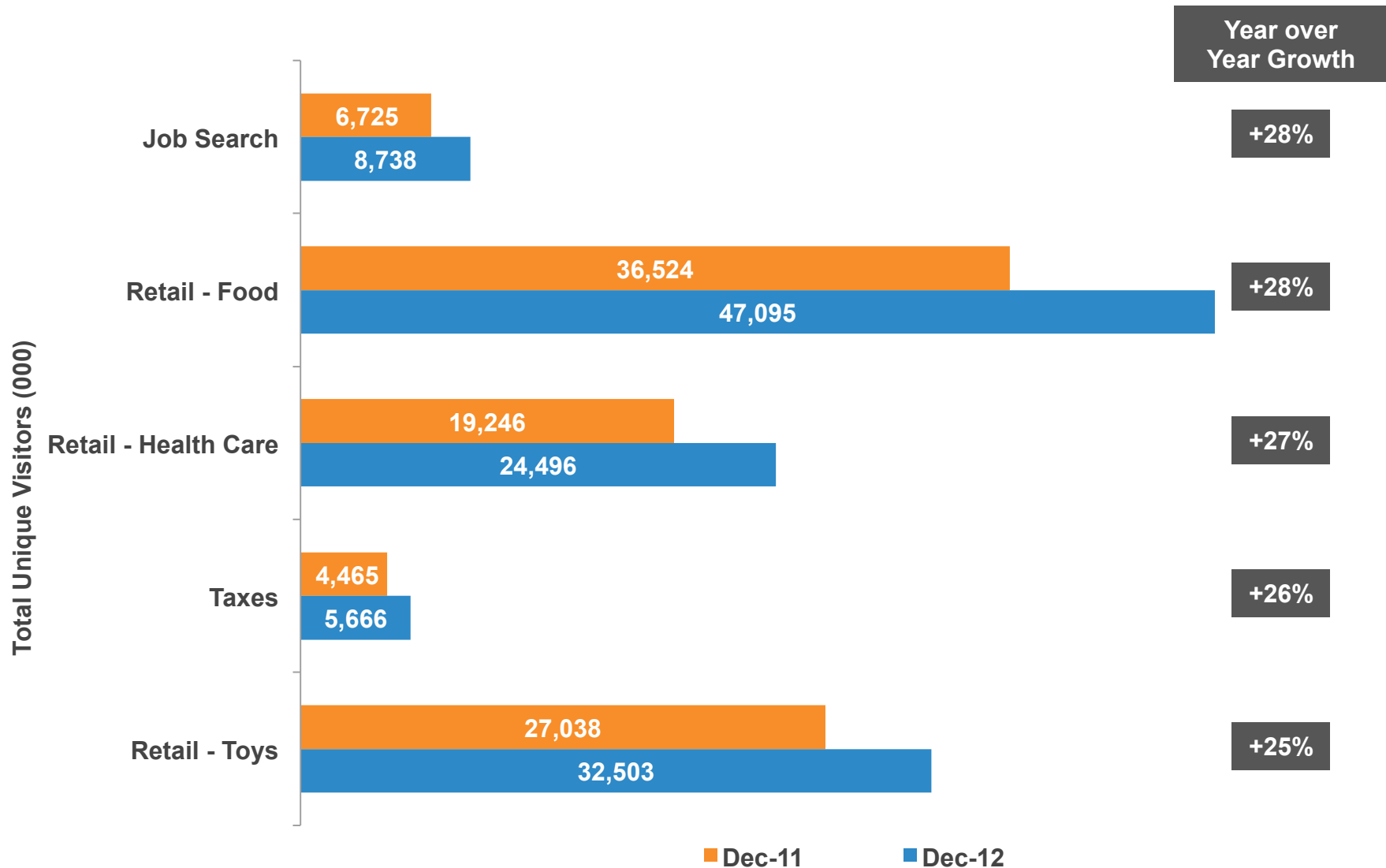
Social Media Captures Most PC Screen Time in Europe

Entertainment Category Overtakes Portals to Capture 3rd Spot



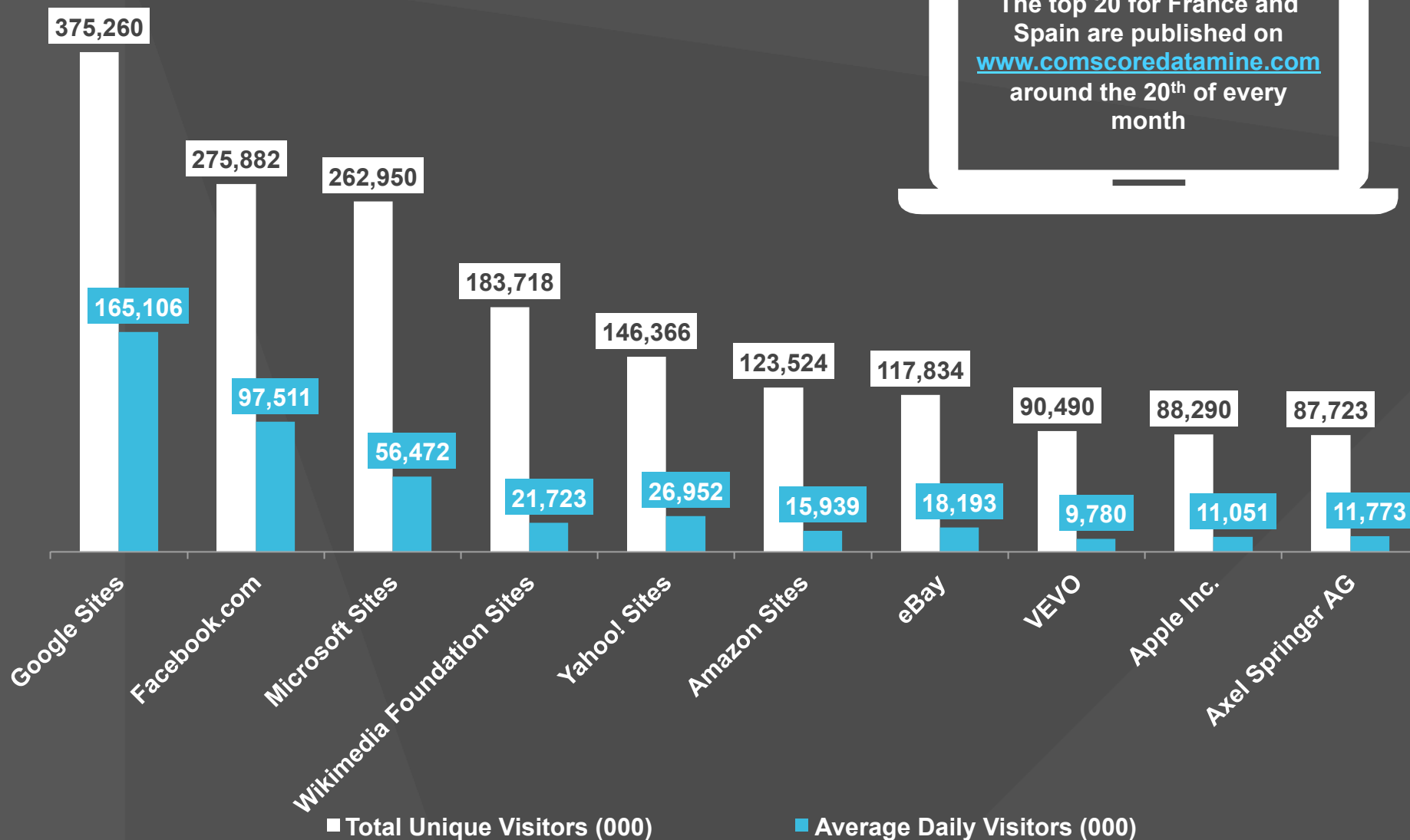
Job Search is Fastest Growing Web Category in Europe

3 out of Top 5 Categories are Retail Subcategories



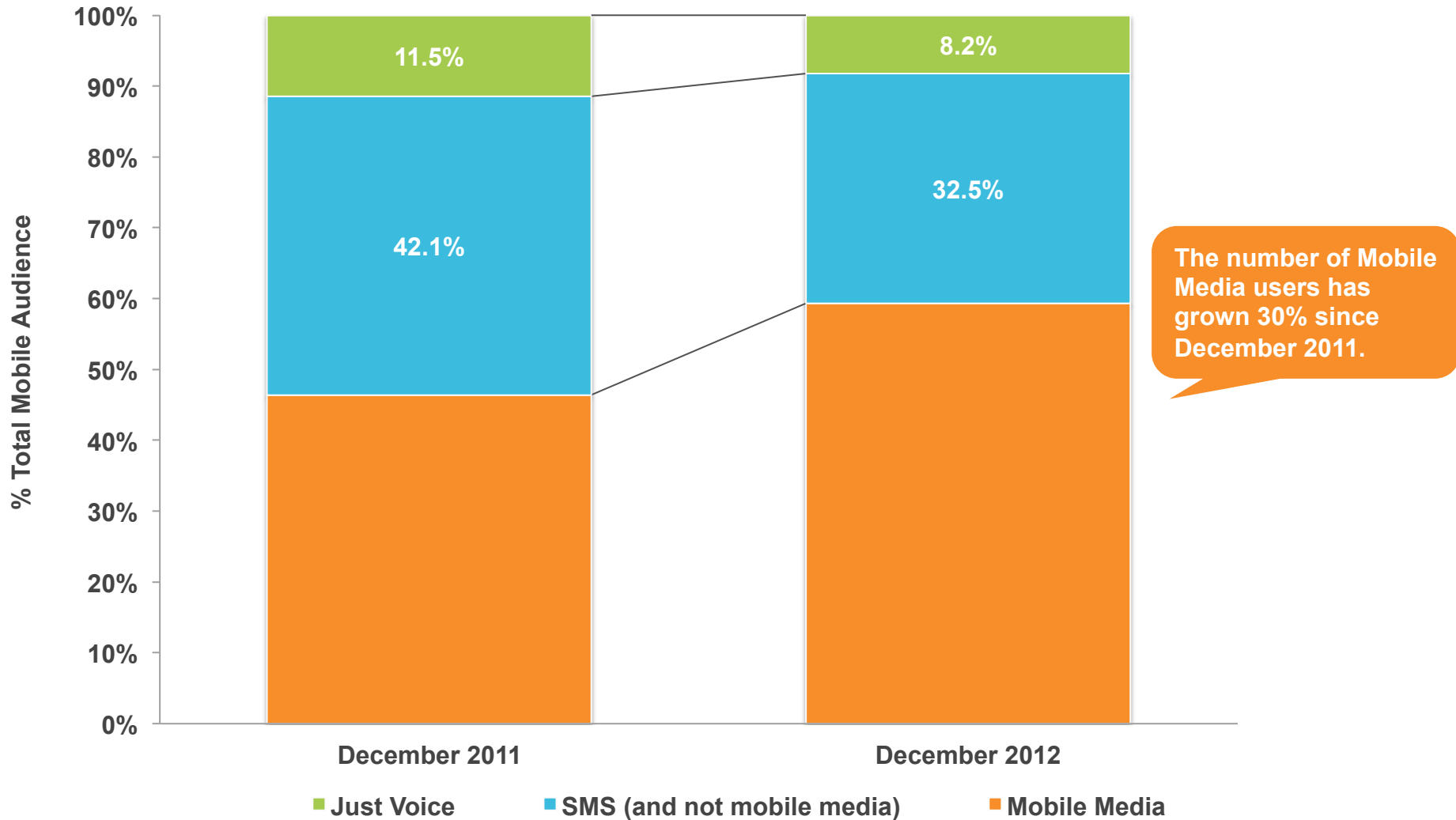
Top Web Properties

3 Retail Sites Amongst European Top 10

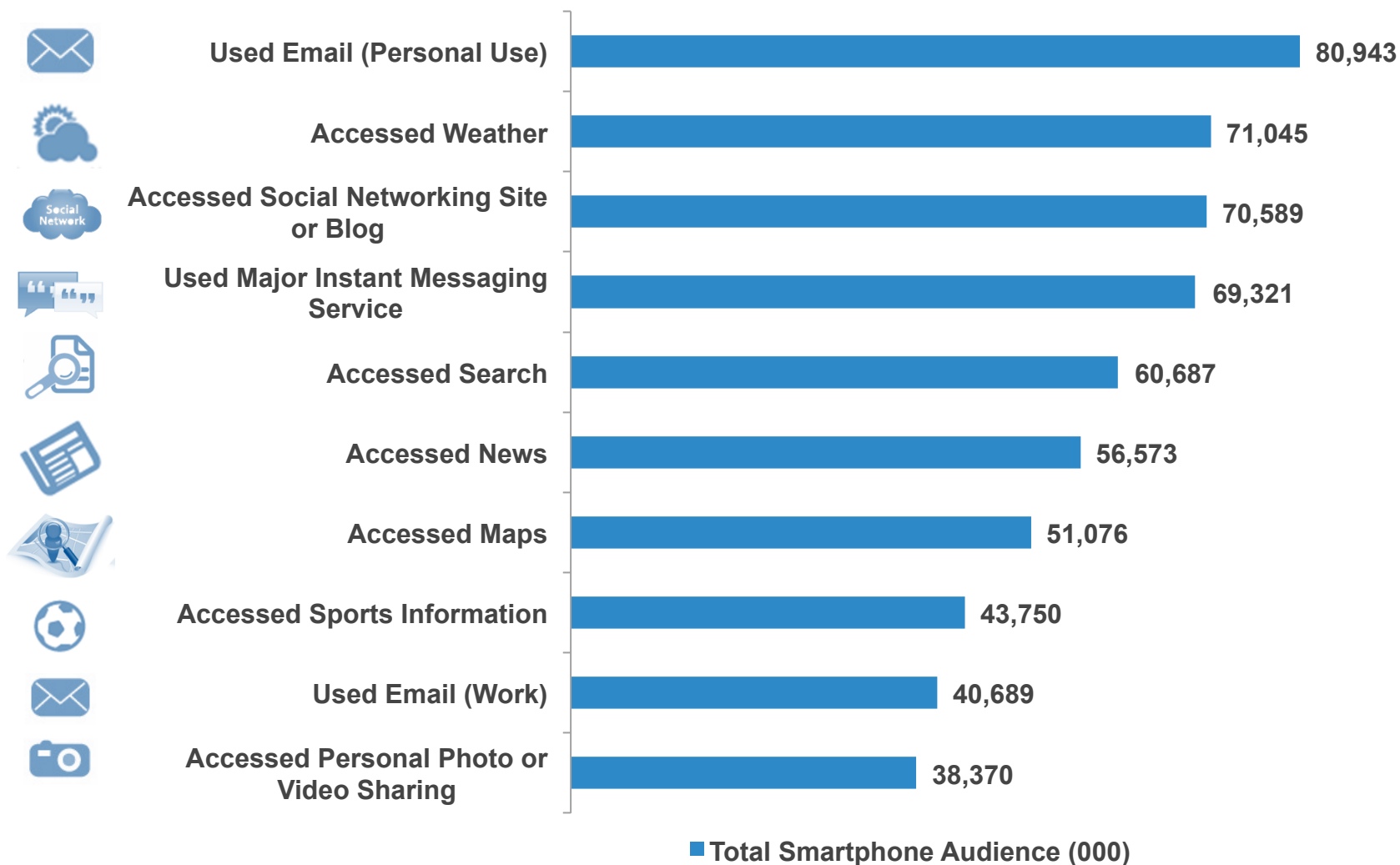


What do Europeans Use Their Mobile Phone for?

Nearly 60% of EU5 Mobile Audience Uses Mobile Media



Most Popular Internet Activities Amongst European Smartphone Users



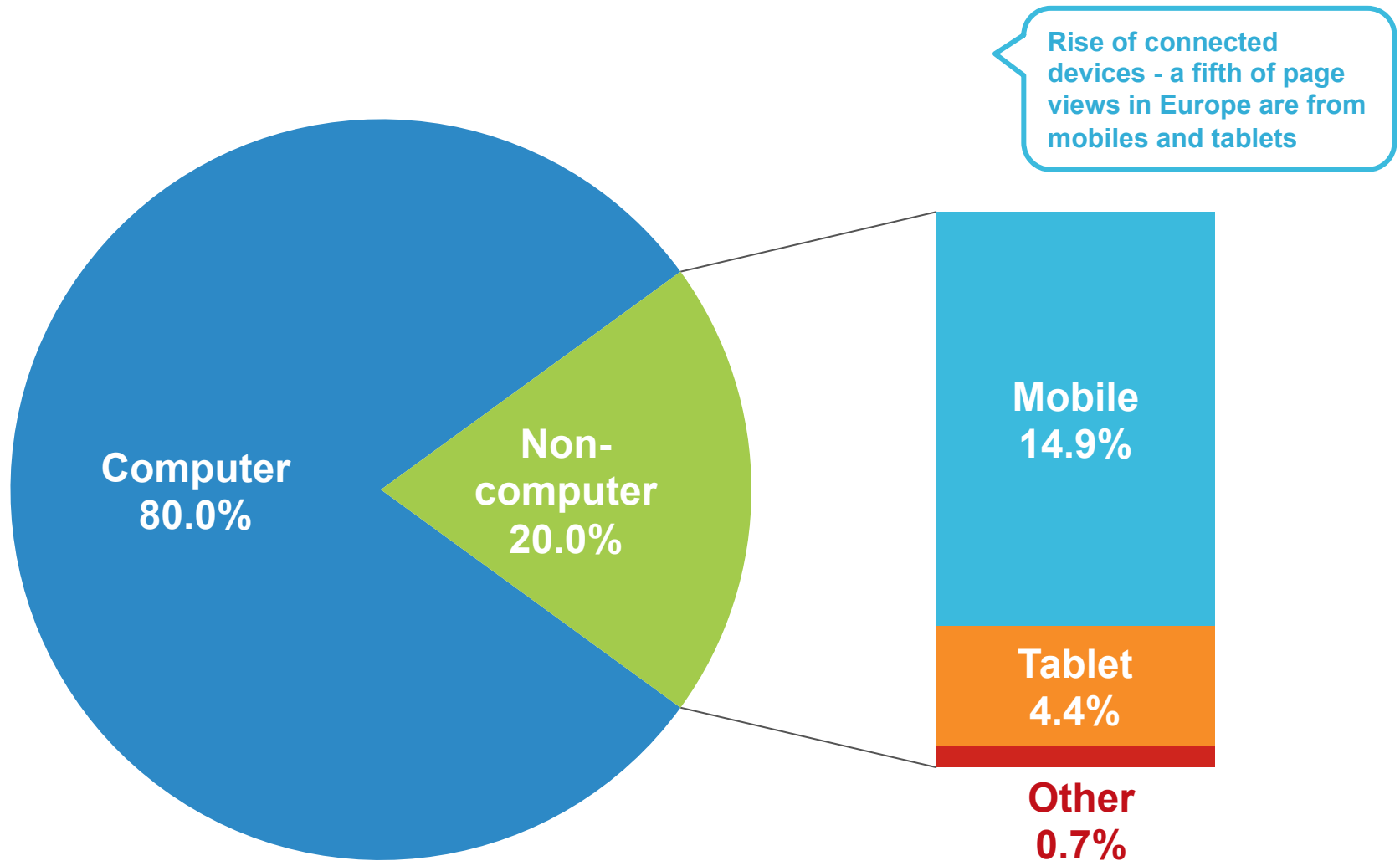


MULTIPLE DEVICE USAGE



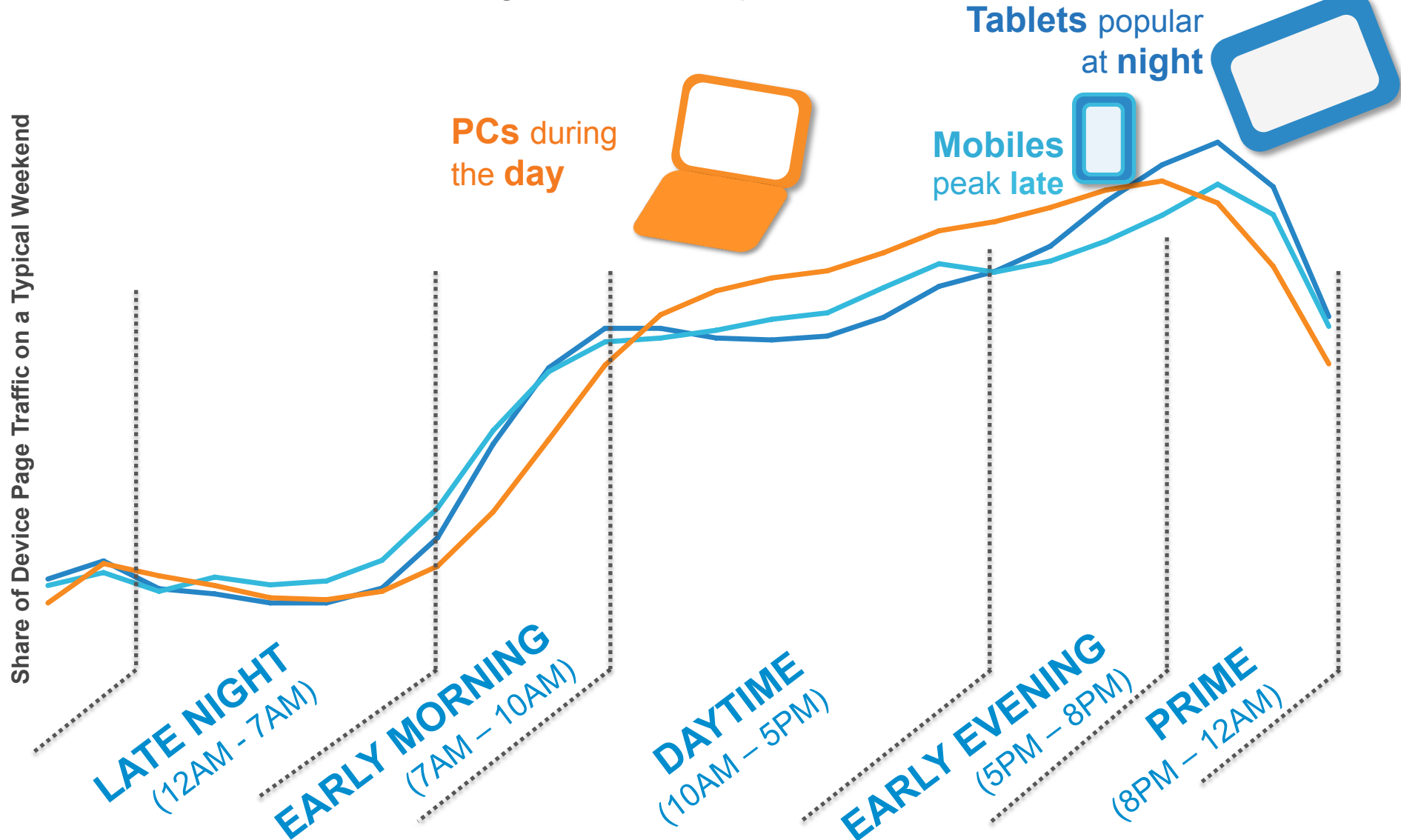
Device Share of Page Views in Europe

20 Percent of Page Views now from Mobiles and Tablets



Device Preferences Throughout the Day in Europe

Most Weekend Tablet Usage Peaks at 9pm



UK Example: Newspapers Extend Reach via Video and Mobile

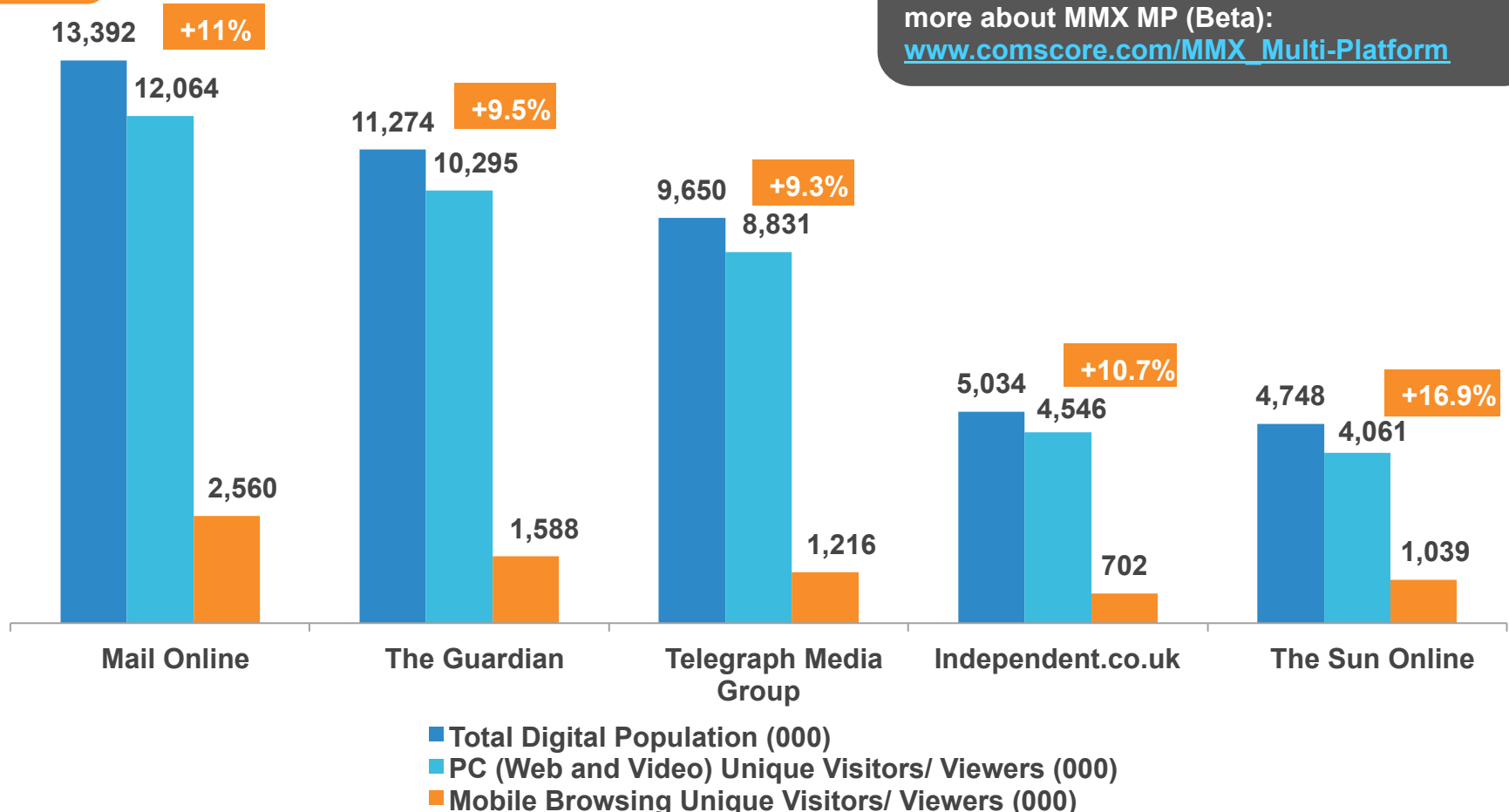
The Sun Extends Reach by Nearly 17% when Accounting for Mobile



Incremental
Audience (%)
via Mobile

Accounting for these incremental audiences, media companies are able to demonstrate significantly wider scale to advertisers. Learn more about MMX MP (Beta):

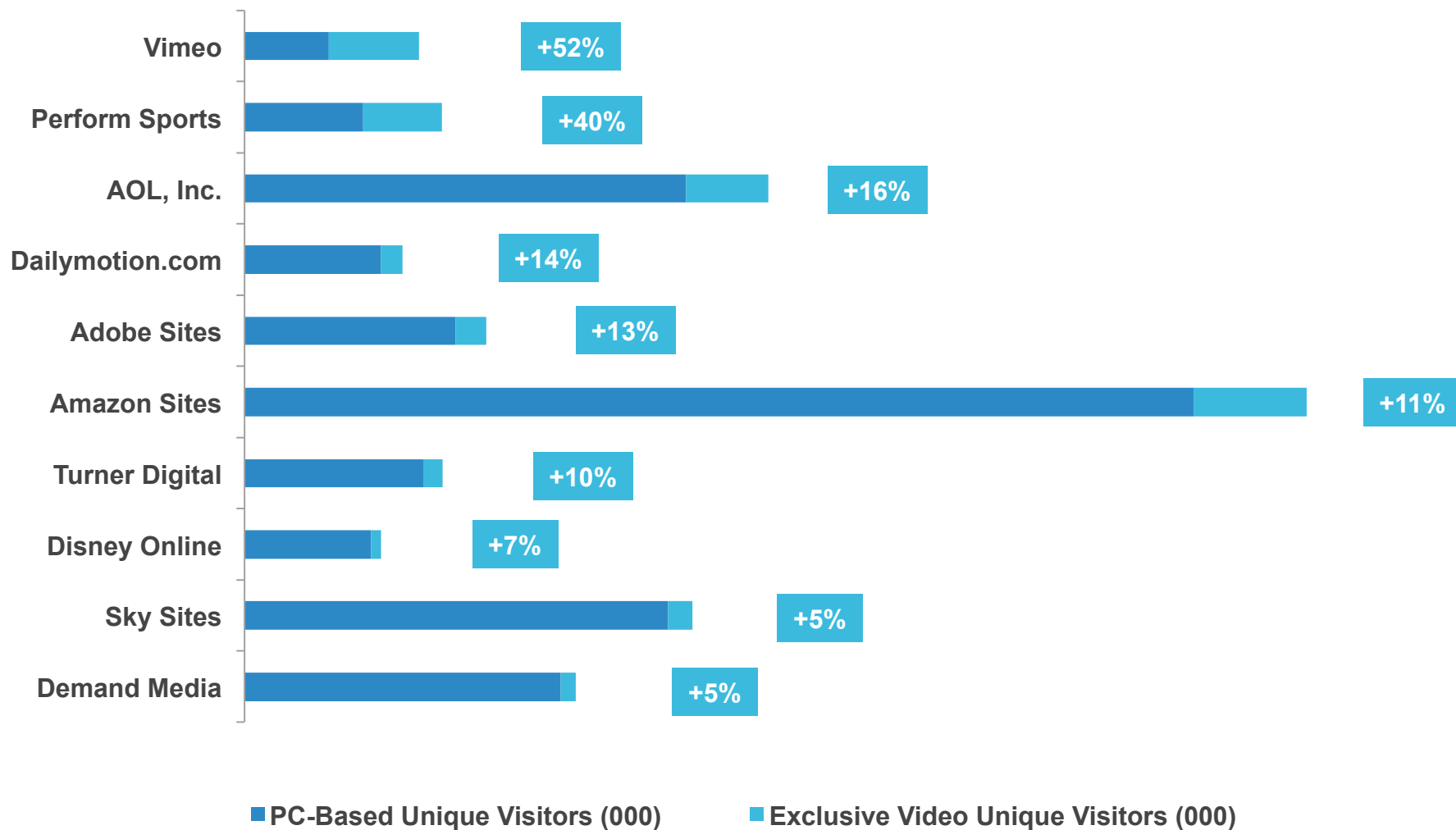
www.comscore.com/MMX_Multi-Platform



UK Example: Online Video Enables Publishers to Reach Additional Audiences



Sites with Highest Share of Video Viewers Compared to Total Digital Audience (Among Top 100)



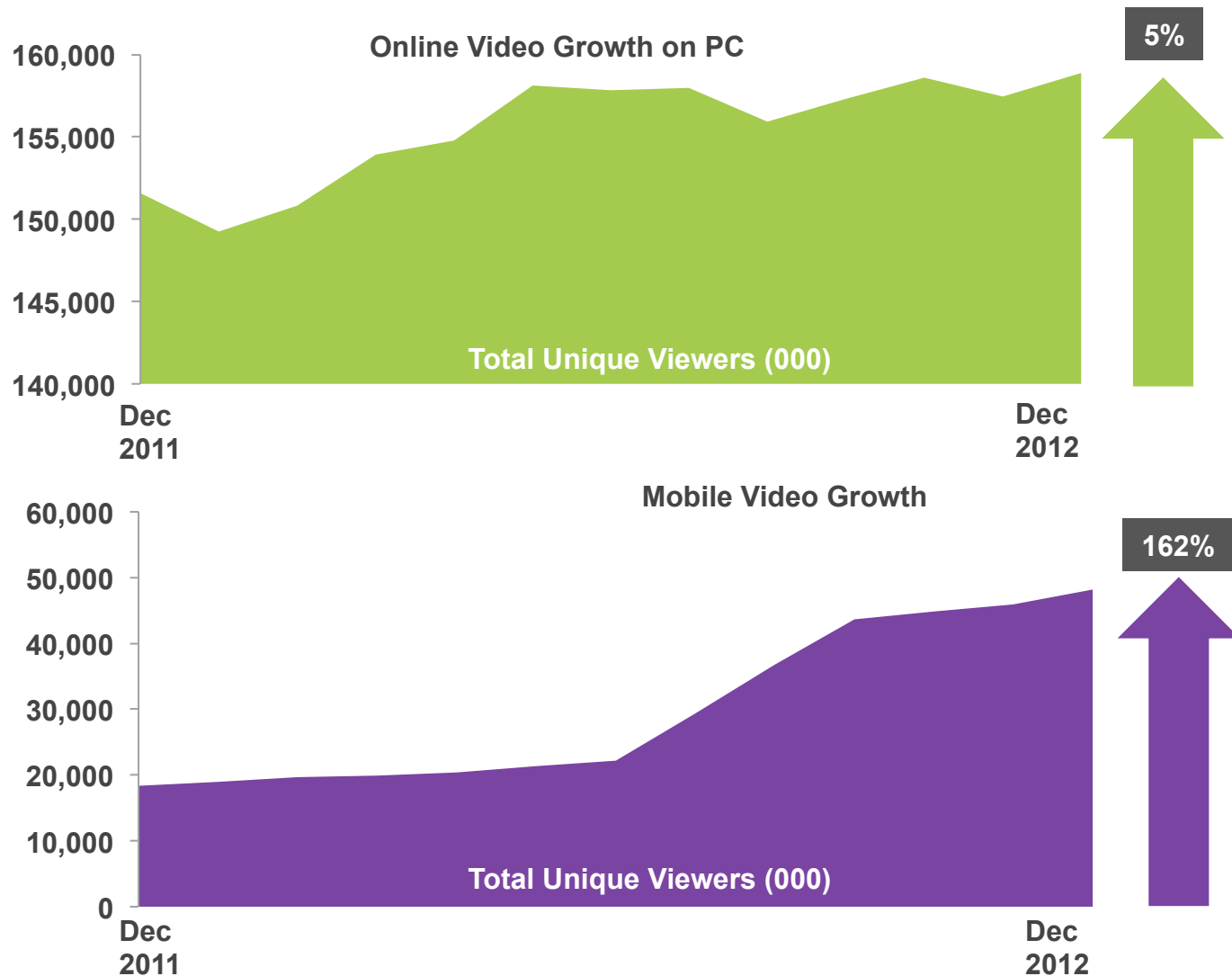
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ONLINE VIDEO





Mobile Video Shows Tremendous Growth in EU5 in One Year


158.9 Million Online Video Viewers vs. 48.1 Million Mobile Video Users



Google's YouTube Still King of Online Video


	Top 3 Video Sites in Germany Source: comScore Video Metrix, Dec-12	Total Unique Viewers (000)	% Growth vs Year Ago	Videos per Viewer	Minutes per Viewer
	Total Internet: Persons: 15+	44,472	3	181.9	1,299
	Google Sites	38,370	8	97.4	459
	Facebook.com	13,705	60	9.7	21
	ProSiebenSat1 Sites	9,026	-20	7.4	14


	Top 3 Video Sites in France Source: comScore Video Metrix, Dec-12	Total Unique Viewers (000)	% Growth vs Year Ago	Videos per Viewer	Minutes per Viewer
	Total Internet: Persons: 15+	37,646	1	195.8	1,094
	Google Sites	31,921	-5	69.1	412
	Dailymotion.com	17,698	1	20.7	79
	VEVO	14,333	22	10.4	28


	Top 3 Video Sites in Italy Source: comScore Video Metrix, Dec-12	Total Unique Viewers (000)	% Growth vs Year Ago	Videos per Viewer	Minutes per Viewer
	Total Internet: Persons: 15+	23,857	13	186.0	1,208
	Google Sites	20,840	-1	105.7	380
	VEVO	10,079	6	12.6	35
	Facebook.com	7,942	0	5.7	12


Source: comScore Video Metrix, December 2012, 15+

Please note Video Metrix reports on both ad and content videos

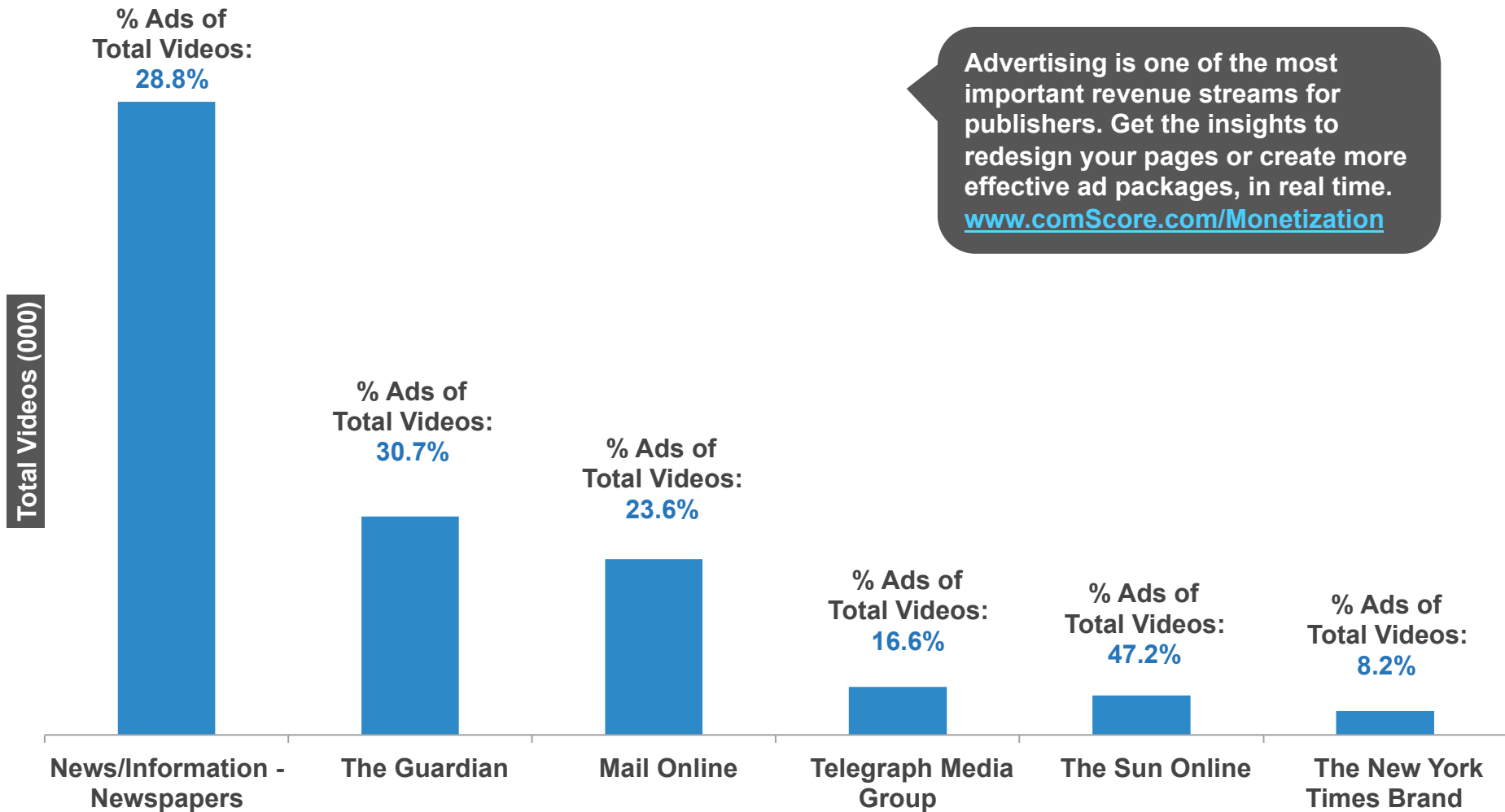
	Top 3 Video Sites in Russia Source: comScore Video Metrix, Dec-12	Total Unique Viewers (000)	% Growth vs Year Ago	Videos per Viewer	Minutes per Viewer
	Total Internet: Persons: 15+	55,591	17	186.2	1,359
	Google Sites	50,364	58	64.8	289
	Mail.ru Group	36,331	36	18.7	55
	Gazprom Media	18,814	25	5.5	7

	Top 3 Video Sites in Spain Source: comScore Video Metrix, Dec-12	Total Unique Viewers (000)	% Growth vs Year Ago	Videos per Viewer	Minutes per Viewer
	Total Internet: Persons: 15+	19,394	1	206.2	989
	Google Sites	16,630	-15	67.1	461
	VEVO	9,338	2	10.7	31
	Viacom Digital	5,249	7	5.6	16

	Top 3 Video Sites in Turkey Source: comScore Video Metrix, Dec-12	Total Unique Viewers (000)	% Growth vs Year Ago	Videos per Viewer	Minutes per Viewer
	Total Internet: Persons: 15+	21,810	1	239.6	1,389
	Google Sites	19,949	0	164.3	483
	Facebook.com	15,436	-7	21.6	103
	Nokta.com Medya	9,890	-22	11.2	42

	Top 3 Video Sites in UK Source: comScore Video Metrix, Dec-12	Total Unique Viewers (000)	% Growth vs Year Ago	Videos per Viewer	Minutes per Viewer
	Total Internet: Persons: 15+	33,504	8	303.4	1,870
	Google Sites	29,522	4	122.6	519
	Facebook.com	12,963	72	9.6	19
	VEVO	10,985	1	14.6	43

Newspapers: Monetising Video Content



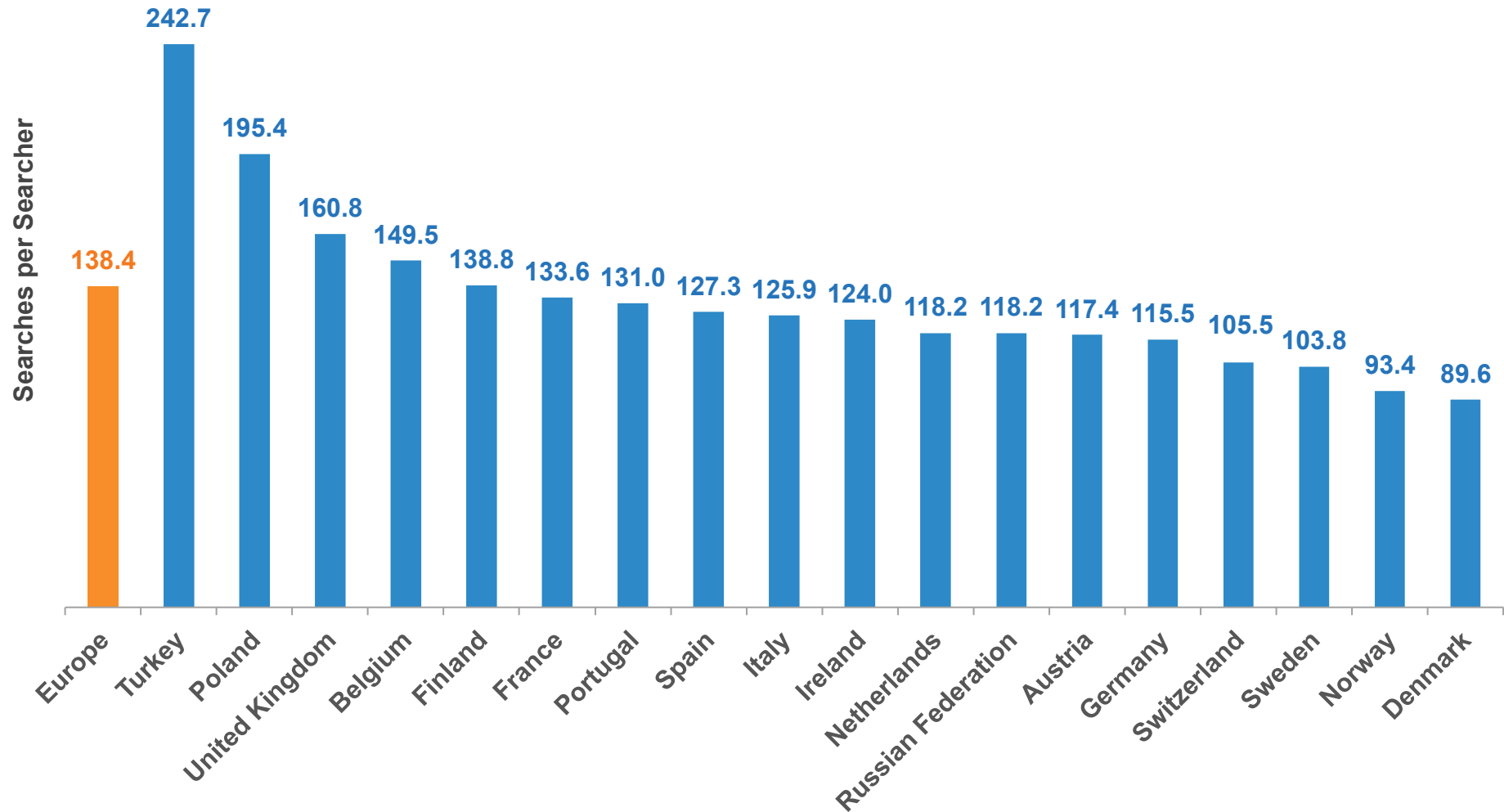


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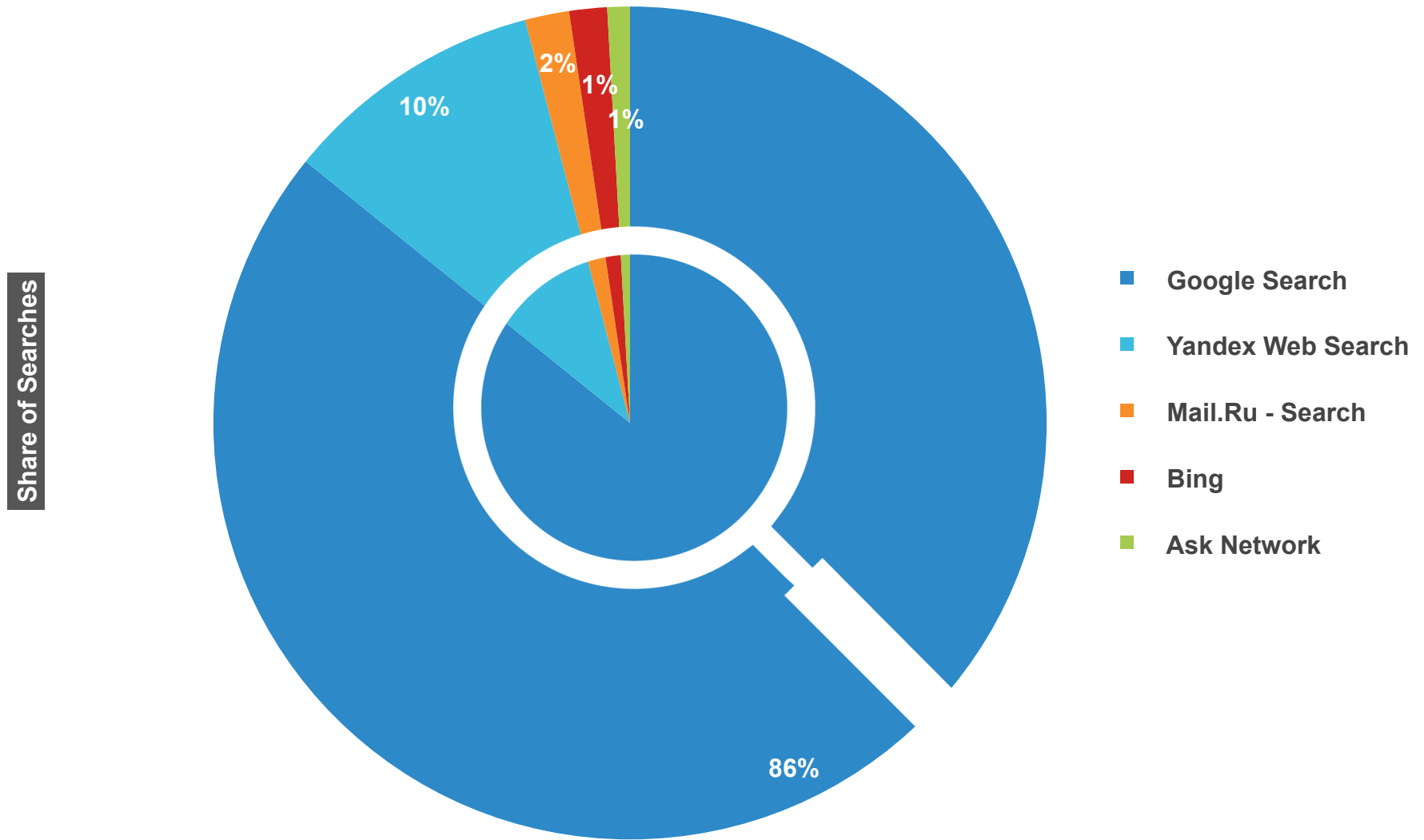
SEARCH

Turkey Leads The Way With Most Searches per Searcher in Europe

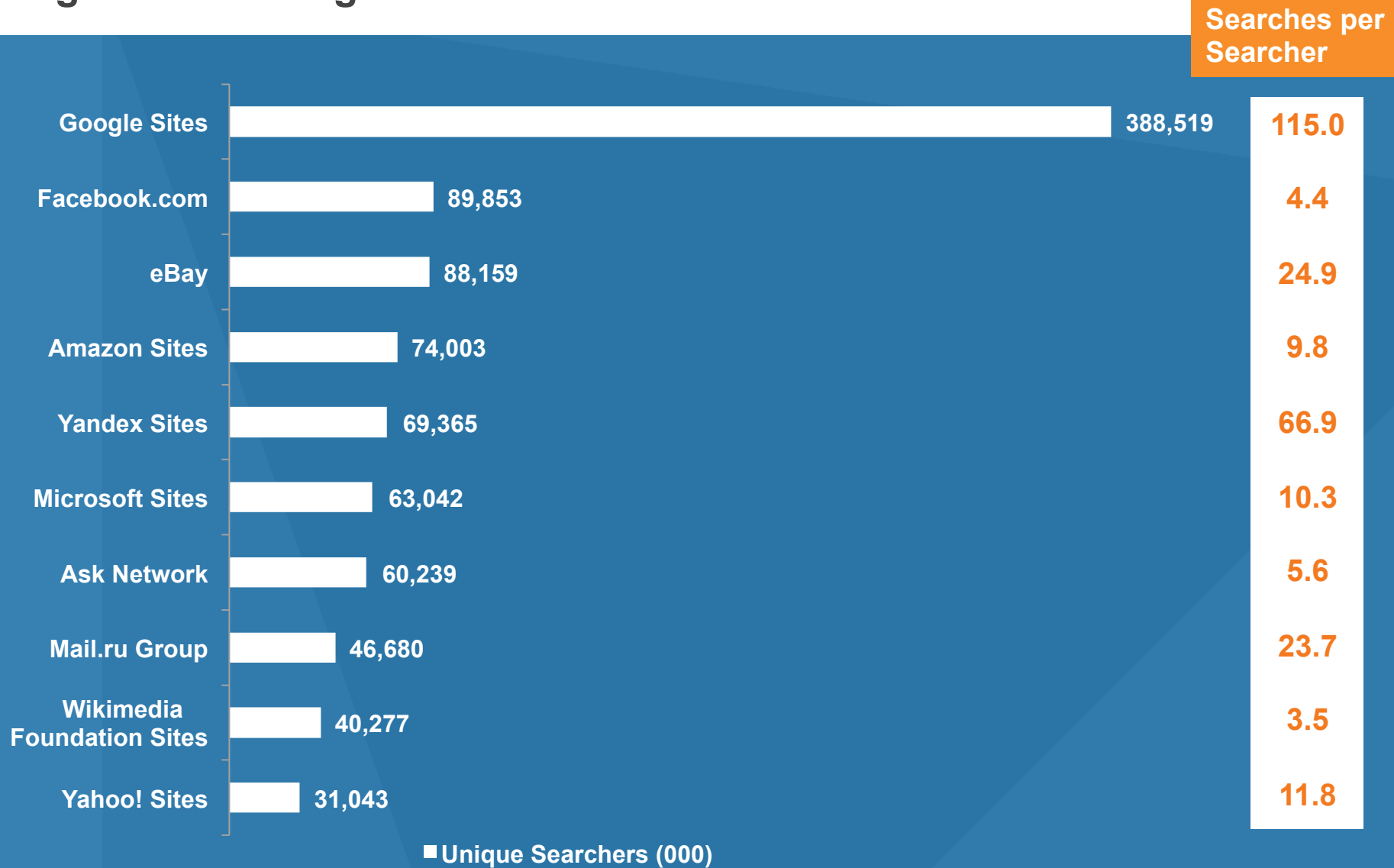
UK Internet Users Searched 161 Times on Average During December



Google Captures 86% of the EU Search Engine Market



Europeans Search on Facebook, eBay and Amazon, Not Just Search Engines like Google and Yandex



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DIGITAL ADVERTISING

Understanding Campaign Effectiveness



To better understand the quality of ad delivery today and to start an informed discussion across markets, comScore conducted vCE charter studies around the globe to measure impressions delivered across a variety of dimensions, such as ads delivered in-view, in the right geography, in a brand safe environment and absent of non-human traffic. Following is a summary of the European highlights.

European Charter Study Highlights

23 campaigns
14 advertisers
1.4 billion impressions
237,000 sites

The EU study involved major brand advertisers in 8 markets to understand ad visibility, demo targeting and brand safety

P&G

Kellogg's

Garanti

BBVA

DANONE

NIVEA

TURKCELL

O₂

FINECO
THE NEW BANK

SUZUKI

JAGUAR

RALPH LAUREN

MTS

Kimberly-Clark

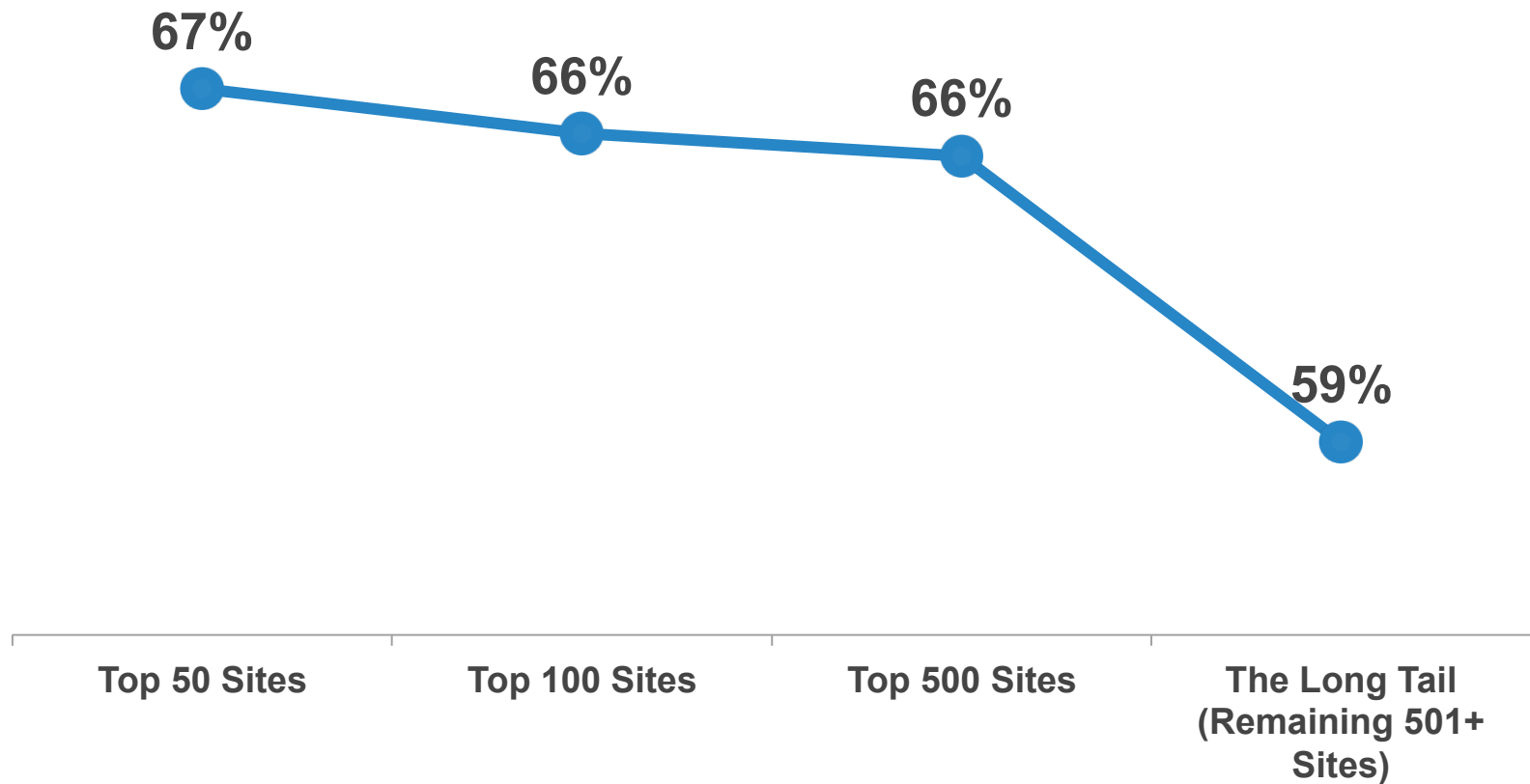
EU Study Findings: Over One-third of Ad Impressions Were Never In-view, a Higher Percentage Than in US Study



In-view is defined as an ad impression with at least 50% of the ad's pixels visible for one second or more

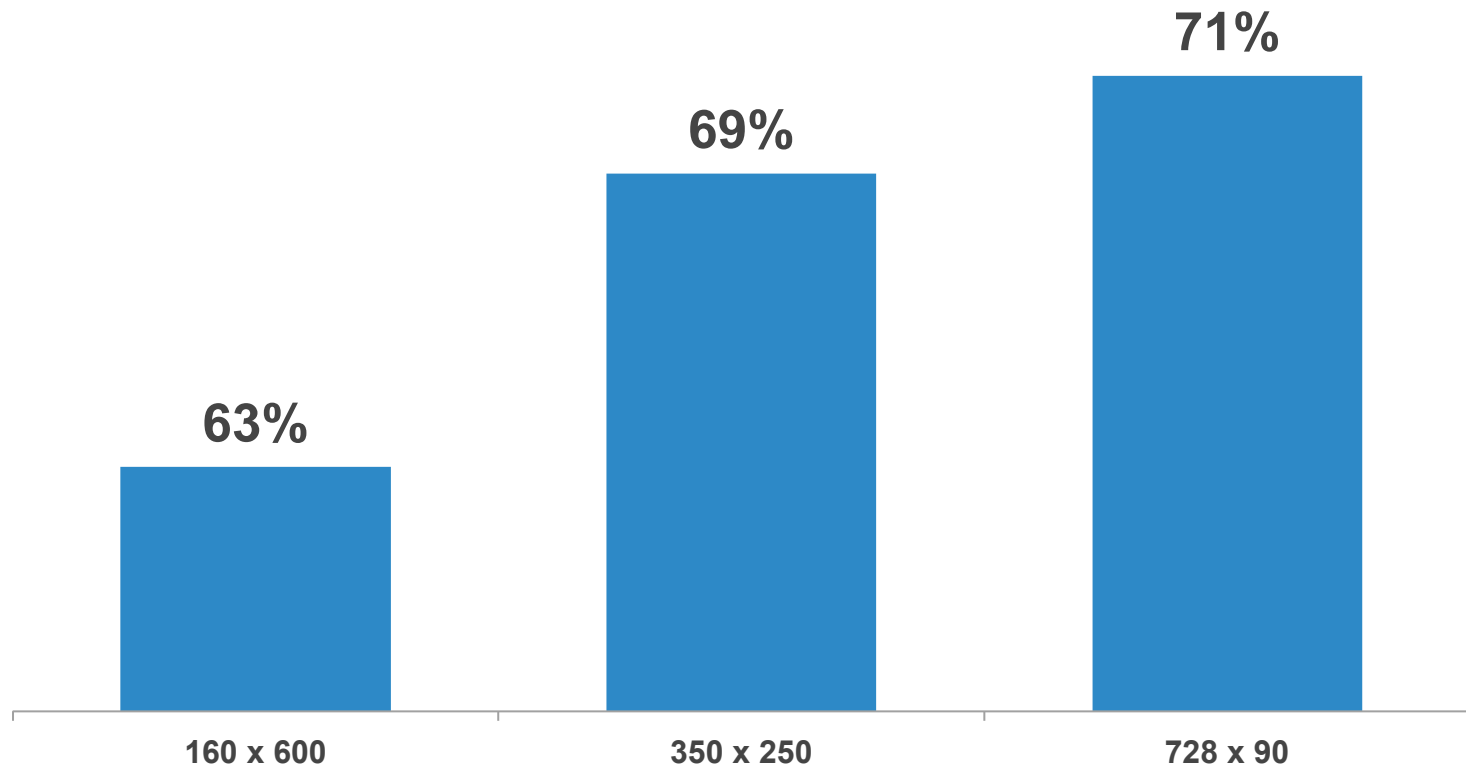
EU Study Findings: Ad Visibility Differs Depending on Size of Site

Percent of Ads Served In-view within a Given Site Category



EU Study Findings: In-view Rates Also Differ by Size of Creative

Percent of Ads Delivered In-view by Ad Size



Brand Marketers Need Tools To Ensure Their Ads Do Not Appear Near Inappropriate Content

Visit www.comScore.com/vCE to learn how to optimise your campaigns for ad visibility, demo targeting and brand safety.



72% and 55% of US and EU campaigns had impressions served in inappropriate brand content

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SPOTLIGHTS AND SCORECARDS

Spotlight on News/Information, Retail and Banking + Snapshots per Country

News/Information – Retail – Banking

This report includes a special review of three categories that are of particular interest to the industry – either because these activities show particularly high adoption rates (News/Information) or high growth rates (Retail and Banking).

Scorecard Section for 18 European Countries

The following ‘Scorecard’ section (starting on page 59) provides the top 20 sites across all 18 European countries measured individually by comScore. Furthermore it shows how these sites have grown over the past year and the levels of engagement (average minutes and average pages per visitor) per site.

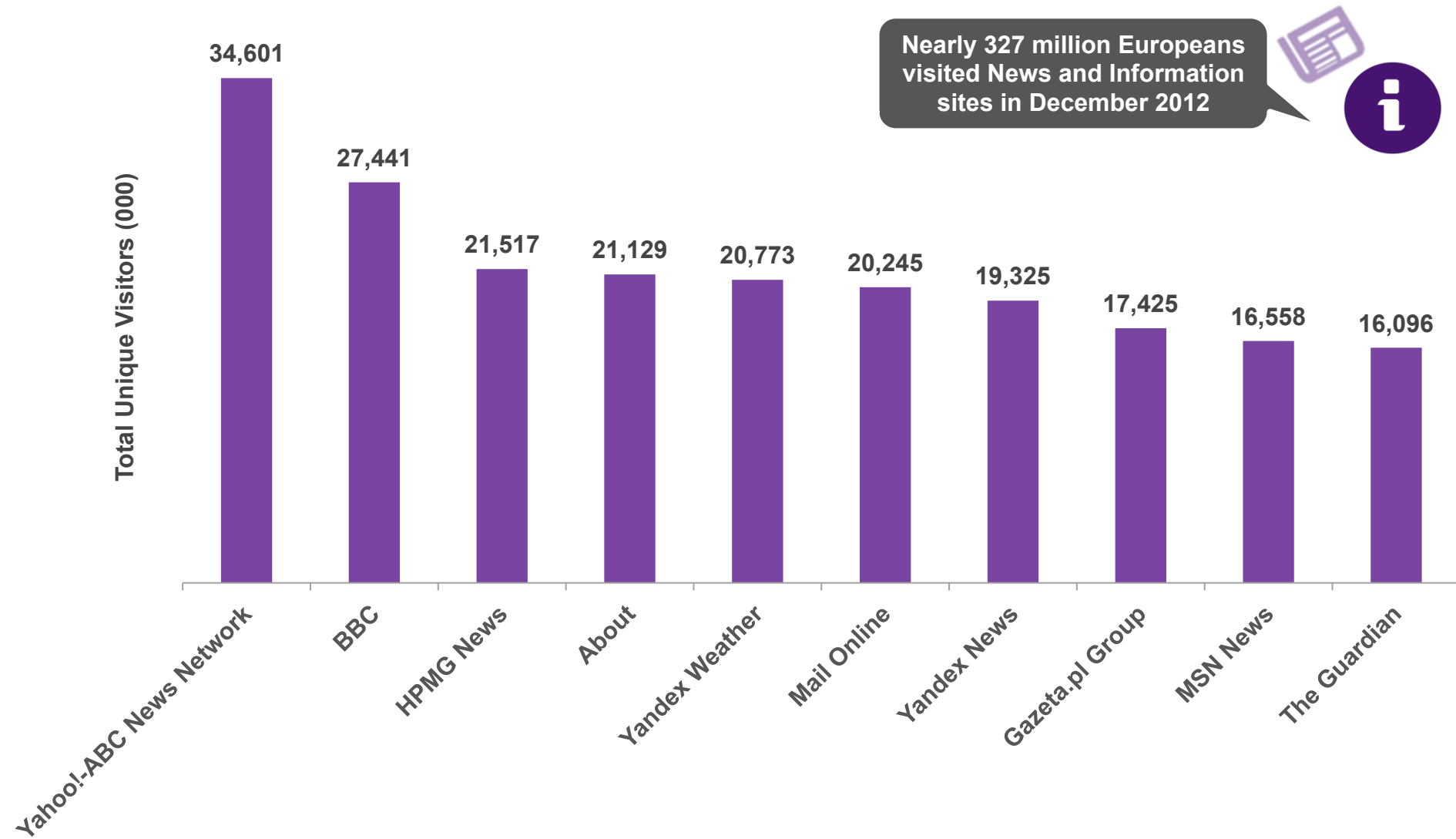
The Scorecard section also provides more detailed, country level, information for three key internet categories – News/Information, Retail and Banking. These are three of over 100 categories and sub-categories broken out in comScore’s dictionary.

Please click on the country to get directly to the Snapshot section:

- [Austria](#)
- [Belgium](#)
- [Denmark](#)
- [Finland](#)
- [France](#)
- [Germany](#)
- [Ireland](#)
- [Italy](#)
- [Netherlands](#)
- [Norway](#)
- [Poland](#)
- [Portugal](#)
- [Russian Federation](#)
- [Spain](#)
- [Sweden](#)
- [Switzerland](#)
- [Turkey](#)
- [United Kingdom](#)

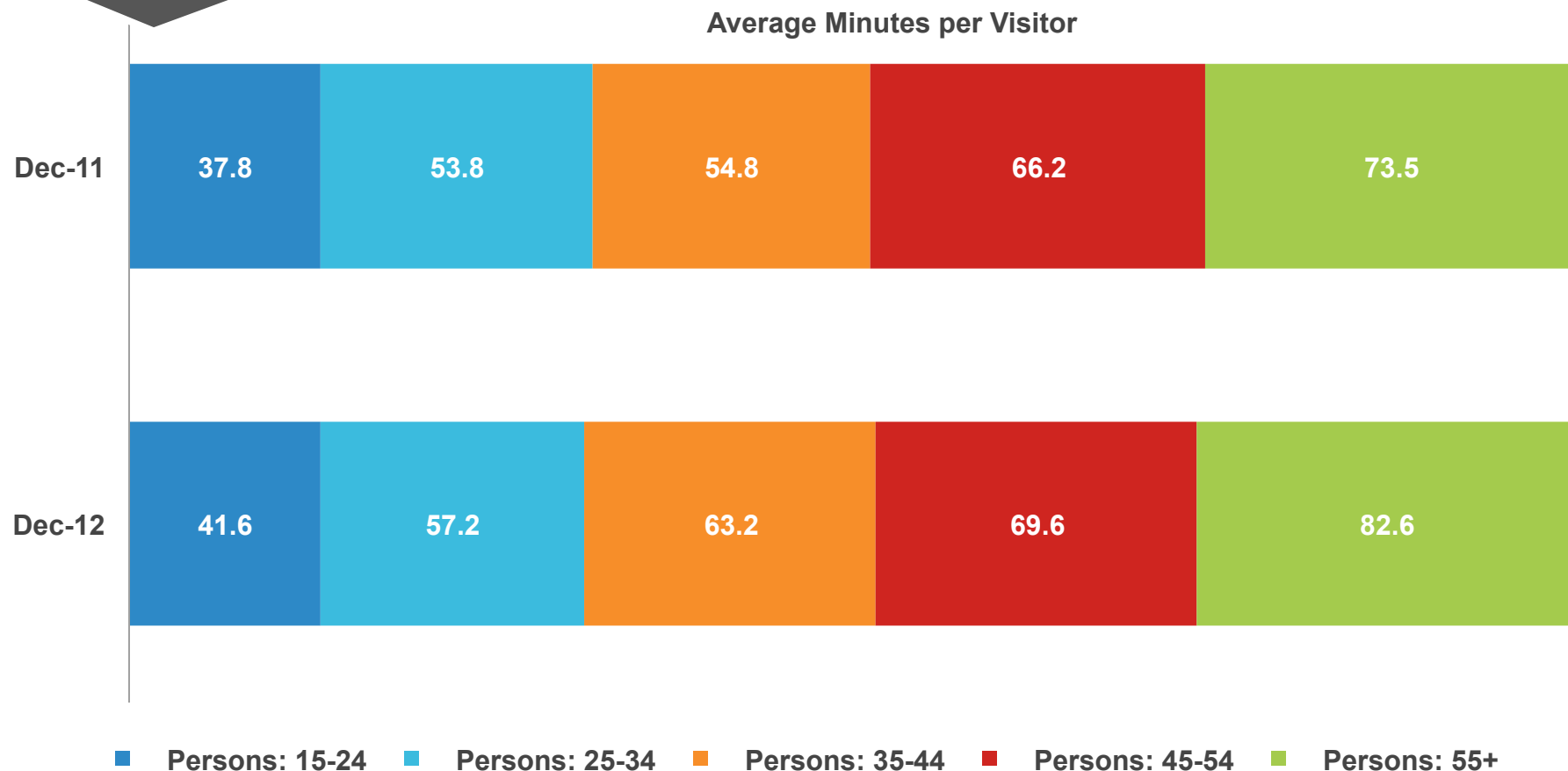
News/Information –

8 out of 10 European Internet Users Visit News and Information Sites



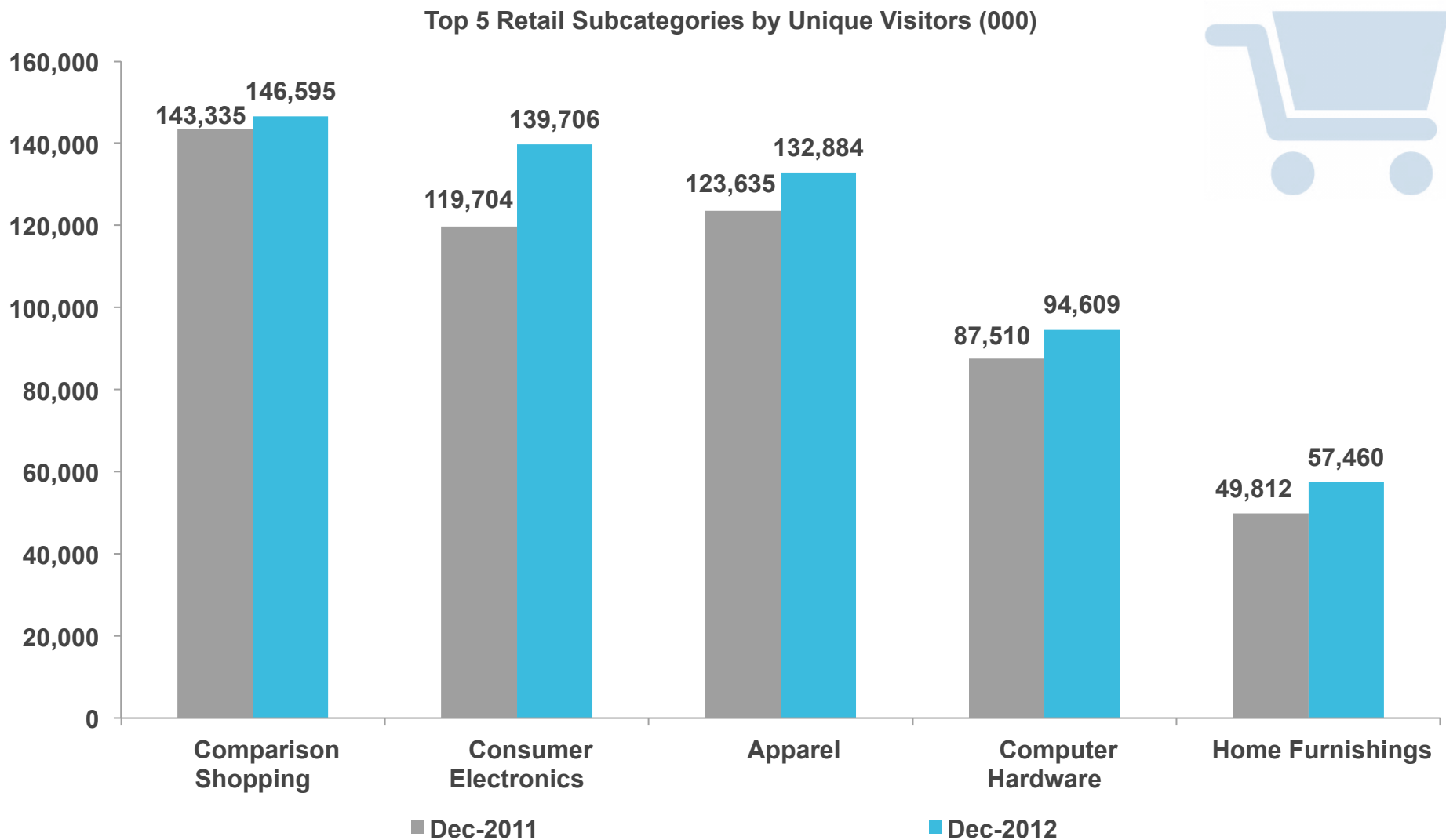
News/Information – 55+ Year Olds Spent Most Time on News/Info Sites, but Fastest Growing is 35-44 Age Group

Across Europe, time spent on news/information sites increased by 10% to 61.5 minutes per person in Dec. 2012



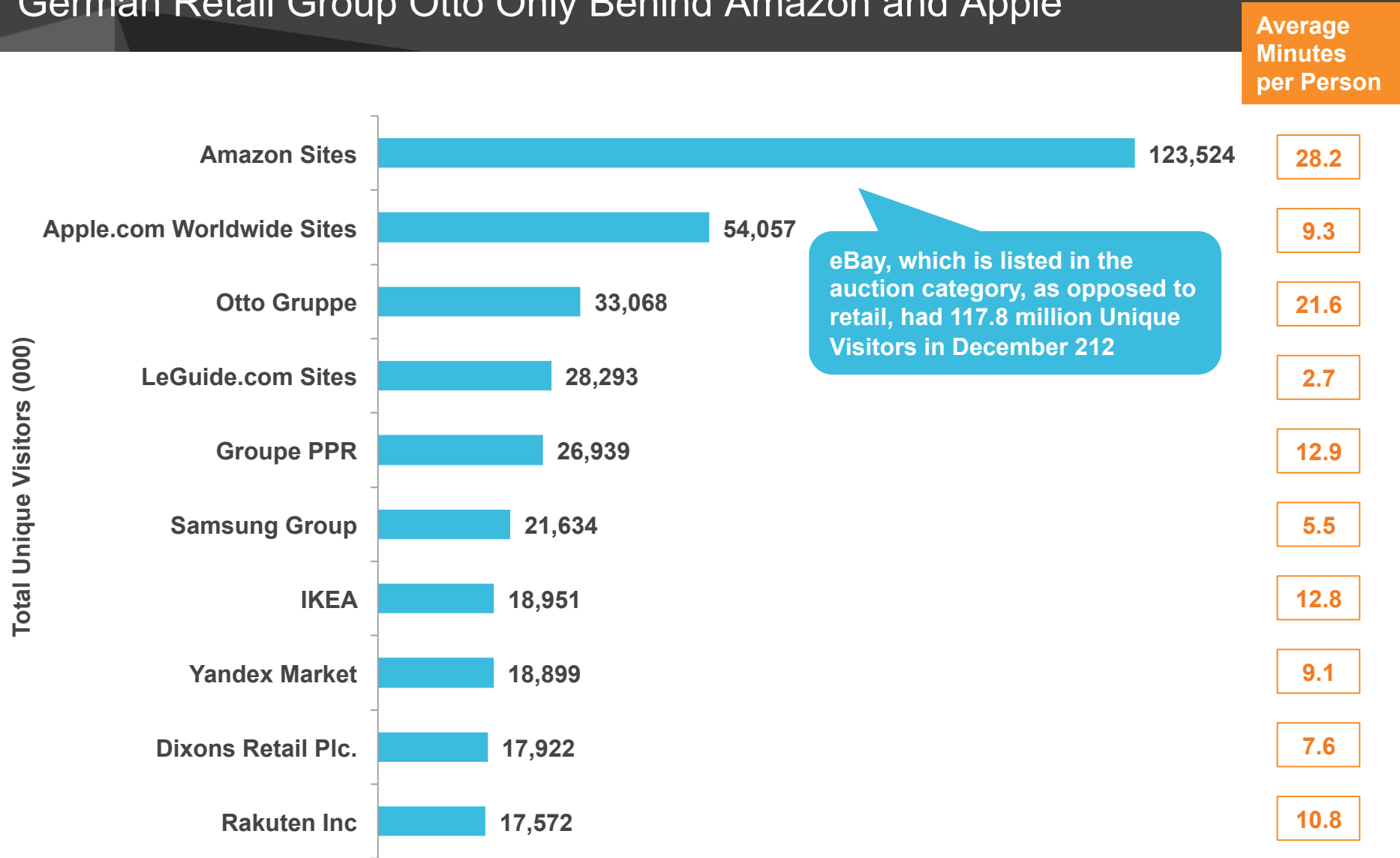
Retail –

More Than 146 Million Europeans Visit Comparison Shopping Sites



Retail – Top 10 European Retail Websites

German Retail Group Otto Only Behind Amazon and Apple



Retail –

Top Mobile Retail Activities in EU5 (France, Germany, Italy, Spain and UK)

Top Smartphone Retail Activities

1. Found Store Location (20.4% of Smartphone Users)
2. Compared Product Prices (17.5% of Smartphone Users)
3. Researched Product Features (16.2% of Smartphone Users)

Top Smartphone Retail Activities in Store

1. Took Picture of a Product (19.3% of Smartphone Users)
2. Texted or Called Friends/Family about a Product (18.0% of Smartphone Users)
3. Sent Picture of Product to Family/Friends (9.8% of Smartphone Users)

Top Goods or Services Purchased on a Smartphone

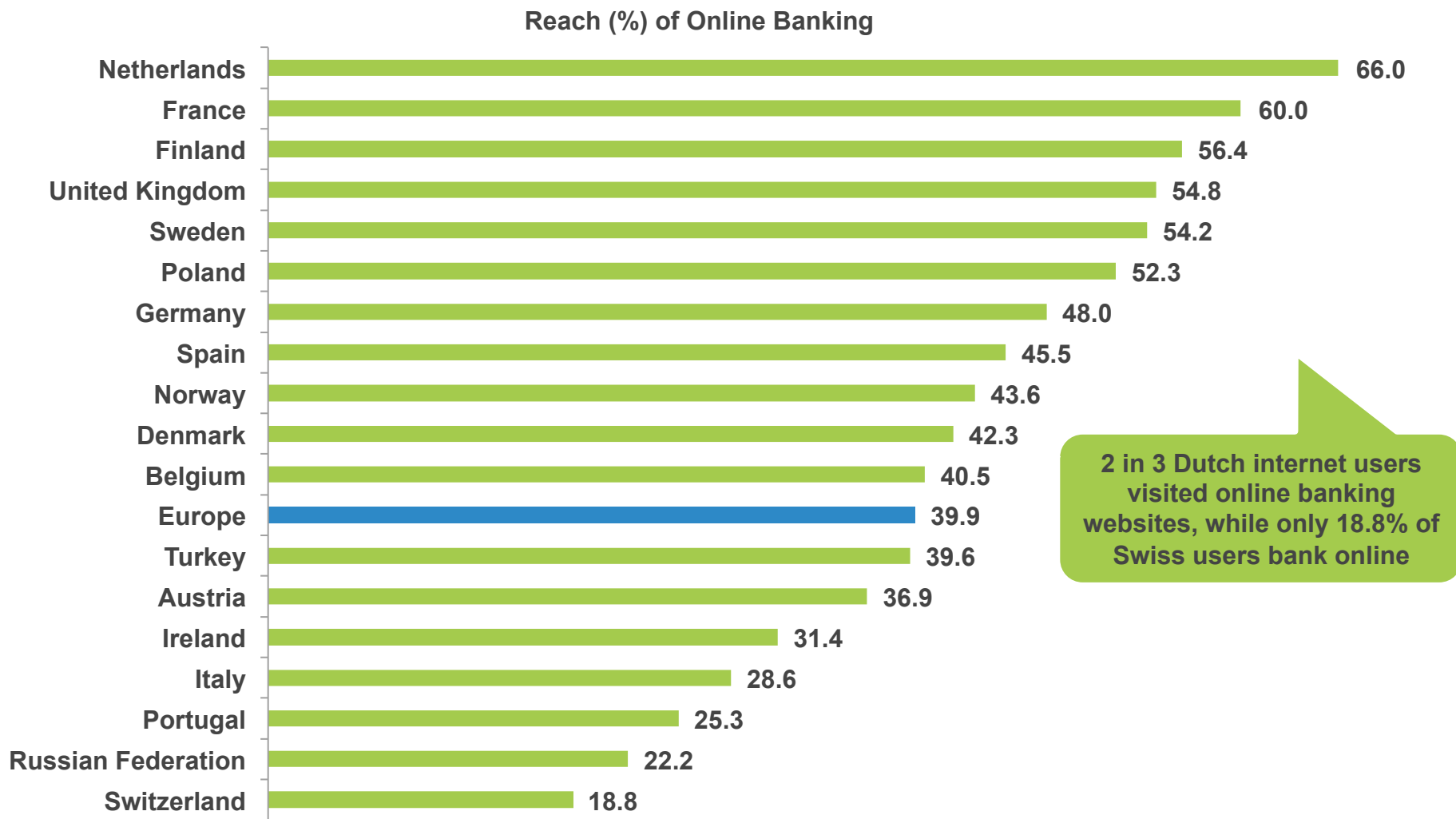
1. Clothing or Accessories (37.3% of Smartphone Shoppers)
2. Books (excl. ebooks) (27.9% of Smartphone Shoppers)
3. Consumer Electronics/ Household Appliances (27.5% of Smartphone Shoppers)

14.1% of EU5 smartphone users purchased a good or service on their device in December 2012



Banking – Penetration Across Europe

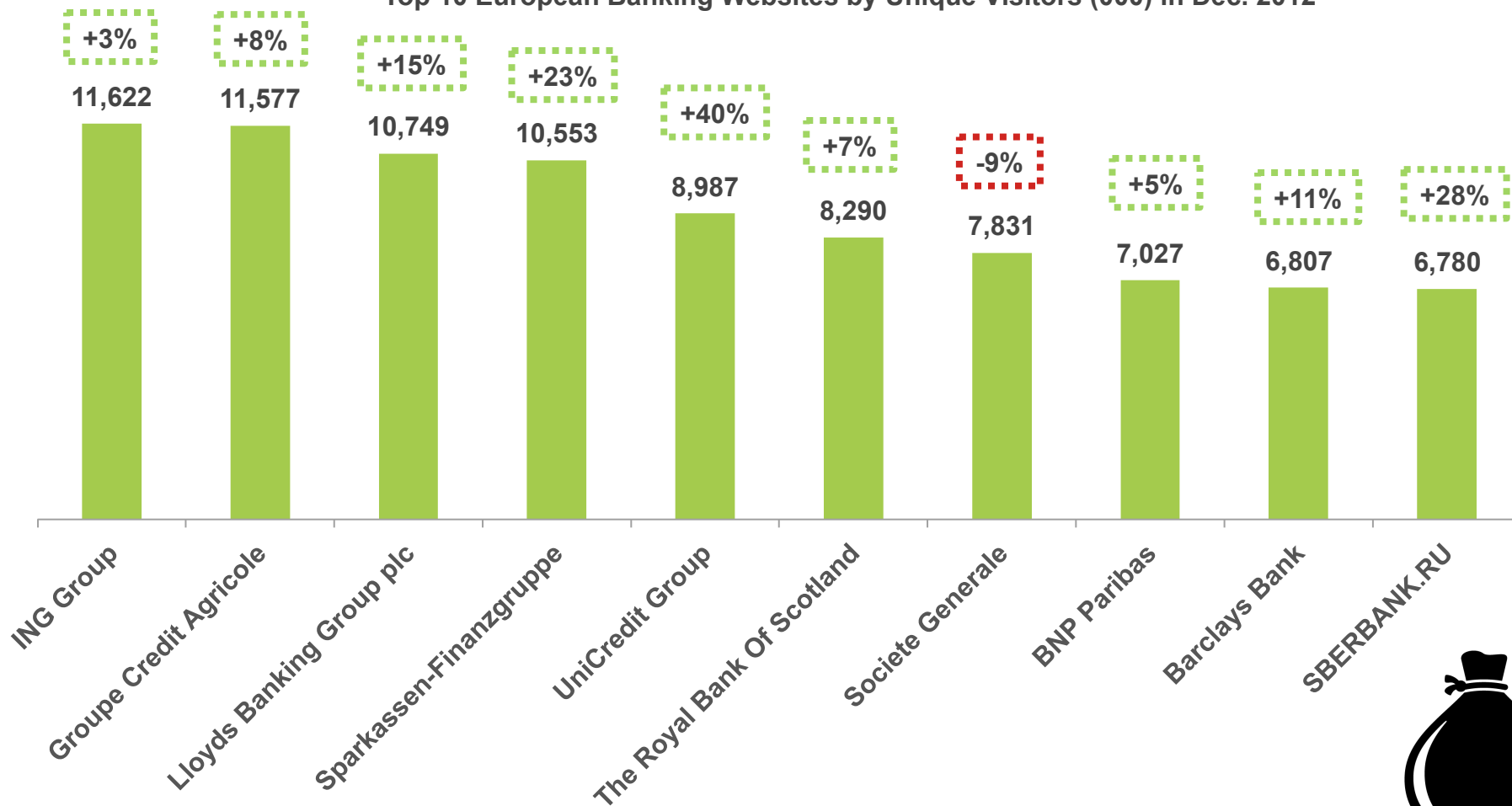
Netherlands Leads with 66% of Internet Users Visiting Online Banking Sites



Banking –

UniCredit Shows the Fastest Growth Amongst Top 10 Banking Sites

Top 10 European Banking Websites by Unique Visitors (000) in Dec. 2012



Download further reports from the **Future in Focus series** analysing mobile trends or providing a detailed view of the digital landscape in the US, UK, Germany or France.
www.comscore.com/futureinfocus2013

SCORECARDS



Top 20 Sites in Austria Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	5,027	6	862.8	1,530
Google Sites	4,763	6	156.8	223
Facebook.com	3,344	0	196.2	325
Microsoft Sites	2,612	-10	42.5	41
Amazon Sites	2,437	12	35.3	61
Wikimedia Foundation Sites	2,193	7	10.7	11
Styria Media Group	1,635	22	34.9	86
Glam Media	1,602	1	6.9	9
eBay	1,575	19	49.9	92
Yahoo! Sites	1,560	5	43.8	43
Axel Springer AG	1,514	8	10.5	17
United-Internet Sites	1,485	7	56.6	120
Hubert Burda Media	1,342	10	6.3	10
ORF.at Network	1,260	21	28.4	43
VEVO	1,258	-15	13.4	10
Ask Network	1,235	33	2.5	7
Apple Inc.	1,141	3	4.1	5
gutefrage.net GmbH	1,005	28	3.0	4
ProSiebenSat1 Sites	969	5	5.4	7
Deutsche Telekom	949	6	19.5	37
Herold Sites	947	17	3.8	8

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Top 5 News/Information Sites in Austria Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	3,363	-1	30.0	45
Krone.at	528	17	19.2	26
Standard Verlagsgesellschaft	466	25	10.0	9
Wetter.at	360	1	5.7	9
Kleinezeitung.at	347	16	10.2	12
News.at	317	42	7.1	15
Top 5 Retail Sites in Austria Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	4,156	8	54.0	113
Amazon Sites	2,437	12	35.3	61
Otto Gruppe	755	13	12.5	34
Apple.com Worldwide Sites	609	-2	7.7	10
Geizhals.at	574	22	6.8	14
LeGuide.com Sites	520	123	1.7	3
Top 5 Online Banking Sites in Austria Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	1,857	20	31.1	72
Raiffeisen	684	23	28.7	69
Sparkasse.at	539	23	25.9	52
Unicredit Group	387	28	30.0	86
Banking.co.at	175	32	19.2	34
Easybank.at	108	87	20.8	48



Top 20 Sites in Belgium Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	6,371	5	1,346.5	2,259
Google Sites	6,102	5	205.3	306
Microsoft Sites	5,432	0	115.8	98
Facebook.com	5,176	9	354.3	559
Wikimedia Foundation Sites	2,667	1	10.0	11
Corelio	2,451	13	46.8	49
Yahoo! Sites	2,341	5	60.1	58
VEVO	2,277	5	16.4	11
Belgacom Group	2,029	-5	12.5	30
Apple Inc.	1,720	4	4.4	6
VRT Sites	1,646	3	18.6	24
Ask Network	1,538	65	3.4	9
Viacom Digital	1,506	-5	7.8	7
De Persgroep	1,497	-15	32.9	50
Amazon Sites	1,461	7	10.4	17
Groupe Rossel	1,393	6	14.4	22
eBay	1,380	8	25.7	57
Sanoma Group	1,373	36	5.4	12
Truvo International	1,333	3	3.5	10
2dehands	1,298	13	44.5	82
Telenet Sites	1,252	-19	14.6	27

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Top 5 News/Information Sites in Belgium Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	5,354	8	61.6	75
Nieuwsblad.be	1,560	14	47.5	45
Standaard.be	1,019	22	26.4	32
Hln.be	943	-22	31.6	43
Concentra media	898	-16	11.3	20
Deredactie.be	645	-1	22.5	26

Top 5 Retail Sites in Belgium Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	5,292	9	38.7	83.0
Amazon Sites	1,461	7	10.4	17.1
Apple.com Worldwide Sites	999	3	7.6	10.4
Groupe PPR	745	-29	8.0	14.3
Zalando	652	2,127	15.8	35.9
LeGuide.com Sites	582	56	1.6	3.4

Top 5 Online Banking Sites in Belgium Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	2,580	-7	39.0	105
BNP Paribas	1,143	13	34.7	125
ING Group	715	20	27.9	51
KBC Group	668	-17	38.1	74
Dexia Bank	245	-66	9.8	30
Citigroup	93	-35	11.2	27



Top 20 Sites in Denmark Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	3,772	2	1,235.9	2,084
Google Sites	3,533	2	187.6	237
Microsoft Sites	2,896	-6	60.5	50
Facebook.com	2,733	-4	284.4	455
JP Politiken Hus	1,362	-1	32.2	46
Wikimedia Foundation Sites	1,292	0	9.7	11
Dr.dk	1,229	4	42.7	53
Yahoo! Sites	1,160	23	55.2	48
TV2 Danmark	1,137	-15	22.7	29
eBay	1,125	-4	41.0	86
Apple Inc.	1,097	-1	3.6	5
VEVO	1,076	-11	21.7	13
Eniro Sites	1,048	-12	6.7	13
Amazon Sites	943	2	17.6	27
Berlingske Media	929	-7	17.8	19
Spotify	842	65	.9	1
Ask Network	768	9	3.6	8
LinkedIn	754	N/A	23.6	31
Valve Corporation	751	160	19.3	22
Glam Media	739	31	5.5	10
Viacom Digital	714	-12	12.4	8

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Top 5 News/Information Sites in Denmark Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	2,818	0	42.8	57
Ekstrabladet.dk	1,098	2	33.1	44
Berlingske media	929	-7	17.8	19
Dmi.dk	655	37	14.3	26
Politiken.dk	556	1	9.7	12
Jp.dk	313	-28	3.7	11
Top 5 Retail Sites in Denmark Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	3,027	2	50.7	91
Amazon Sites	943	2	17.6	27
Elgiganten.dk	602	21	8.8	17
Apple.com Worldwide Sites	600	-3	6.6	10
ValueClick Sites	522	10	4.5	13
CDON Group	474	7	10.2	17
Top 5 Online Banking Sites in Denmark Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	1,594	6	33.5	87
Danske Bank	614	-5	32.3	96
Nordea Group	512	4	10.3	21
Bec.dk	191	14	29.1	62
Portalbank.dk	178	35	36.3	101
Jyskebank.dk	116	111	46.6	92



Top 20 Sites in Finland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	3,476	2	1,669.0	2,674
Google Sites	3,336	2	271.4	391
Sanoma Group	3,332	39	66.2	88
Microsoft Sites	2,839	-4	66.0	53
Facebook.com	2,794	3	362.4	578
Alma Media	2,680	19	206.9	155
Yleisradio Oy	2,597	95	13.7	27
Otavamedia	2,548	67	77.1	79
MTV3 Internet	2,436	56	27.0	45
Wikimedia Foundation Sites	1,853	6	10.9	14
Aller Media	1,397	290	31.8	63
VEVO	1,234	-7	16.4	12
Viacom Digital	1,173	20	9.2	7
Foreca	1,164	N/A	12.0	19
Glam Media	1,100	-2	6.5	9
Yahoo! Sites	1,072	24	22.1	28
Kesko Sites	1,043	N/A	10.9	20
Rohea	999	N/A	5.9	6
Elisa Oyj	938	N/A	13.9	28
OP-Pohjola	921	17	19.1	18
Amazon Sites	920	2	12.1	21

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Top 5 News/Information Sites in Finland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	3,380	3	201.2	209
Ilta-sanomat sites	2,880	N/A	45.9	51
Yle.fi	2,521	89	14.1	28
Ilta-lehti.fi	2,323	17	112.3	108
Hs.fi sites	2,085	N/A	10.8	16
Foreca	1,164	N/A	12.0	19

Top 5 Retail Sites in Finland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	2,756	7	38.7	84
Amazon sites	920	2	12.1	21
Cdon group	725	14	13.0	24
Verkkokauppa.com	601	34	11.1	22
Netanttila.com	477	26	9.6	20
Hintaseuranta.fi	370	-6	1.8	4

Top 5 Online Banking Sites in Finland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	1,960	9	30.2	61
Op.fi	901	17	19.2	17
Nordea Group	827	1	25.5	55
Danske Bank	338	4	29.6	73
Saastopankki.fi	165	49	30.7	105
Aktia.fi	77	22	28.1	82



Top 20 Sites in France Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 6+	48,017	1	1,514.4	2,394
Google Sites	44,654	0	192.9	239
Microsoft Sites	37,048	-6	121.2	93
Facebook.com	34,258	4	264.9	413
Orange Sites	22,062	-7	102.4	180
Yahoo! Sites	21,289	-1	84.8	76
CCM-Benchmark	20,876	-6	9.0	11
Wikimedia Foundation Sites	20,765	0	12.1	11
Iliad - Free.fr Sites	18,567	-5	26.5	28
Axel Springer AG	18,194	2	12.8	16
Amazon Sites	18,123	-2	21.7	34
Groupe PPR	17,648	-10	14.7	24
Groupe Pages Jaunes	17,423	-8	10.4	16
Schibsted (Anuntis-Infojobs-20minutos)	17,400	6	92.8	148
Groupe Lagardere	16,868	6	11.6	12
Vivendi	16,062	-2	32.4	52
Ebuzzing	15,187	-2	7.2	9
Dailymotion.com	13,836	-13	12.6	15
Apple Inc.	13,662	6	5.8	6
Groupe M6	13,419	-9	6.3	10
Groupe Casino	12,731	12	17.8	28

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Top 5 News/Information Sites in France Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	32,722	0	55.6	58
Le Figaro	7,226	21	11.3	11
Nouvelobs.com, Quotidien temps reel	6,677	114	14.0	12
Le Monde Sites	6,491	-7	23.0	13
Meteofrance.com	6,384	11	7.8	12
Yahoo!-ABC News Network	6,204	N/A	21.9	21

Top 5 Retail Sites in France Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	40,155	-3	97.4	188
Amazon Sites	18,123	-2	21.7	34
Groupe PPR	17,648	-10	14.7	24
Cdiscount.com	12,403	13	17.7	28
LeGuide.com Sites	9,497	16	3.1	5
Rakuten Inc	8,600	-36	10.8	19

Top 5 Online Banking Sites in France Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	26,234	0	48.6	106
Groupe Credit Agricole	11,094	6	26.0	63
Societe Generale	6,009	-14	53.3	50
Labanquepostale.fr	5,100	6	30.1	102
Groupe Credit Mutuel	4,408	6	22.7	51
Caisse d'Epargne	4,369	-4	25.8	70



Top 20 Sites in Germany Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 6+	57,389	2	1,374.0	2,451
Google Sites	53,610	2	199.4	236
Facebook.com	38,569	0	267.4	446
Amazon Sites	35,215	8	42.1	73
eBay	33,659	11	118.2	233
Microsoft Sites	32,374	-5	43.0	38
Deutsche Telekom	29,252	12	42.9	74
Axel Springer AG	27,357	5	22.2	39
United-Internet Sites	26,974	6	65.5	147
Wikimedia Foundation Sites	26,436	1	13.7	14
Hubert Burda Media	23,800	2	9.1	15
ProSiebenSat1 Sites	21,021	-6	11.0	15
Yahoo! Sites	19,912	-4	51.0	54
gutefrage.net GmbH	19,481	19	4.7	6
RTL Group Sites	16,248	-8	31.0	51
Glam Media	16,242	6	6.6	11
Otto Gruppe	15,352	20	27.4	64
Apple Inc.	13,911	-2	6.5	8
Ask Network	11,181	21	3.8	9
Sparkassen-Finanzgruppe	10,440	21	31.9	44
Metro Group	10,318	28	7.3	22

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Top 5 News/Information Sites in Germany Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	39,820	-3	43.0	67
Bild.de	8,442	-9	35.0	62
Wetter.com	7,263	54	9.4	16
Spiegel.de	6,039	9	15.1	21
Focus Online	5,445	14	6.5	7
Welt.de	4,633	-2	4.4	5

Top 5 Retail Sites in Germany Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	50,566	4	88.6	184
Amazon Sites	35,215	8	42.1	73
Otto Gruppe	15,352	20	27.4	64
Idealo	9,045	31	4.2	8
Apple.com Worldwide Sites	8,311	-6	10.8	14
eBay Shops Deutschland	6,600	15	7.4	15

Top 5 Online Banking Sites in Germany Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	25,540	15	37.4	62
Sparkassen-Finanzgruppe	10,440	21	31.9	15
Volksbanken-Raiffeisenbanken	6,380	27	25.9	10
Commerzbank Sites	2,798	23	30.2	19
Postbank.de	2,546	-25	7.4	-67
ING Group	1,899	37	20.2	6



Top 20 Sites in Ireland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	2,598	10	1,167.0	1,805
Google Sites	2,414	8	159.6	200
Yahoo! Sites	1,942	32	49.1	48
Facebook.com	1,876	4	280.4	445
Microsoft Sites	1,785	-5	42.6	42
Distilled Media	1,346	9	38.8	71
Glam Media	1,277	14	21.2	20
Rte.ie	1,246	-7	13.8	21
Ask Network	1,232	87	3.4	7
Amazon Sites	1,077	1	16.5	24
Wikimedia Foundation Sites	969	10	12.5	13
Independent News & Media	919	18	21.5	23
BBC Sites	878	-3	19.7	22
AOL, Inc.	832	57	11.5	10
Apple Inc.	816	3	4.4	4
Irish Times Group	794	-7	21.0	25
DoneDeal	785	56	90.0	171
VEVO	777	-1	13.4	9
Viacom Digital	754	8	8.2	7
CBS Interactive	704	21	8.1	9
eBay	656	5	31.3	53

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Top 5 News/Information Sites in Ireland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	2,491	10	56.1	63
Independent News & Media	919	18	21.5	23
BBC	705	-1	21.3	24
Mail Online	685	12	31.7	25
About	641	-1	3.0	4
Irishtimes.com	628	-4	18.2	19

Top 5 Retail Sites in Ireland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	2,415	5	45.6	86
Amazon Sites	1,077	1	16.5	24
Ticketmaster	480	3	11.9	30
Home Retail Group	423	5	21.0	45
Apple.com Worldwide Sites	407	-5	8.8	9
ASOS Plc	211	-9	18.8	25

Top 5 Online Banking Sites in Ireland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	816	8	20.9	34
AIB Group	433	9	13.4	17
Bank of Ireland Group	255	7	26.8	43
The Royal Bank Of Scotland	132	3	15.4	40
Permanenttsb.ie	37	-11	1.5	5
Bank of America	28	5	10.7	21



Top 20 Sites in Italy Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	28,722	17	1,111.9	1,857
Google Sites	26,902	16	142.6	178
Facebook.com	22,398	17	347.2	579
Microsoft Sites	17,827	-4	44.9	42
Yahoo! Sites	17,277	12	39.2	41
Libero Group	15,107	N/A	48.1	94
Telecom Italia	13,254	7	50.1	82
Wikimedia Foundation Sites	11,216	11	11.5	12
eBay	9,635	29	27.9	56
Banzai	8,636	-3	5.6	13
Ask Network	8,455	15	3.3	8
Populis	8,328	-7	4.7	7
ForumCommunity	7,662	48	9.7	17
VEVO	7,644	12	12.0	9
RCS Media Group	7,613	21	24.9	27
Altervista.org	7,425	16	5.1	17
Amazon Sites	6,322	26	12.0	22
Apple Inc.	6,001	13	5.3	7
Gruppo Mediaset	5,871	39	23.0	30
Gruppo Editoriale Espresso	5,624	3	15.8	20
Axel Springer AG	5,467	11	5.8	9

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Top 5 News/Information Sites in Italy Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	21,817	11	43.2	55
Corriere.it	6,206	27	16.6	21
Ilmeteo s.r.l.	5,370	16	26.8	23
Repubblica.it	4,697	5	15.0	17
Yahoo!-abc news network	3,871	N/A	5.0	14
Libero.it News	3,095	108	5.4	10

Top 5 Retail Sites in Italy Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	21,130	12	27.3	54
Amazon Sites	6,322	26	12.0	22
LeGuide.com Sites	4,062	195	2.6	4
IBS Network	3,866	17	6.5	9
Apple.com Worldwide Sites	3,561	4	8.9	12
Gruppo 7Pixel	3,191	42	2.7	7

Top 5 Online Banking Sites in Italy Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	8,202	36	33.9	87
UniCredit Group	2,134	40	29.7	99
Intesa Sanpaolo	2,066	103	33.3	87
The Royal Bank Of Scotland	881	79	3.3	5
Gruppo MPS	693	82	30.4	71
UBI Banca Group	511	N/A	27.9	56



Top 20 Sites in the Netherlands Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	12,006	0	1,835.8	2,941
Google Sites	11,610	0	271.7	332
Microsoft Sites	10,671	-3	169.3	138
Facebook.com	9,018	7	251.0	407
Sanoma Group	7,853	7	49.2	68
Telegraaf Media Groep	6,174	15	99.4	122
eBay	6,124	-3	81.1	128
Wikimedia Foundation Sites	5,876	2	12.5	13
Publieke Omroep	5,403	-3	25.9	38
RTL Group Sites	4,942	76	18.3	24
Ahold Sites	4,898	176	15.7	30
ING Group	4,046	-5	40.1	164
Rabobank Group	4,013	6	39.6	61
VEVO	3,961	-11	20.2	13
Apple Inc.	3,933	-1	5.0	7
Yahoo! Sites	3,912	14	33.7	38
Twitter.com	3,805	-3	24.3	28
LinkedIn	3,631	N/A	24.9	34
KPN	3,231	-13	28.8	46
Ask Network	3,165	16	3.3	7
De Persgroep	2,969	9	59.4	50

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Top 5 News/Information Sites in the Netherlands Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	9,944	-1	102.0	109
Nu.nl	4,177	7	48.6	56
De Telegraaf	3,055	0	79.5	60
Buienradar-Meteox	2,540	N/A	16.0	21
Ad.nl	1,880	12	79.9	56
MeteoVista	1,488	N/A	10.7	15

Top 5 Retail Sites in the Netherlands Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	10,460	4	74.8	162
Bol.com	4,189	7	14.1	26
Amazon Sites	2,747	3	12.6	19
Beslist Sites	2,623	39	3.3	6
Wehkamp	2,427	10	16.9	30
Apple.com Worldwide Sites	2,338	-8	8.5	12

Top 5 Online Banking Sites in the Netherlands Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	7,923	0	57.0	142
ING Group	4,046	-5	40.1	164
Rabobank Group	4,013	6	39.6	61
Abn amro	2,438	-12	26.1	48
Snsbank.nl	540	-22	34.7	58
Multisafepay.com	230	76	1.9	4



Top 20 Sites in Norway Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	3,336	2	1,491.0	2,253
Google Sites	3,020	2	202.2	257
Facebook.com	2,573	-1	323.4	480
Microsoft Sites	2,552	1	100.2	61
Schibsted (Anuntis-Infojobs-20minutos)	2,244	-3	117.7	139
A-Pressen Group	1,489	-2	20.2	39
Wikimedia Foundation Sites	1,403	0	10.9	14
Spotify	1,264	6	1.0	1
AS Avishuset Dagbladet	1,247	-7	24.0	33
Telenor	1,216	-9	26.6	45
Yahoo! Sites	1,182	26	48.8	45
Eniro Sites	1,142	-15	26.0	18
NRK Sites	1,023	-15	44.5	30
Edda Media	968	9	11.0	18
TV2 Sites	912	-26	29.2	30
Amazon Sites	876	6	17.0	28
VEVO	873	-18	14.5	10
Apple Inc.	859	-13	3.9	6
YR.NO	855	4	49.7	24
Federated Media Publishing	807	-25	8.6	11
Aller Media	790	1	11.2	15

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Top 5 News/Information Sites in Norway Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	3,201	2	134.3	155
Aftenposten AS	1,664	-13	51.5	89
Vg.no	1,639	-6	62.3	50
A-Pressen Group	1,489	-2	20.2	39
Dagbladet.no	1,117	2	23.7	31
Edda Media	968	9	11.0	18

Top 5 Retail Sites in Norway Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	2,639	6	45.6	88
Amazon Sites	876	6	17.0	28
CDON Group	582	2	15.9	30
Elkjop.no	567	0	8.4	16
Apple.com Worldwide Sites	508	-19	6.5	10
Netflix.com	423	N/A	29.5	34

Top 5 Online Banking Sites in Norway Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	1,454	5	38.1	86
DnB Group	579	6	32.0	52
SpareBank 1 Gruppen	394	16	35.6	71
Nordea Group	307	8	23.9	54
Sparebanken Song og Fjordane	178	-7	36.2	121
SkandiaBanken	113	-7	30.9	132



Top 20 Sites in Poland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	19,350	6	1,759.7	3,052
Google Sites	18,820	6	259.8	300
Facebook.com	15,697	16	390.5	695
MIH Limited	15,601	5	135.1	221
Gazeta.pl Group	14,344	17	25.5	42
Axel Springer AG	14,132	886	40.3	67
Orange Sites	14,101	181	82.3	124
Wikimedia Foundation Sites	10,968	6	14.1	15
Grupa o2	10,851	-6	34.6	46
Chomikuj.pl	9,326	18	97.1	124
Interia.pl SA	8,819	8	36.3	42
VEVO	8,219	11	18.3	13
NK.pl	7,894	-43	56.1	138
Microsoft Sites	7,284	23	13.7	9
Polskapresse	6,501	N/A	8.6	18
Demotywatory.pl	6,137	-13	39.1	29
Grupa Omnigence	5,956	N/A	16.0	27
Kwejk.pl	5,474	-18	67.6	60
TVN S.A.	5,344	N/A	14.2	24
Groupe Edipresse	4,991	327	7.9	13
Murator SA	4,836	N/A	4.8	8

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Top 5 News/Information Sites in Poland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	18,283	22	45.8	73
Gazeta.pl Group	14,344	17	25.5	42
Polskapresse	6,501	N/A	8.6	18
Onet.pl - Wiadomosci	4,785	12	15.8	16
Wp.pl - Wiadomosci	3,821	10	9.7	16
Se.pl	2,946	35	3.1	5
Top 5 Retail Sites in Poland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	16,137	11	39.4	92
Ceneo.pl	6,284	18	5.2	9
Nokaut.pl	3,226	12	2.0	3
Plus.pl	3,056	21	6.2	10
Euro.com.pl	2,684	14	7.6	23
Empik.com	2,392	42	4.6	15
Top 5 Online Banking Sites in Poland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	10,115	10	26.9	72
Commerzbank Sites	2,143	5	20.4	64
ING Group	1,982	15	33.4	110
UniCredit Group	1,896	110	23.2	54
AIB Group	1,653	15	1.9	7
PKO Bank Polski	1,448	-2	4.1	7



Top 20 Sites in Portugal Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	4,743	10	1,237.1	2,033
Google Sites	4,551	9	194.4	291
Facebook.com	3,996	9	365.1	603
Microsoft Sites	3,680	2	97.0	75
Portugal Telecom	2,510	1	30.0	47
Terra - Telefonica	1,938	7	11.4	13
Yahoo! Sites	1,797	27	20.1	22
UOL	1,729	3	18.2	16
VEVO	1,696	-3	18.6	13
Wikimedia Foundation Sites	1,579	1	7.5	9
OLX Inc.	1,458	29	25.6	64
Prisa	1,445	14	31.1	49
Ask Network	1,377	189	3.1	8
R7 Portal	1,316	698	7.7	9
Federated Media Publishing	1,177	-31	4.2	6
Grupo Cofina	1,089	0	42.4	56
Viacom Digital	1,026	-8	8.1	7
Groupe PPR	1,022	18	7.1	15
Grupo Controlinveste	940	11	12.1	16
LinkedIn	905	N/A	10.8	15
Globo	897	42	16.6	15

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Top 5 News/Information Sites in Portugal Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	3,250	11	32.0	42
A Bola	712	2	65.1	82
R7 Noticias	607	1,745	2.3	4
Publico.pt	468	18	13.4	8
Meteo.pt	447	25	8.1	5
Jn.pt	421	16	9.3	11
Top 5 Retail Sites in Portugal Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	3,456	11	28.1	60
Groupe PPR	1,022	18	7.1	15
Amazon Sites	871	3	13.1	22
Worten.pt	676	38	7.8	15
Dixons Retail Plc.	542	28,954	4.9	9
Leiloes.net	391	-19	14.5	36
Top 5 Online Banking Sites in Portugal Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	1,200	38	26.4	68
Grupo Caixa Geral de Deposito	431	N/A	24.3	52
BES.PT	247	1	24.2	53
Grupo Santander	232	8	14.8	61
Bpinet.pt	189	16	17.0	50
Barclays Bank	147	26	10.3	34



Top 20 Sites in Russia Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	61,345	15	1,565.0	2,938
Mail.ru Group	52,396	17	371.1	773
Yandex Sites	52,124	16	91.6	173
Google Sites	45,838	21	97.9	94
VK.com	43,959	19	390.7	612
Microsoft Sites	27,370	47	16.9	12
Wikimedia Foundation Sites	25,750	17	14.4	14
Ucoz Web Services	23,900	12	5.7	13
RosBusinessConsulting	20,073	-2	22.8	32
Rambler Media	18,383	2	23.5	33
Avito.ru	16,402	60	37.2	83
SUP Media	15,891	9	16.2	20
Facebook.com	14,675	25	29.0	54
Gazprom Media	13,189	5	9.3	12
Technorati Media	13,133	37	2.8	5
Map Makers Sites (Gismeteo)	10,971	81	11.0	18
MIH Limited	10,851	101	13.1	26
Kinopoisk.ru	10,363	40	12.8	19
LiveInternet	9,159	6	7.0	14
VGTRK Sites	8,339	28	12.5	16
Pronto Moscow	8,313	25	9.5	18

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Top 5 News/Information Sites in Russia Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	42,448	20	24.8	33
Yandex Weather	17,695	57	5.5	9
Yandex News	15,092	15	6.7	10
Map Makers Sites (Gismeteo)	10,971	81	11.0	18
Mail.Ru - News	10,848	20	9.7	10
Ria.ru	7,197	25	5.0	5
Top 5 Retail Sites in Russia Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	42,362	20	50.3	92
Yandex Market	15,284	18	10.4	13
Ozon.ru Sites	7,439	2	10.0	12
Svyaznoy Sites	6,404	N/A	9.4	13
M.Video	5,314	27	14.0	21
Wildberries.ru	4,900	46	19.5	38
Top 5 Online Banking Sites in Russia Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	13,620	30	19.8	34
Sberbank.ru	6,686	37	17.3	32
Tcsbank.ru	1,353	139	3.1	4
Vtb24.ru	1,103	21	9.5	14
Rsb.ru	820	29	12.4	24
Rencredit.ru	691	447	3.8	4



Top 20 Sites in Spain Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth*	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 4+	25,146	3	1,296.5	1,832
Google Sites	23,663	2	191.6	224
Microsoft Sites	19,786	-13	124.1	94
Facebook.com	17,069	-1	242.6	366
Unidad Medios Digitales	14,855	N/A	80.8	53
Terra - Telefonica	14,409	-3	145.6	304
Yahoo! Sites	12,380	-6	77.5	70
Vocento	11,839	37	27.5	26
Prisa	11,163	-21	53.2	36
Schibsted (Anuntis-Infojobs-20minutos)	10,200	7	40.1	66
Wikimedia Foundation Sites	9,327	-4	11.4	10
Orange Sites	7,262	-7	10.2	16
Ask Network	7,239	29	3.4	7
Federated Media Publishing	6,526	-28	5.4	7
Softonic.com Sites	6,277	N/A	7.7	10
VEVO	6,018	-4	12.7	10
Weblogs SL Sites	5,842	-5	9.2	9
Twitter.com	5,671	31	33.1	31
Rtve.es	5,596	19	11.5	11
Amazon Sites	5,457	0	12.7	19
El Corte Ingles Group	5,201	2	12.1	25

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Top 5 News/Information Sites in Spain Source: comScore MMX, Jan-13	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	23,746	9	90.5	74
EL Pais Sites	8,847	N/A	40.3	21
Elmundo.es Sites	8,014	-3	37.9	25
Abc.es Sites	6,395	115	20.4	13
20minutos.es Sites	5,640	25	13.7	9
Eltiempo.es	4,121	66	11.4	18
Top 5 Retail Sites in Spain Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	19,933	3	46.8	89
Amazon Sites	5,457	0	12.7	19
El Corte Ingles Group	5,201	2	12.1	25
LeGuide.com Sites	3,529	150	3.2	5
Apple.com Worldwide Sites	2,841	-9	9.9	11
Groupe PPR	2,351	24	5.8	12
Top 5 Online Banking Sites in Spain Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	10,344	5	39.0	107
La Caixa	3,533	-2	27.3	75
Grupo Santander	1,864	-15	26.1	110
Grupo BBVA	1,731	-1	23.1	75
Bankia S.A. - BFA	1,452	31	23.3	47
ING Group	1,139	-22	16.9	44

Source: comScore MMX, December 2011-2012, Spain 4+

*Starting August 2012 data, comScore reportable universe for Spain has moved from 6+ to 4+

**Please note that data for the News/Information category is for January 2012- January 2013



Top 20 Sites in Sweden Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	6,404	3	1,318.2	2,100
Google Sites	5,937	1	184.0	199
Microsoft Sites	4,866	-9	79.1	71
Facebook.com	4,693	-5	283.9	455
Schibsted (Anuntis-Infojobs-20minutos)	4,068	-3	68.3	99
Bonnier Group	3,660	-6	63.7	48
Spotify	2,655	3	1.0	1
Wikimedia Foundation Sites	2,555	-3	11.2	12
Sveriges Television	2,058	4	43.0	29
Swedbank	1,927	-8	32.9	74
Yahoo! Sites	1,845	15	55.5	50
Amazon Sites	1,707	10	15.8	27
Federated Media Publishing	1,604	-28	7.8	11
Eniro Sites	1,578	-13	8.1	12
Stampen Media Partner	1,570	N/A	21.7	27
Apple Inc.	1,530	-3	3.6	5
CDON Group	1,520	-10	19.4	35
VEVO	1,496	-22	13.7	9
Ask Network	1,495	53	2.7	6
Nyheter24-Gruppen	1,478	N/A	18.1	28
eBay	1,411	-4	34.1	118

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Top 5 News/Information Sites in Sweden Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	6,054	-1	85.5	101
Aftonbladet Hierta	3,837	-5	52.2	82
DN.SE	1,417	3	71.3	35
Expressen.se	1,070	-16	48.2	27
SVD.SE	797	61	11.9	24
Klart.se	557	3	7.1	19

Top 5 Retail Sites in Sweden Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	5,329	4	53.0	111
Amazon Sites	1,707	10	15.8	27
CDON Group	1,520	-10	19.4	35
Elgiganten.se	994	0	9.7	18
Prisjakt.nu	934	3	6.6	18
ValueClick Sites	830	-7	5.1	15

Top 5 Online Bankings Sites in Sweden Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	3,471	0	43.4	102
Swedbank	1,927	-8	32.9	74
Nordea Group	874	-4	32.3	71
Svenska Handelsbanken	682	18	39.9	109
Forsakringskassan.se	455	6	13.2	27
SEB Group	384	-3	28.2	70



Top 20 Sites in Switzerland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	5,034	5	998.1	1,668
Google Sites	4,767	5	178.4	250
Microsoft Sites	3,573	-9	71.5	55
Facebook.com	3,362	6	216.5	348
Wikimedia Foundation Sites	1,971	0	9.3	10
Apple Inc.	1,855	7	4.6	6
Yahoo! Sites	1,830	-7	59.6	56
Swisscom Sites	1,747	8	52.0	81
VEVO	1,477	3	15.1	11
Tamedia Sites	1,174	-2	27.6	48
Glam Media	1,164	11	4.9	9
Amazon Sites	1,162	-9	10.6	18
Axel Springer AG	1,148	-5	9.2	18
Viacom Digital	984	7	6.5	6
MIH Limited	983	-10	31.9	80
Ask Network	868	105	3.9	9
Deutsche Telekom	822	-17	14.9	54
Schweizerische Post Sites	770	0	27.2	48
CCM-Benchmark	765	33	5.6	7
SBB CFF FFS Sites	759	-11	10.9	18
SRG SSR	740	-19	19.4	27

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Top 5 News/Information Sites in Switzerland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	3,498	-12	47.0	63
20min.ch	518	4	20.1	34
Yahoo!-ABC News Network	453	N/A	19.6	21
RTS.CH	434	N/A	20.0	25
Ringier Sites	433	-28	36.7	48
HPMG News	352	75	4.4	8

Top 5 Retail Sites in Switzerland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	4,038	4	32.5	77
Amazon Sites	1,162	-9	10.6	18
Apple.com Worldwide Sites	926	-12	9.2	12
Groupe PPR	722	14	10.9	20
Zalando	682	74	9.2	49
LeGuide.com Sites	486	46	1.7	3

Top 5 Online Banking Sites in Switzerland Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	947	15	29.2	67
Kantonalbank	454	11	33.0	81
Gemoneybank.ch	72	3	4.5	10
Bcge.ch	51	46	36.4	70
Bcf.ch	38	27	50.8	111
Groupe Credit Agricole	37	138	6.2	18



Top 20 Sites in Turkey Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 15+	23,917	2	1,860.3	3,534
Google Sites	23,469	2	257.6	498
Facebook.com	21,914	1	537.2	1,017
Microsoft Sites	18,339	-2	89.7	70
Nokta.com Medya	16,900	-14	12.1	19
Mynet A.S.	16,745	21	47.5	120
Hurriyet Internet Group	15,258	17	62.2	88
Milliyet Gazetecilik Ve Yayıncılık	14,681	24	57.1	107
Sahibinden.com	13,124	21	89.1	171
Yeni Medya	12,627	16	13.5	21
Turkuvaz Yayın	10,090	33	24.1	46
Dogan Online	10,073	1	18.3	42
Dailymotion.com	9,961	-17	5.0	8
Wikimedia Foundation Sites	9,372	-1	6.9	9
Twitter.com	8,537	23	37.3	45
Donanimhaber.com	8,204	6	6.2	8
Ciner Medya Grubu	8,088	N/A	39.4	48
Dogan Gazetecilik	7,529	-3	32.8	48
eBay	6,790	-8	15.7	42
VEVO	6,765	16	15.0	12
Yandex Sites	6,737	407	7.5	24

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Top 5 News/Information Sites in Turkey Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	23,069	3	138.0	247
Milliyet.com.tr	13,087	29	56.6	101
Hurriyet.com.tr	11,987	17	69.2	98
Mynet news	9,055	108	9.4	68
Haberturk.com	8,000	54	39.4	48
Sabah.com.tr	6,824	35	25.8	43
Top 5 Retail Sites in Turkey Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	20,937	16	57.6	114
Dogan Online	10,073	1	18.3	42
Markafoni Group	5,650	-3	17.3	26
Amazon Sites	3,945	1	5.7	12
Gold Group	3,658	N/A	8.6	17
Trendyol.com	2,963	4	32.1	61
Top 5 Online Banking Sites in Turkey Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	9,466	0	39.8	88
Garanti.com.tr	3,209	-11	21.4	32
Isbank.com	2,441	-8	20.7	47
UniCredit Group	2,041	17	17.5	46
Akbank Sites	1,969	0	28.2	62
Finansbank Group	1,589	17	13.4	29

United Kingdom



Top 20 Sites in the UK Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Total Internet Audience: Age 6+	44,804	5	2,037.7	2,966
Google Sites	40,706	4	290.5	315
Microsoft Sites	33,591	-8	133.6	117
Facebook.com	33,448	6	386.5	594
Yahoo! Sites	26,408	2	129.5	114
Amazon Sites	26,378	0	40.2	62
eBay	23,174	3	125.2	194
BBC Sites	22,948	1	46.7	51
Glam Media	22,500	14	30.2	28
Wikimedia Foundation Sites	20,633	8	20.9	19
Ask Network	18,540	22	5.5	10
Apple Inc.	18,498	5	6.4	7
Home Retail Group	13,348	5	23.6	66
VEVO	13,106	4	20.6	13
AOL, Inc.	12,041	13	64.5	52
Viacom Digital	11,917	6	13.1	11
CBS Interactive	11,078	-1	12.0	13
Federated Media Publishing	11,066	-12	7.8	11
Twitter.com	10,894	24	34.5	38
Tesco Stores	10,442	18	19.8	35
Sky Sites	10,287	-2	53.7	65

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Top 5 News/Information Sites in the UK Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
News/Information	37,997	0	77.8	84
BBC	19,163	2	40.4	44
Mail Online	11,953	-6	43.1	34
The Guardian	10,201	N/A	13.2	17
About	9,162	6	3.5	4
Yahoo!-ABC News Network	9,082	N/A	16.2	19

Top 5 Retail Sites in the UK Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Retail	39,539	3	133.9	265
Amazon Sites	26,378	0	40.2	62
Home Retail Group	13,348	5	23.6	66
Apple.com Worldwide Sites	11,472	6	10.2	12
Tesco Stores	10,442	18	19.8	35
Dixons Retail Plc.	7,883	18	9.8	17

Top 5 Online Banking Sites in the UK Source: comScore MMX, Dec-12	Total Unique Visitors (000)	% Growth	Avg Minutes per Visitor	Avg Pages per Visitor
Business/Finance - Banking	22,119	7	42.4	95
Lloyds Banking Group plc	10,096	14	30.6	82
The Royal Bank Of Scotland	6,483	1	29.8	64
Barclays Bank	6,288	9	20.6	33
HSBC	3,412	-9	25.1	56
Grupo Santander	2,626	5	21.4	45

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CONCLUSION

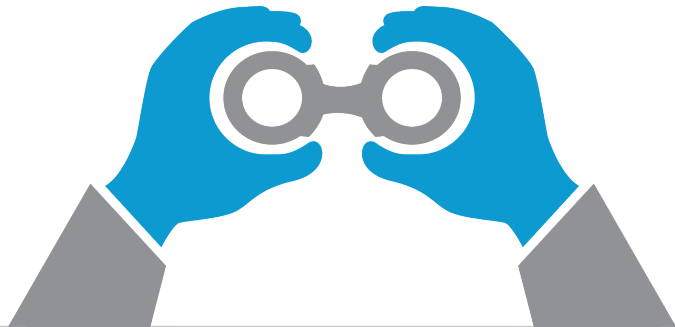
2013: Putting the Future in Focus

ADAPTABLE ANALYTICS REQUIRED

This past year saw digital media's continued rise in prominence as part of peoples' personal lives and in business environments. Consumers are quickly becoming platform agnostic in their digital media consumption and in today's world they can choose when and how they'd like to consume content. It might be that they started watching a film at home on their TV, continued watching it on their smartphone on the way to work, and finished watching it in bed at night on their tablet.

It's the pinnacle of convenience for consumers, but an utter headache from an audience measurement and advertising analytics standpoint. comScore has adapted to this changing digital world to become a trusted resource for understanding cross-platform consumer behaviour and enabling multi-platform unification of all data.

Consumers have already adopted multiple platforms and devices – 2013 is the year businesses need to follow if they desire a unified, platform-agnostic view of consumer behaviour.



2013: Putting the Future in Focus

VALIDATION MATTERS

According to the IAB Europe AdEx report released in 2012, media buyers invested 21 billion Euros online, bringing Europe close to the size of the US. According to the AdEx benchmark report, online was within the top 3 media in each country, in terms of ad spend.

While delivering advertising at scale remains important, an increased premium on accountability and performance means advertisers may be sacrificing quantity for quality – whether that means leveraging more rich media, experimenting with larger ad units, or demanding ad viewability.

comScore's 2012 research about viewable impressions, spanning over 8 EU markets and 14 advertiser brands, showed that an average of 3 in 10 ads were never actually seen by their target audiences. It is more important than ever for advertisers to evaluate campaign viewability to improve optimisation and maximise the return on their media spend.

Look for advertisers to demand more accountability and publishers to reconfigure site design and ad inventory to improve performance in the coming year.

2013: Putting the Future in Focus

IMPROVED ACCOUNTABILITY

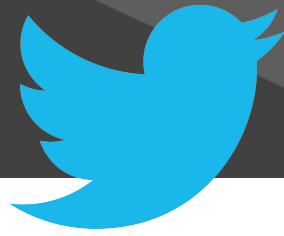
comScore entered 2012 as the official online audience currency in three of the largest digital advertising markets in Europe.

Following our selection in [Spain and the Netherlands](#), the endorsement from UKOM as their official [2013 Partner for UK Online Audience Measurement](#) underlined our committed to providing not only innovative digital measurement solutions, but also to aligning with industry-accepted practices.

In addition to winning the online audience measurement JICs in leading European markets, comScore has received successful audits by OJD in Spain and ABC UK underlining the ongoing commitment to transparency and quality in measuring the EU digital marketplace.

These comScore products have been audited or certified in Europe:

- Mobile Measurement: GSMA Mobile Media Metrics (MMM)
- Advertising Effectiveness: validated Campaign Essentials (vCE) Content Verification
- Data collection method for census-based measurement: in Spain, OJD Interactive validates comScore Direct



- Europe accounts for 27 percent of worldwide internet audience
- Italy's internet audience grew the fastest, up 17 percent compared to last year
- Turkey has biggest proportion of young internet users whilst Germany skews old
- In Dec 2012, 75 percent of mobiles acquired in EU5 countries were smartphones
- Over 23 million people in EU5 had a smartphone as well as a tablet in Dec 2012
- Europeans spend 6.7 hours per month on social networking sites or blogs
- Job Search is fastest growing web category in Europe, up 28 percent over the year
- 8 out of 10 European internet users visit news and information sites
- 14.1 percent of EU5 smartphone users purchased a good or service via their device
- 37.3 percent of EU5 smartphone shoppers purchase clothing or accessories
- 2 in 3 Dutch internet users visited an online banking website in Dec 2012

#FutureinFocus

METHODOLOGY

Methodology and Definitions

This report utilises data from the comScore suite of products, including comScore MMX Multi-Platform (Beta), comScore qSearch, comScore Ad Metrix, comScore Video Metrix, comScore MobiLens, comScore Device Essentials and [comScore GSMA Mobile Media Metrics \(MMM\)](#).

comScore MMX

The comScore MMX suite of syndicated products sets the standard for digital audience measurement and media planning. Powered by Unified Digital Measurement™, the revolutionary measurement approach that bridges panel-based and website server-based metrics to account for 100 percent of a site's audience, MMX delivers the most accurate and comprehensive suite of audience metrics, providing valuable demographic measures, such as age, gender, household income and household size. MMX reports on more than 70,000 entities, with audience measurement for 43 individual countries and 6 global regions, as well as worldwide totals.

The comScore MMX product suite includes individual products utilised within this report including [comScore MMX Multi-Platform \(Beta\)](#), [comScore qSearch](#), [comScore Ad Metrix](#) and [comScore Video Metrix](#).

http://www.comscore.com/Products/Audience_Analytics/MMX

Methodology and Definitions

comScore MobiLens

comScore MobiLens provides market-wide insight into mobile digital media consumption, brand-level audience metrics, and details of device ownership and technology penetration. Using proprietary data collection methods, we survey nationally representative samples of mobile subscribers age 13+ in the U.S., UK, France, Germany, Spain, Italy, Canada, and Japan. The MobiLens sample is substantial enough to provide projected data for sub-segments as small as 1 percent of mobile subscribers. For 2012, the estimated monthly survey completes utilised for this report are 5,000 mobile phone owners in the UK. For the following analysis, the three-month average figures amount to a sample of 15,000 mobile users.

For more information, please visit:

http://www.comscore.com/Products/Audience_Analytics/MobiLens

comScore Device Essentials*

comScore Device Essentials provides insight into digital traffic share across all devices worldwide, offering detail into device characteristics, connection type, and category consumption. The product is based on the comScore Unified Digital Measurement (UDM) approach, measuring browser-based page views coming from computers, mobile, and other connected devices to more than one million domains tagging with comScore.

For more information, please visit:

www.comscore.com/Products_Services/Product_Index/Device_Essentials

Methodology and Definitions

comScore GSMA Mobile Media Metrics (MMM)

GSMA Mobile Media Metrics (MMM) is a partnership between the GSM Association (GSMA), comScore, and the UK's 4 mobile operators: O2, Vodafone, EverythingEverywhere and 3UK. GSMA MMM aligns the power of connected mobile data with Wi-Fi activity and rich demographics to unveil the most powerful view of the who, the what and the where of mobile web via a secure, industry-audited process. The mobile network operators provide irreversibly anonymised census-level data for mobile internet usage. Demographic data is ascribed onto the unique persistent ID for each anonymous user in the operator data. Wi-Fi usage, not seen in the mobile network traffic, is captured in server-side logs of media owners and overlaid onto the operator data to create the most comprehensive view of connected mobile activity in the UK.

For more information, please visit:

http://www.comscore.com/Products_Services/Product_Index/GSMA_Mobile_Media_Metrics_MMM

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behaviour that enable clients to maximise the value of their digital investments.

A preferred source of digital audience measurement, comScore offers a variety of on-demand software and custom services within its four analytics pillars: Audience Analytics, Advertising Analytics, Digital Business Analytics and Mobile Operator Analytics. By leveraging a world-class technology infrastructure, the comScore Census Network™ (CCN) captures trillions of digital interactions a month to power big data analytics on a global scale for its more than 2,000 clients, which include leading companies such as AOL, Baidu, BBC, Best Buy, Carat, Deutsche Bank, ESPN, France Telecom, Financial Times, Fox, LinkedIn, Microsoft, MediaCorp, Nestle, Starcom, Terra Networks, Universal McCann, Verizon, ViaMichelin and Yahoo!.

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Key Insights from 2012 and What They Mean for the Coming Year

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