



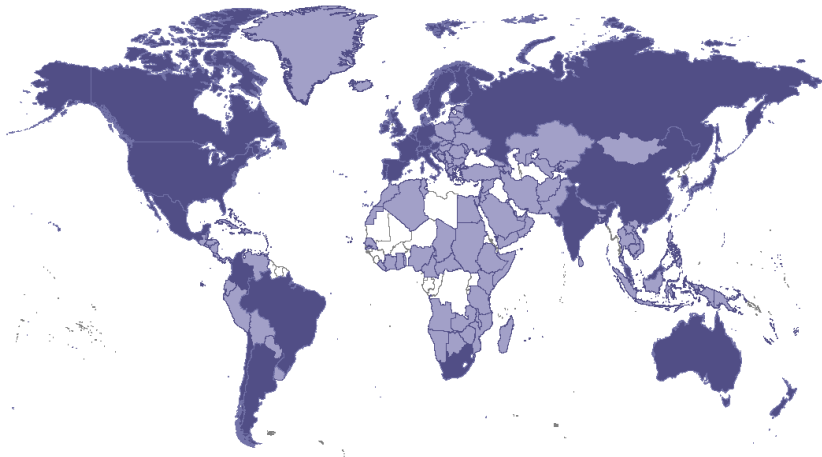
State of the Internet with a Focus on Latin America

June, 2010



Powerful Platform: Global Panel of 2 Million Consumers, Largest of Its Kind

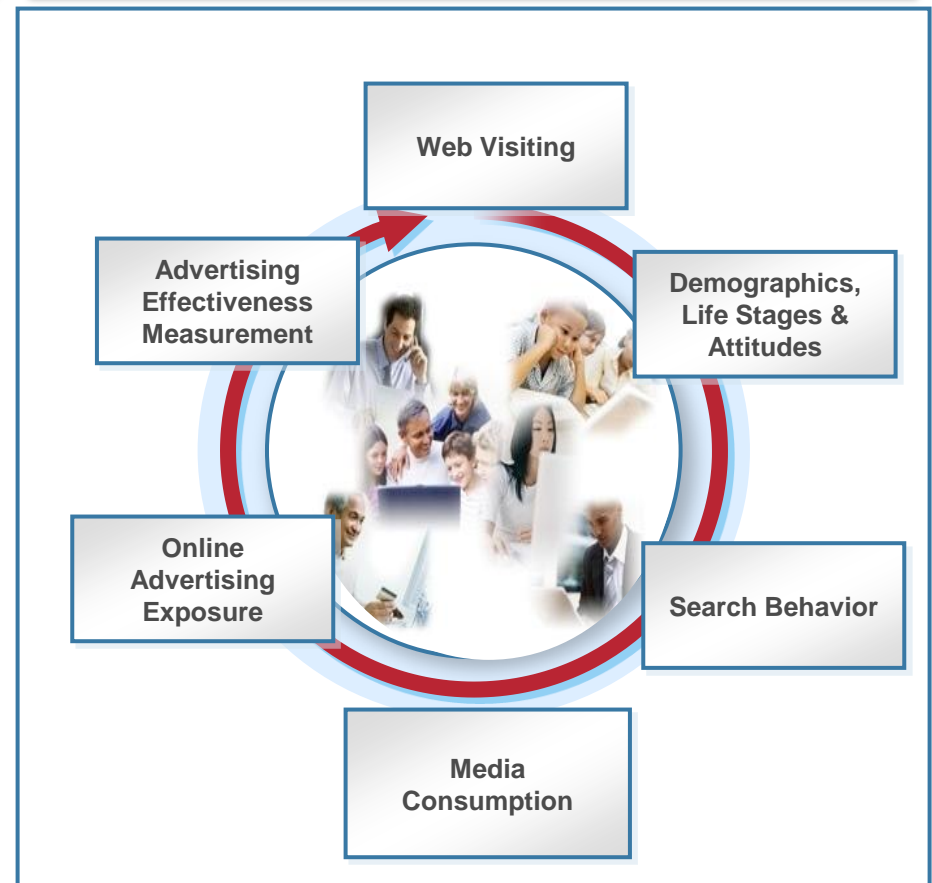
The Only Global Measurement of Audience and e-Commerce



 38 Media Metrix Reported Countries

 170+ Countries with Panel Presence

360° View of Consumer Behavior



1,273+ Blue Chip Customers

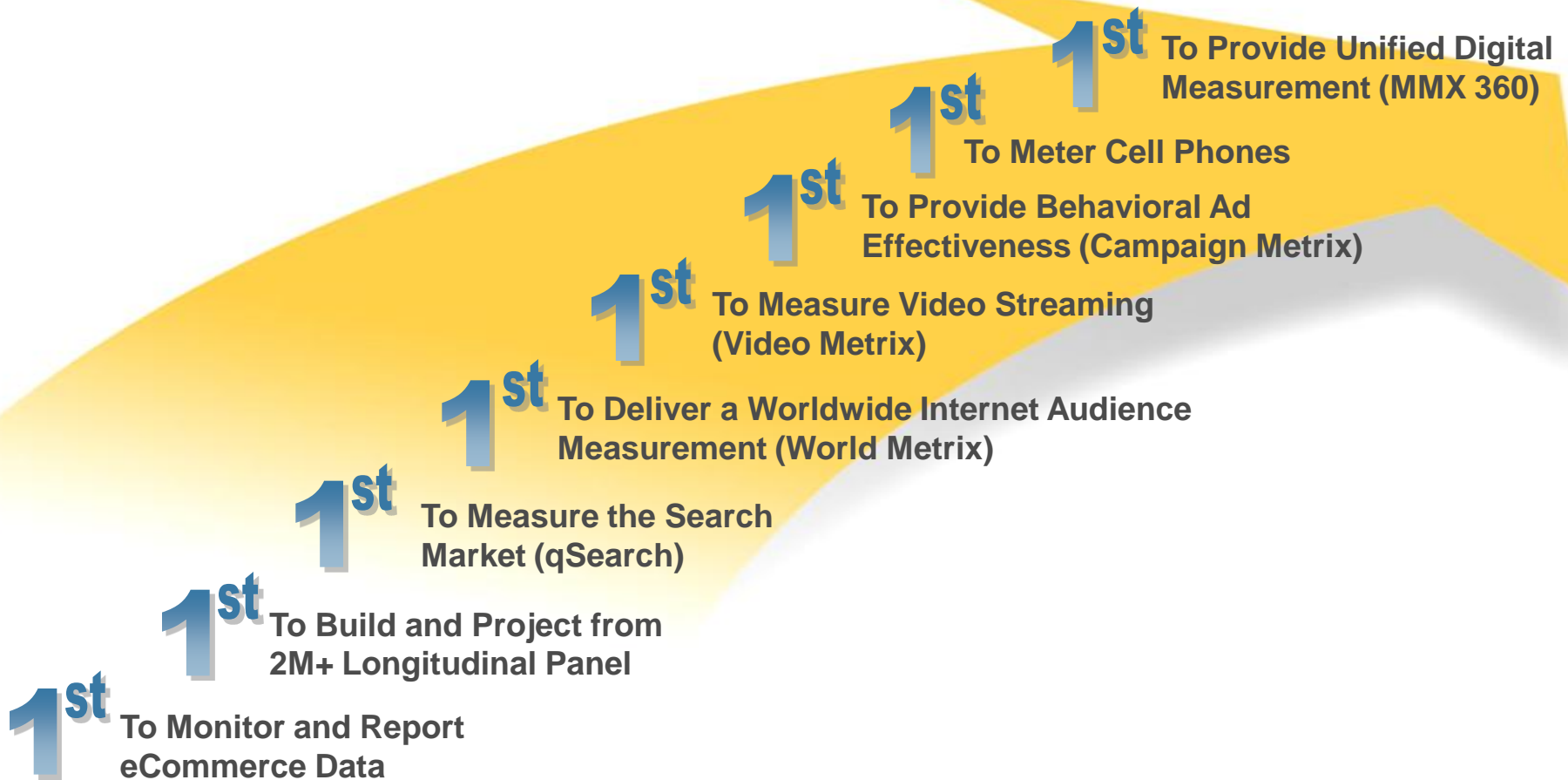
90+% Subscription Repeat Rate

Internet	Agencies	Telecom	Financial	Retail	Travel	CPG	Pharma	Technology
	<p>DIGITAS</p> <p>OmnicomGroup</p> <p>Wieden Kennedy+</p>							

Some of our largest clients in Latin America include...



History of Leadership in Digital Marketing Measurement



External Recognition



WORLD ECONOMIC FORUM
Technology Pioneer
2007



Top 100
Innovative Companies
December 2004

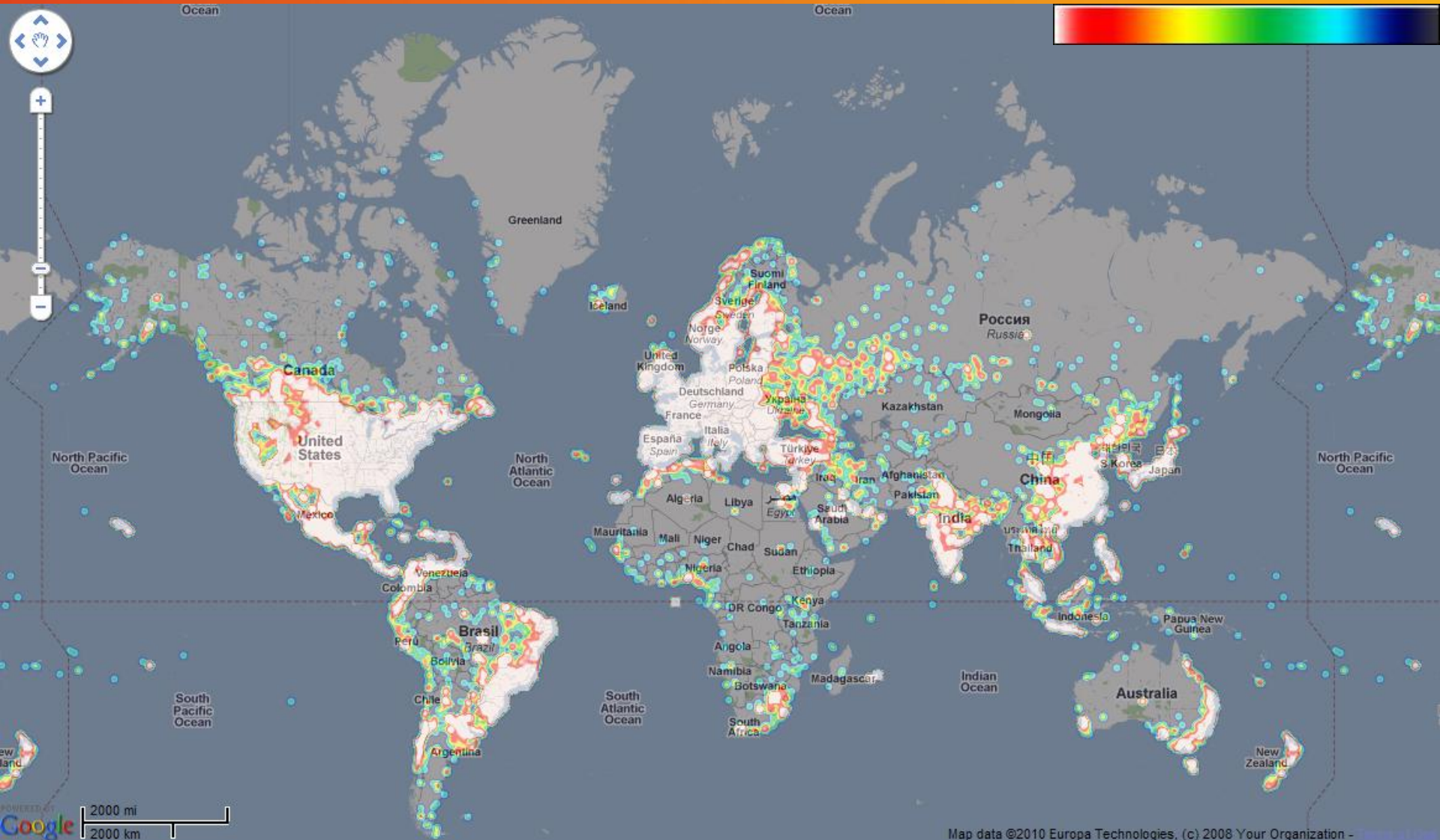


World's Largest
Windows Database
December 2001,
2003, 2005

comScore Latin America Office Locations



More Than 2 Million comScore Panelists in Over 170 Countries



Latin America is the Fastest-Growing Region in the World

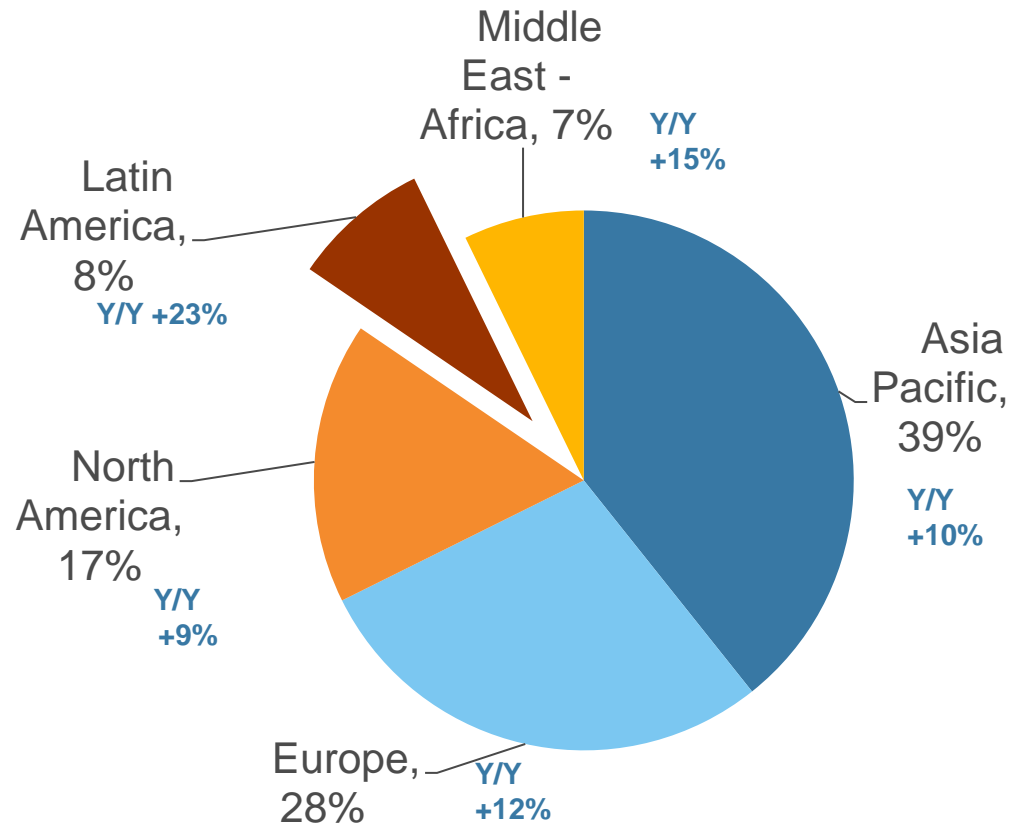
Distribution of Global Internet Audience

Web users 15+ Accessing from a Home or Work Computer

The composition of the web is constantly changing.

The Latin American Internet audience grew 23 percent in the past year, and now represents 8 percent of the global Internet audience.

Web audiences in developing nations will continue to grow as internet penetration increases in those regions

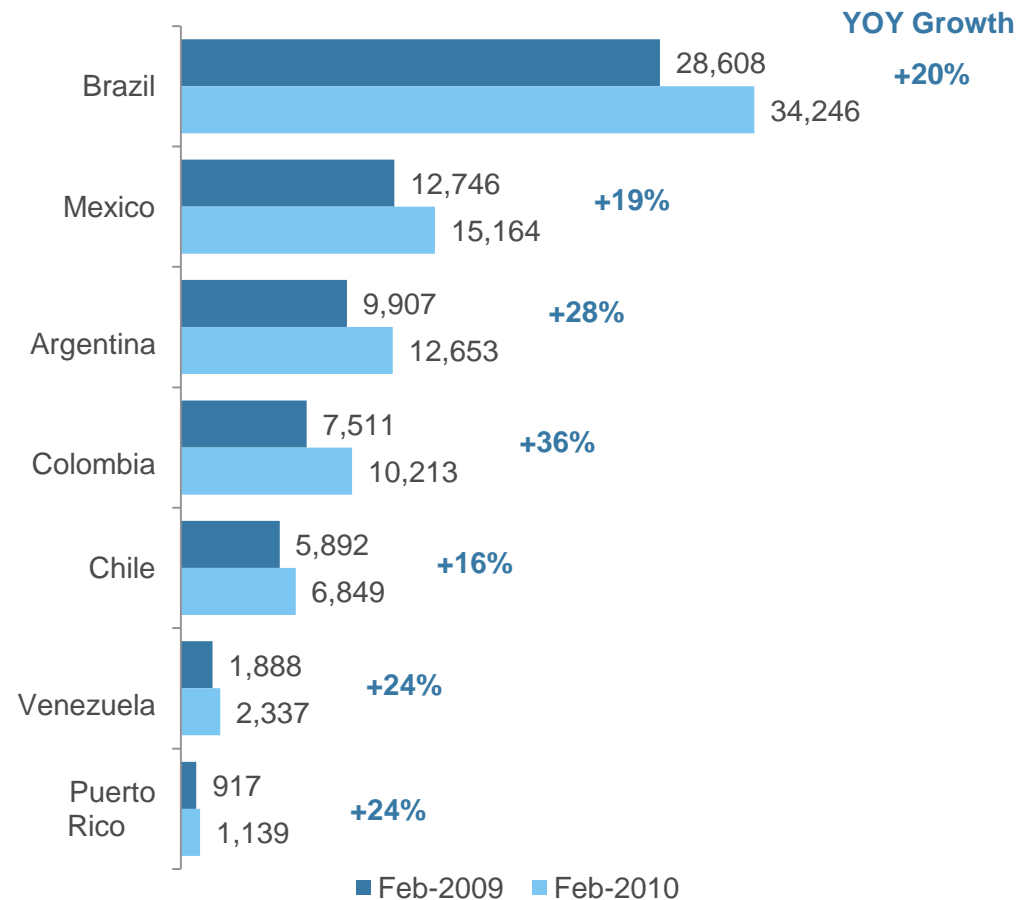


Colombia shows highest percentage growth in the region

The largest percentage growth was in Colombia, which increased its web population in the past year by 36 percent.

In absolute terms, of course, Brazil added the most users, with a growth rate of 20% translating to almost 6 million new web users in the past year.

Latin America Online Population
Unique Visitors (ooo) 15+ Accessing from a Home or Work Computer



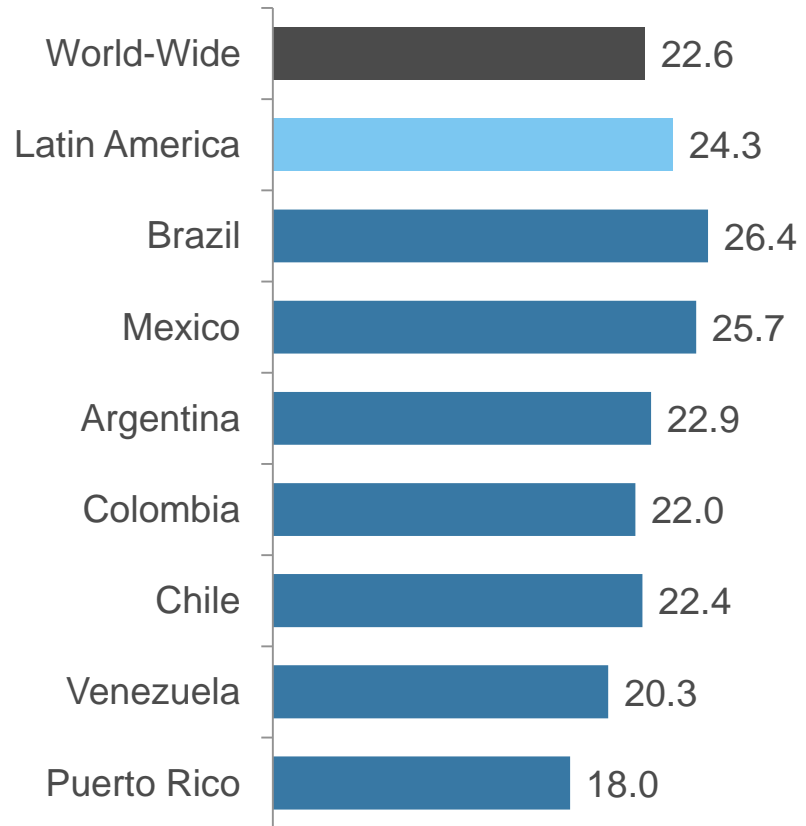
Brazil, Mexico, and Argentina show heaviest usage in the region

Within Latin America, web users in Brazil spent the most time online, averaging 26.4 hours.

Internet users in Mexico and Argentina also outpaced the global average of 22.6 hours online per month in February 2010.

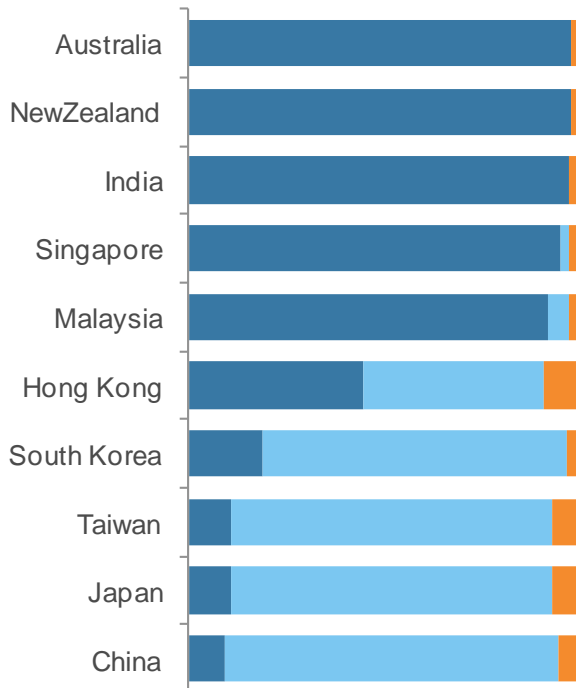
With broadband penetration being the most influential factor on time spent online, we should continue to see heavier usage as BB availability improves and costs decline in the region.

Time Spent Online
Total Hours per Visitor, Feb 2010

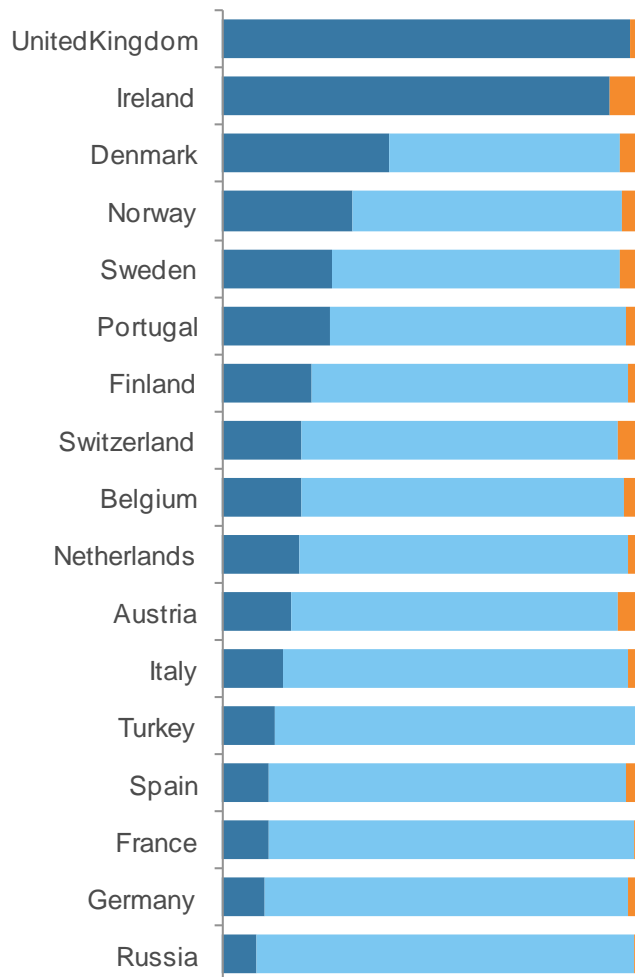


Audiences Worldwide Prefer to Consume Content in their Native Languages

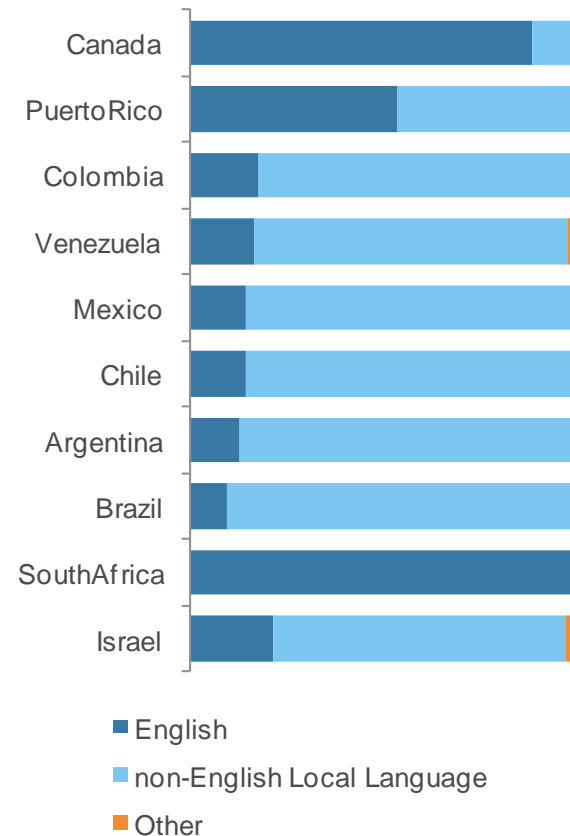
Asia Pacific



Europe



Americas, MidEast & Africa



Global and Regional Brands are Represented in Top Properties

- Google's top billing can be credited to the popularity of its search engine; the Social Network Orkut in Brazil; and YouTube across the region
- Microsoft Sites' high reach and heavy usage is driven by its Instant Messenger application
- Facebook is making dramatic inroads, not only as a high-reach site, but with very heavy usage in the region
- Terra is a top property in the region, but is heavily visited by Spanish-speaking audiences elsewhere as well

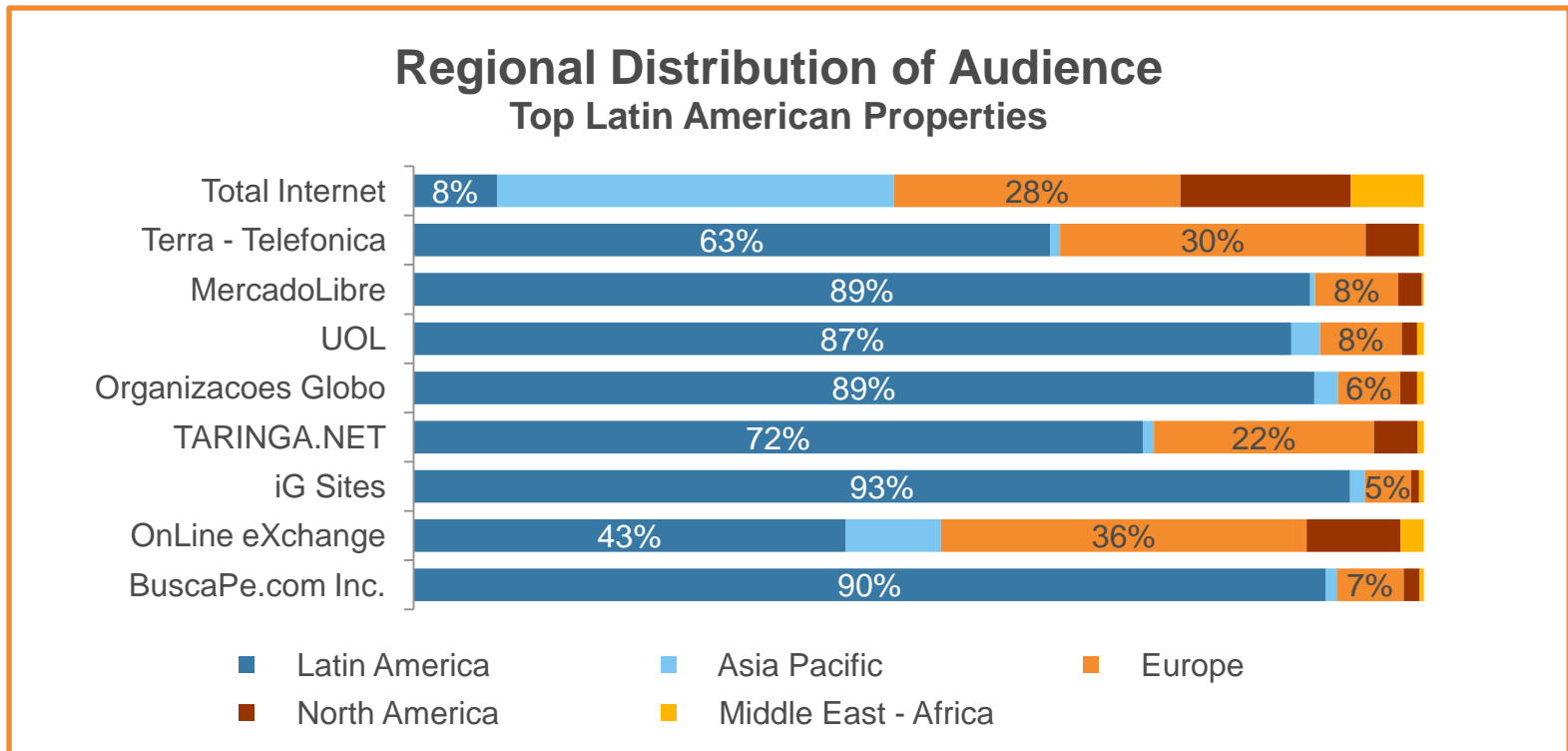
Latin America Top Properties

	Total Unique Visitors (000)	Latin America % Reach	Average Minutes per Visitor
Google Sites	88,300	88.9	294.0
Microsoft Sites	86,385	87.0	577.9
Yahoo! Sites	49,724	50.1	49.0
FACEBOOK.COM	48,783	49.1	203.7
Terra - Telefonica	37,360	37.6	37.2
Wikimedia Foundation Sites	36,414	36.7	11.7
MercadoLibre	28,074	28.3	26.7
WordPress	26,735	26.9	3.9
UOL	23,943	24.1	83.1
Organizacoes Globo	19,705	19.8	96.3
TARINGA.NET	18,866	19.0	14.1
Ask Network	16,977	17.1	7.2
NetShelter Technology Media	16,410	16.5	5.5
The Mozilla Organization	16,097	16.2	3.0
iG Sites	15,654	15.8	28.1
OnLine eXchange	14,124	14.2	4.6
Vevo	13,829	13.9	8.4
Orange Sites	12,606	12.7	6.4
HI5.COM	12,507	12.6	69.5
AOL LLC	12,398	12.5	8.0
Fox Interactive Media	12,051	12.1	28.8
BuscaPe.com Inc.	11,548	11.6	3.5
Hi-Media Group	11,410	11.5	40.9
Adobe Sites	11,395	11.5	3.8
MUSICA.COM	11,131	11.2	8.8

Top Regional Properties Attract Users from Outside Region

Many top Latin American Properties source a significant percentage of their global audience from outside the region

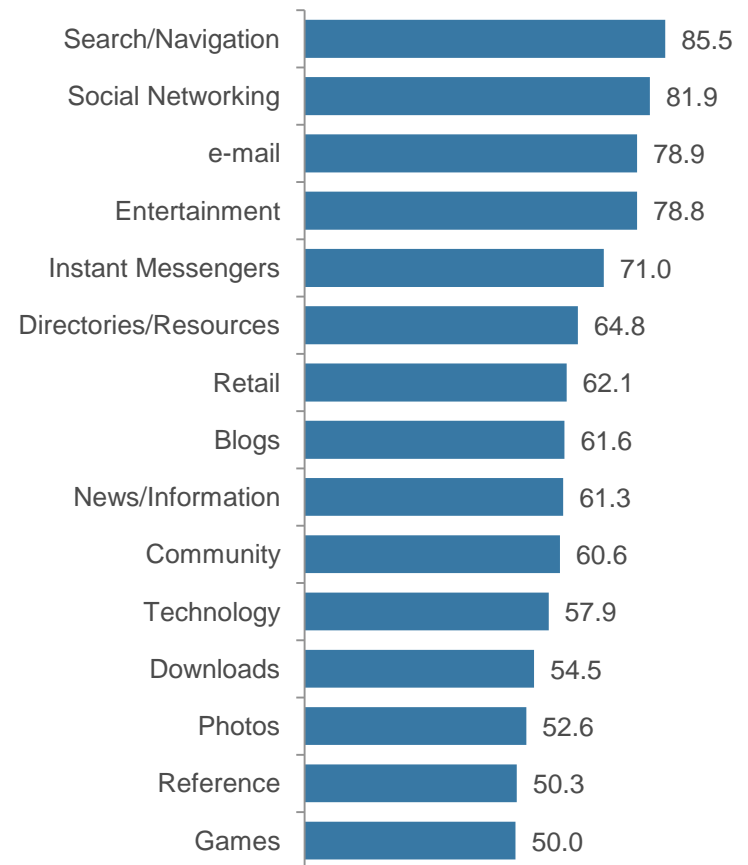
- 30 percent of Terra's audience is coming from Europe
- OLX, based in Argentina and New York, draws a significant North American audience as well



How does Latin America use the Internet?

- The highly social culture of this region makes it unsurprising that Social Networking is most popular category in Latin America after Search
- E-mail is still very important to web users, despite the contact that alternatives provide (SMS, IM, SNS); Instant Messengers are not too far behind
- More than three-quarters of web users in Latin America visited an Entertainment site (includes Music, Movies, TV, Multimedia, Entertainment News, Humor)
- Though e-commerce is certainly still in its infancy in this region, visiting to Retail sites is robust, with 60 percent of Lat Am users visiting a Retail site
- Blogs and News/Info Sites capture significant portion of web audience

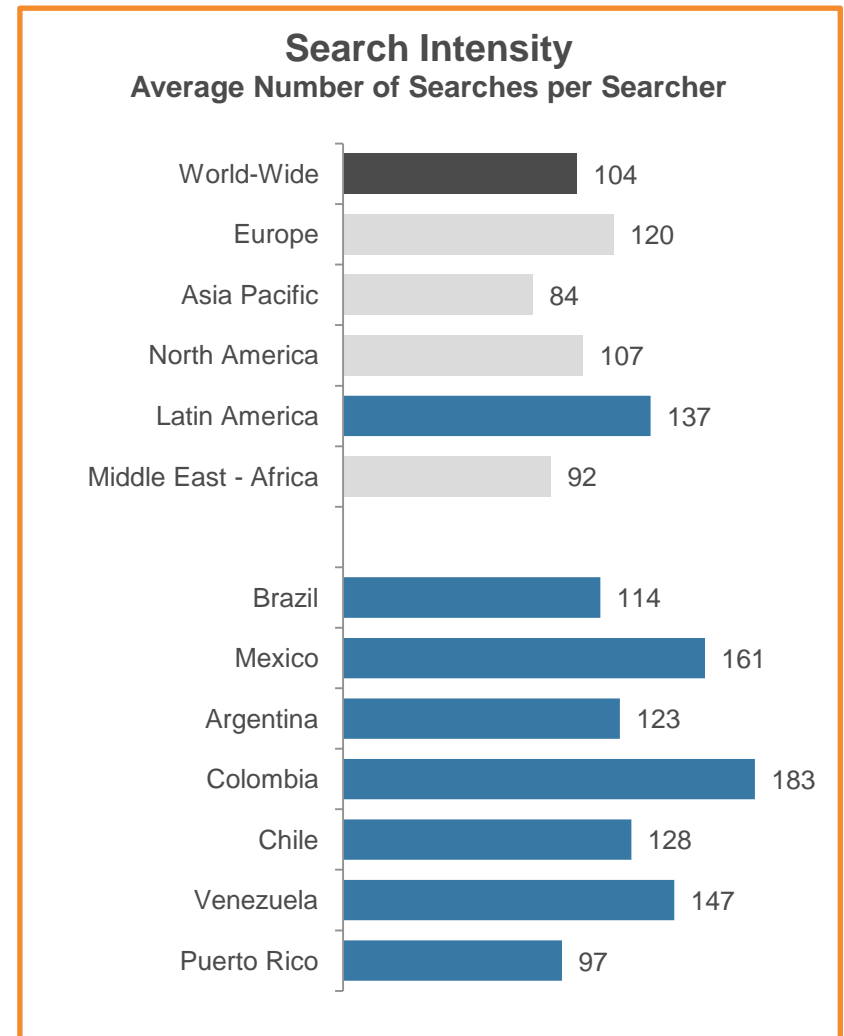
Top Site Categories: Latin America
% Reach



Latin Americans are Heaviest Searchers in the World

The average Latin American searcher made 137 searches, the highest regional rate globally.

Within Latin America, Colombia had the highest search rates, with an average of 183 searches per searcher. In fact, Colombia, followed by Mexico and Venezuela, had the highest search rates in the world in February 2010.

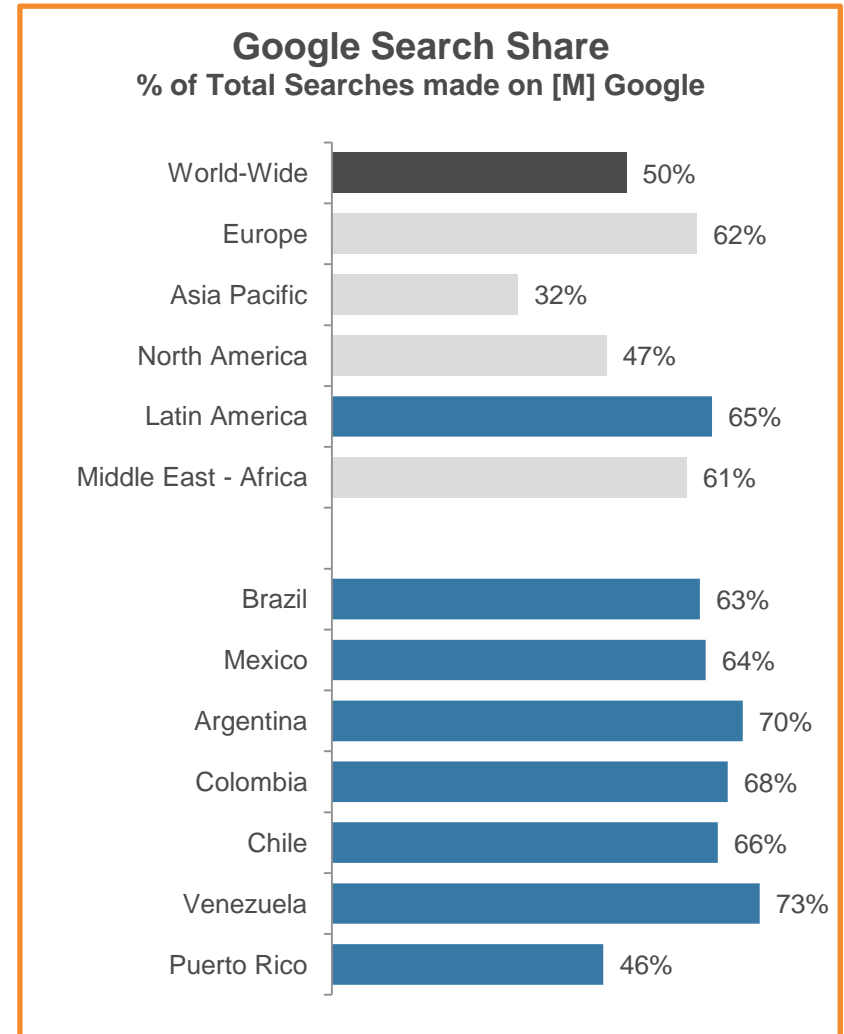


Google Takes Majority Share in Most Latin American Markets

Half of all searches Worldwide were made on Google, but Latin American searchers are more likely to use Google for their searches than users elsewhere in the globe.

Users in Venezuela use Google for the largest share of their searches, but the rates are similarly high among the other Latin American countries.

In other regions, search share is taken from Google primarily by local-language regional sites; in Latin America, Google has localized effectively.

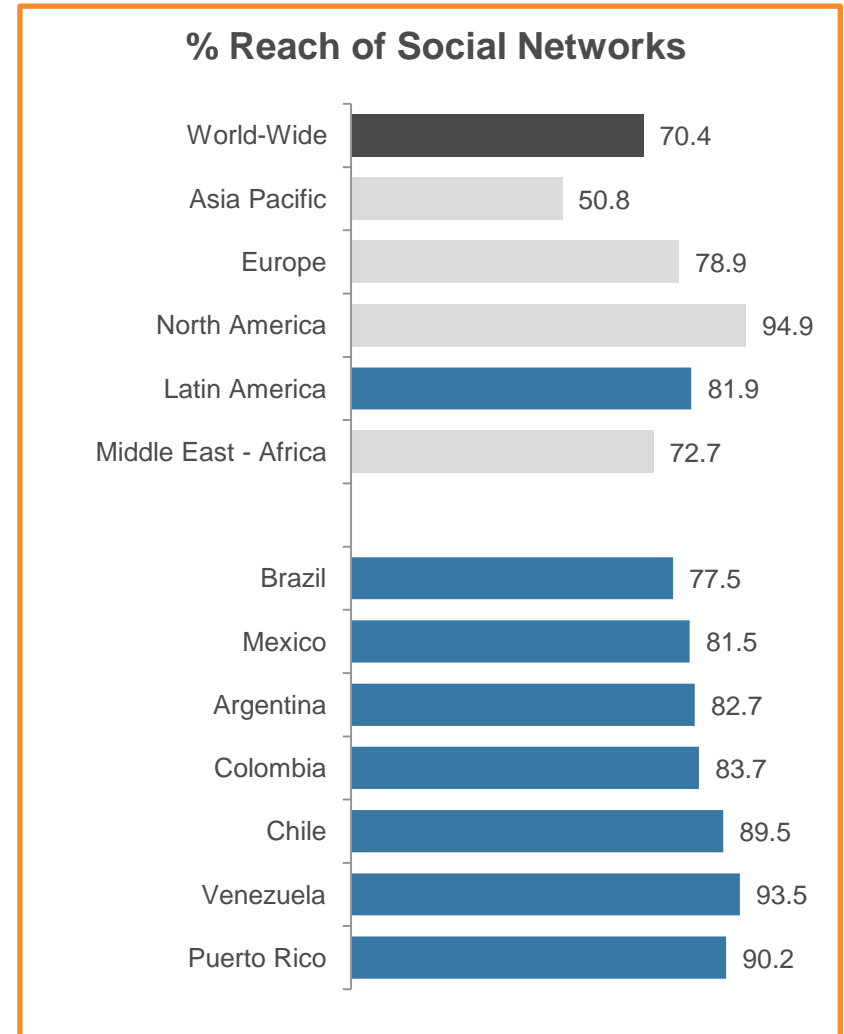


Social Networking is Key to the Latin American Audience

The highly social nature of Latin American culture plays an important part in the rise of Social Networks in the region.

Along with E-mail and IM, Social Networks offer an important way for users in the region to stay frequently in touch with friends and family, both in their home country and abroad.

The heavy penetration of Social Networking in this region is also playing an important role in facilitating the dissemination of other types of Web 2.0 content.

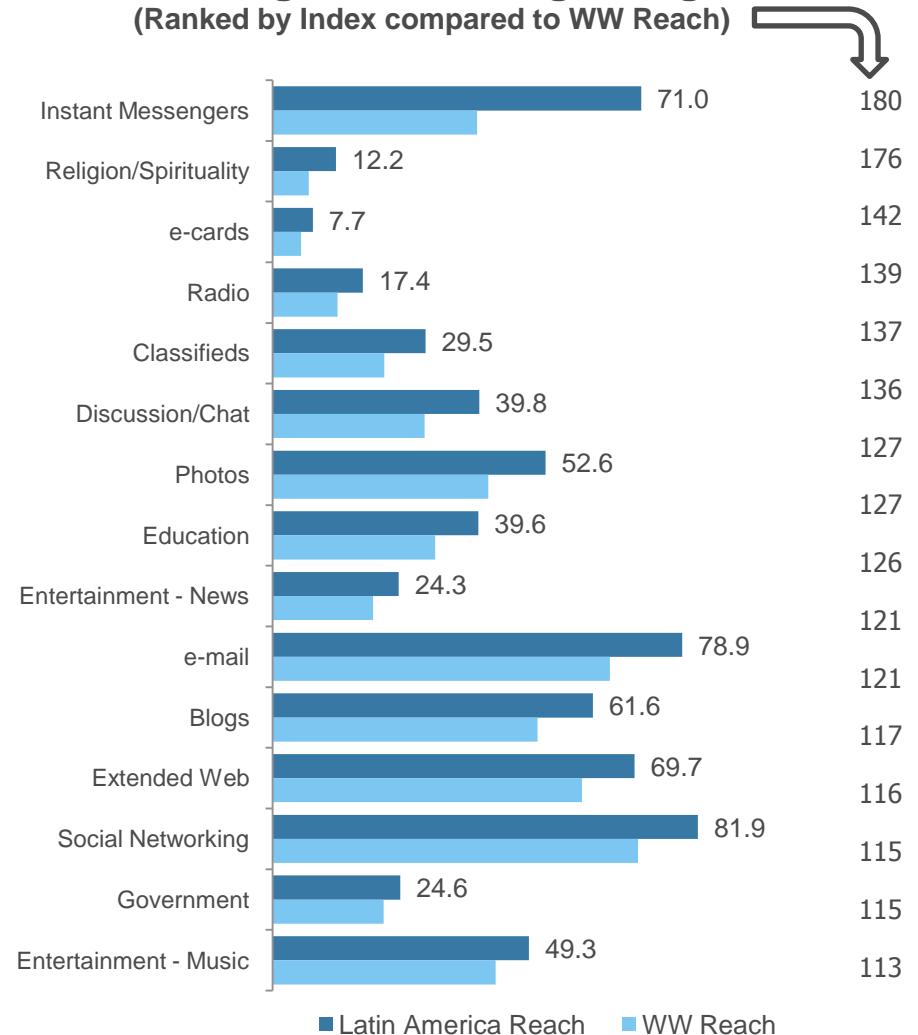


Latin American Internet Usage

Three groups of key categories for Latin America are:

- **Communication:** Instant Messengers and e-mail
- **Connection:** Social Networks, Blogs, Discussion/Chat, and Photo sites
- **Entertainment:** Multimedia, Music, Entertainment News, and Radio

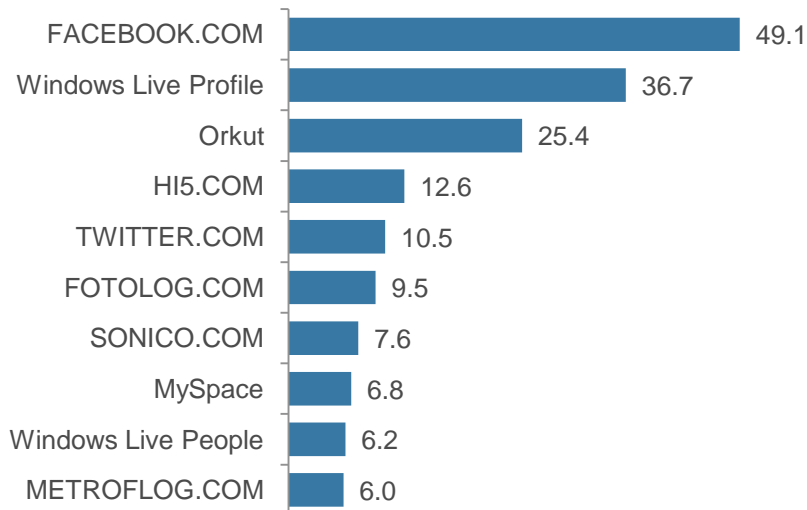
Lat Am: Highest Indexing Categories
(Ranked by Index compared to WW Reach)



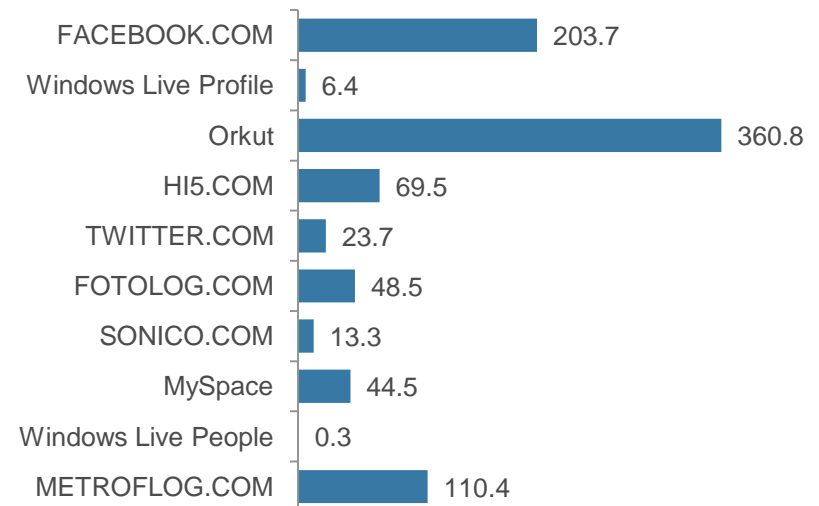
Top Social Networks in the Region

Facebook is the most popular Social Network in the Region, with 50 percent of the total Latin American audience. Facebook and Orkut are also the stickiest sites in the category, with users spending more than 3 hours on Facebook, and more than 6 hours on Orkut during the month. Use of Windows Social Networks is linked to Windows IM usage, hence its high reach but low usage levels.

Top Social Networks: Latin America
% Reach

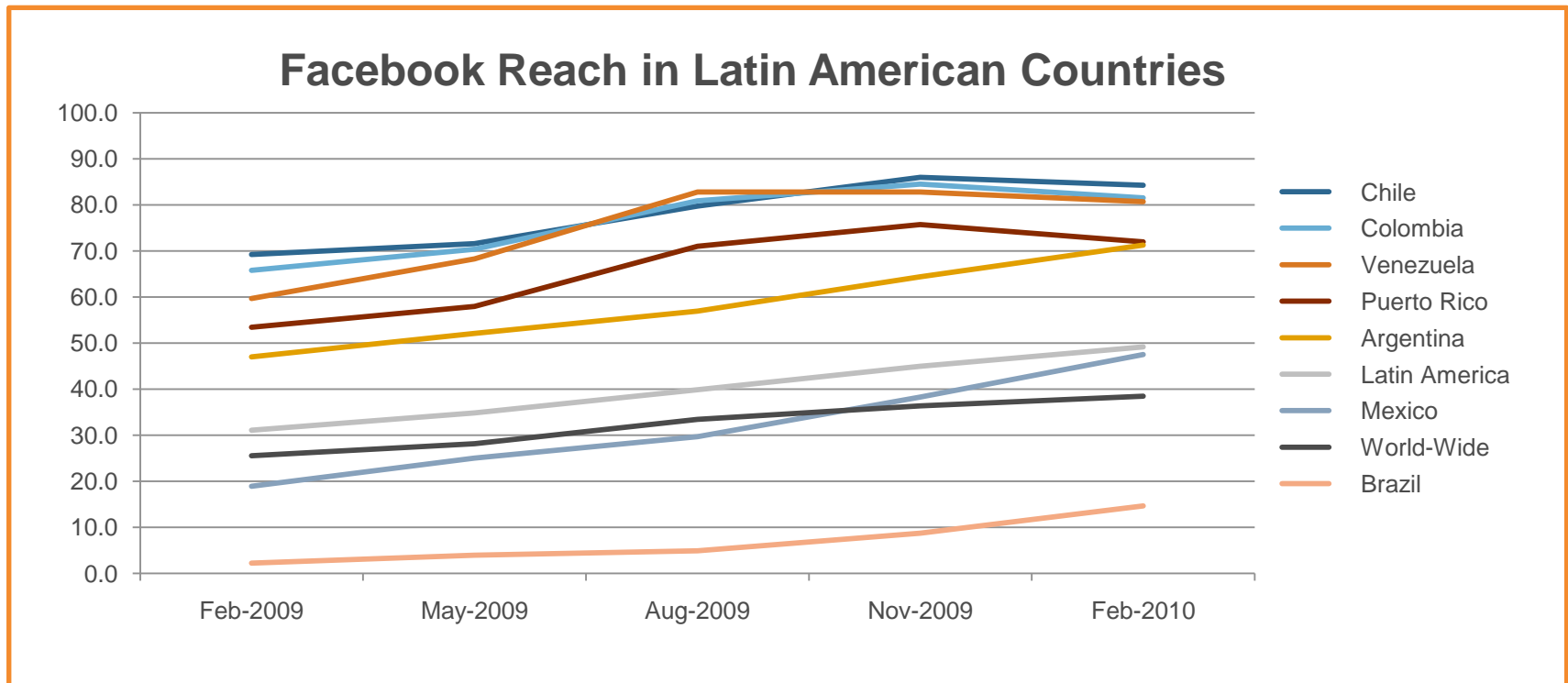


Top Social Networks: Latin America
Minutes per User



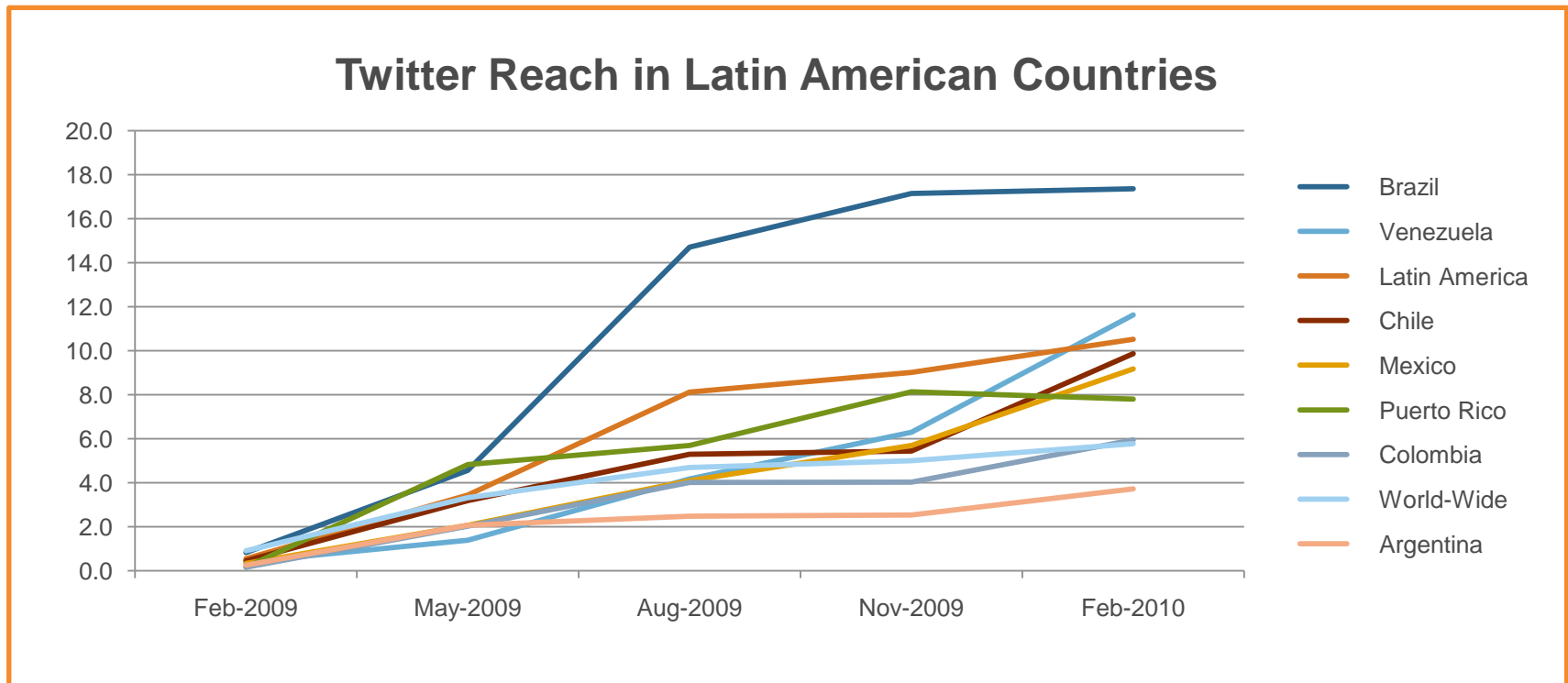
Facebook in Latin America

Reach varies but is consistently rising across the region. Chile and Colombia have the largest percentage of FB users, with 4 out of 5 Internet users using the site. Brazil remains an Orkut stronghold, though the number of Facebook users is increasing.



Explosive Growth of Twitter in Latin America

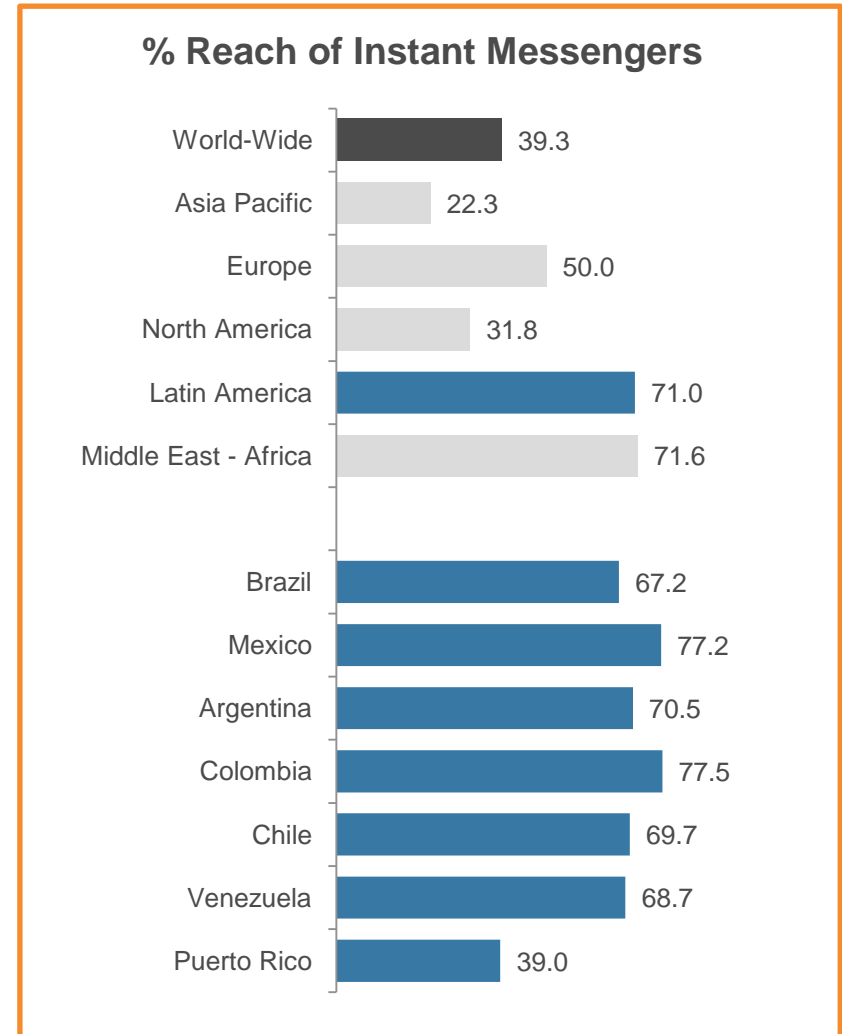
Twitter has seen phenomenal growth in Latin America over the past year. Though the service is generally popular and has grown five-fold Worldwide in the past year, its growth Lat Am has been 13x, driven primarily by extremely high increases in adoption in Brazil.



IM and Email Are Key Communication Channels for Web Users

Instant Messengers enjoy extremely high reach in Latin America and Middle East-Africa, especially when compared to North America and Asia Pacific.

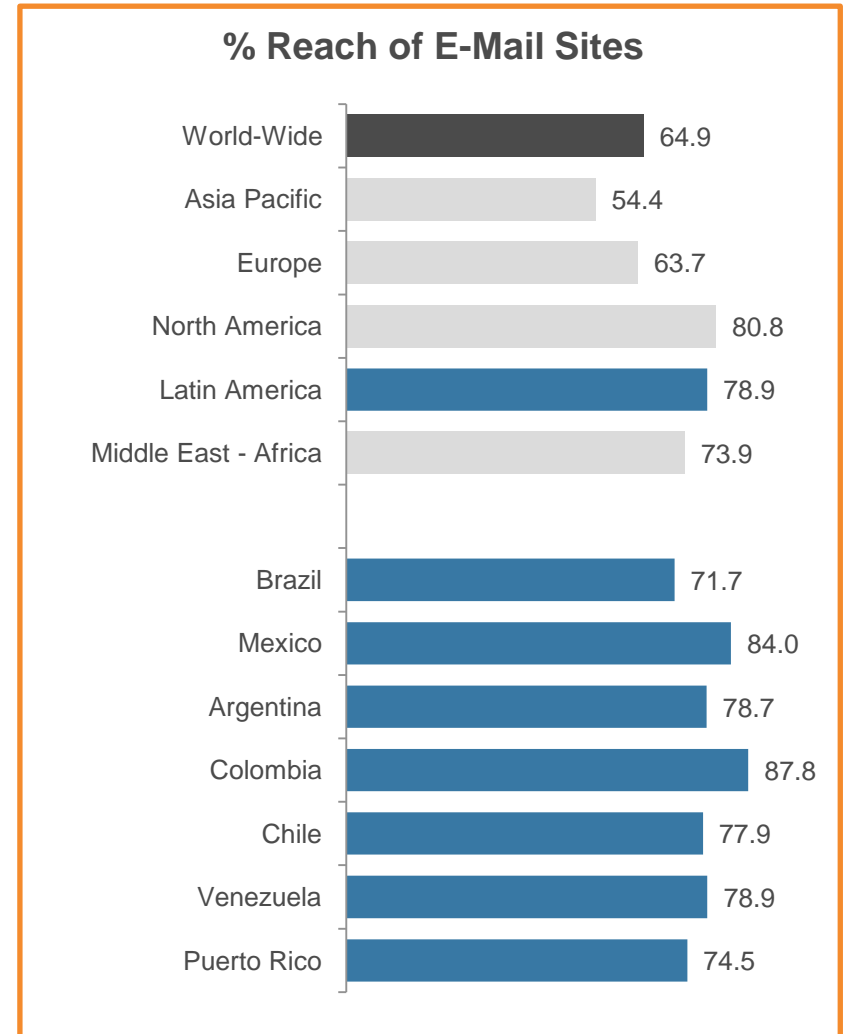
Within Latin America, Mexico and Colombia have the highest reach in the category, with 3 out of 4 web users using an Instant Messenger during the month.



E-mail Usage Stays Strong Despite Other Ways to Connect

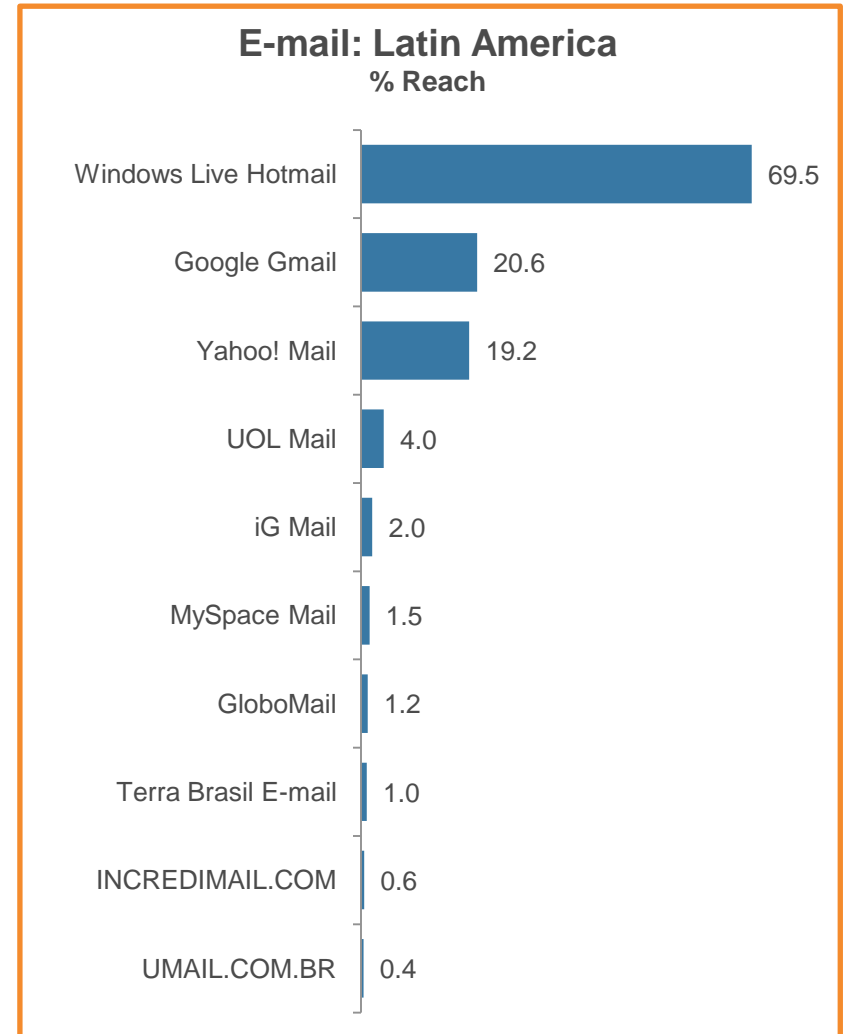
Latin American users are also the most voracious users of E-mail. Colombia and Mexico are consistently among the top countries for E-mail usage.

E-mail reach in Latin American countries are even higher than Instant Messenger reach. Particularly in countries where “always on” broadband connections are not yet universal, communicating by E-mail may still be more effective than using Instant Messenger applications.



Windows Hotmail is the Clear Leader for Webmail

Almost 70 percent of web users in Latin America use Windows Live Hotmail. Google's Gmail claims a far second with about a fifth of the audience. Several providers focused on Brazil round out the Top Email properties, primarily due to the large size of the Brazilian audience.



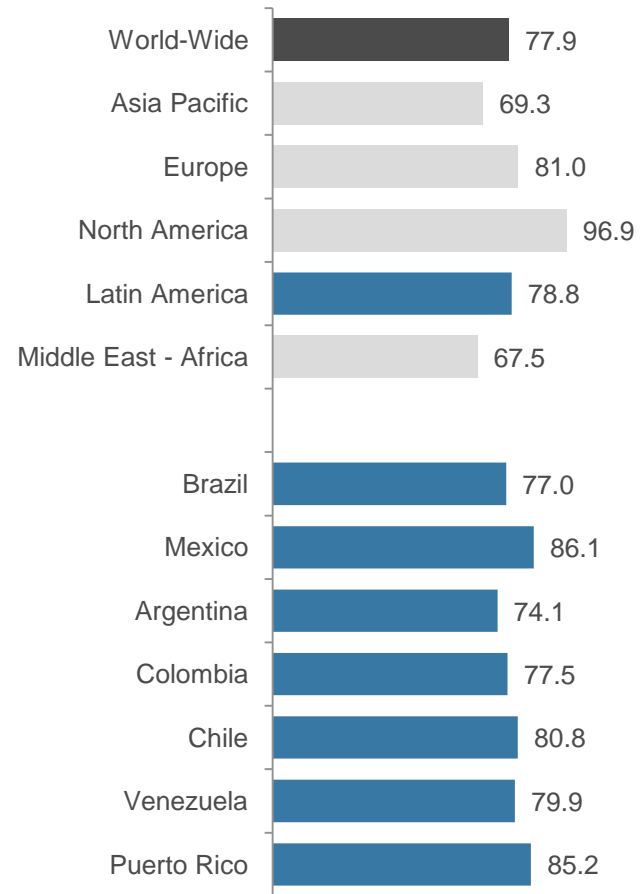
Entertainment Sites Draw a Significant Audience

79 percent of the Latin American web population visited an Entertainment site in February.

Visiting to Entertainment sites is typically led by Multimedia and sites that serve video or music content. In Latin America, Entertainment penetration is high despite relatively low broadband penetration, indicating a clear regional appetite for this type of content.

Online videos and music are also likely to be propagated more readily in this region due to the ubiquity of Social Media usage.

% Reach of Entertainment Sites

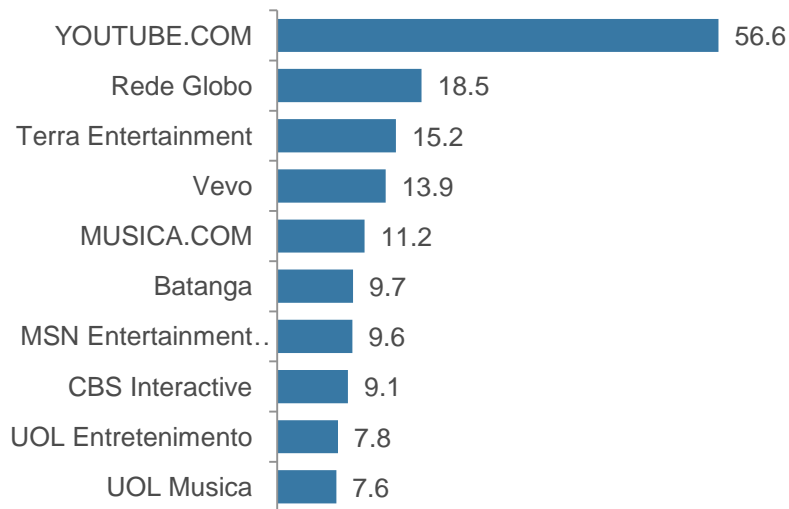


YouTube Leads, Local Sites Spur Significant Usage

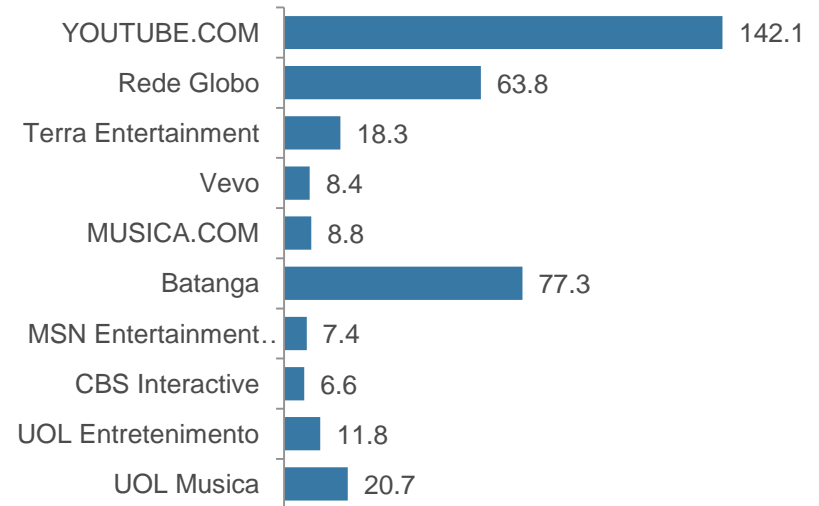
YouTube Leads among Entertainment Sites, but local content is proving to have tremendous appeal for users in Latin America.

Rede Globo, for instance, while lagging behind YouTube in terms of reach, increased UV by 17 percent and doubled its usage rates in the past year.

Top Entertainment Sites: Latin America
% Reach

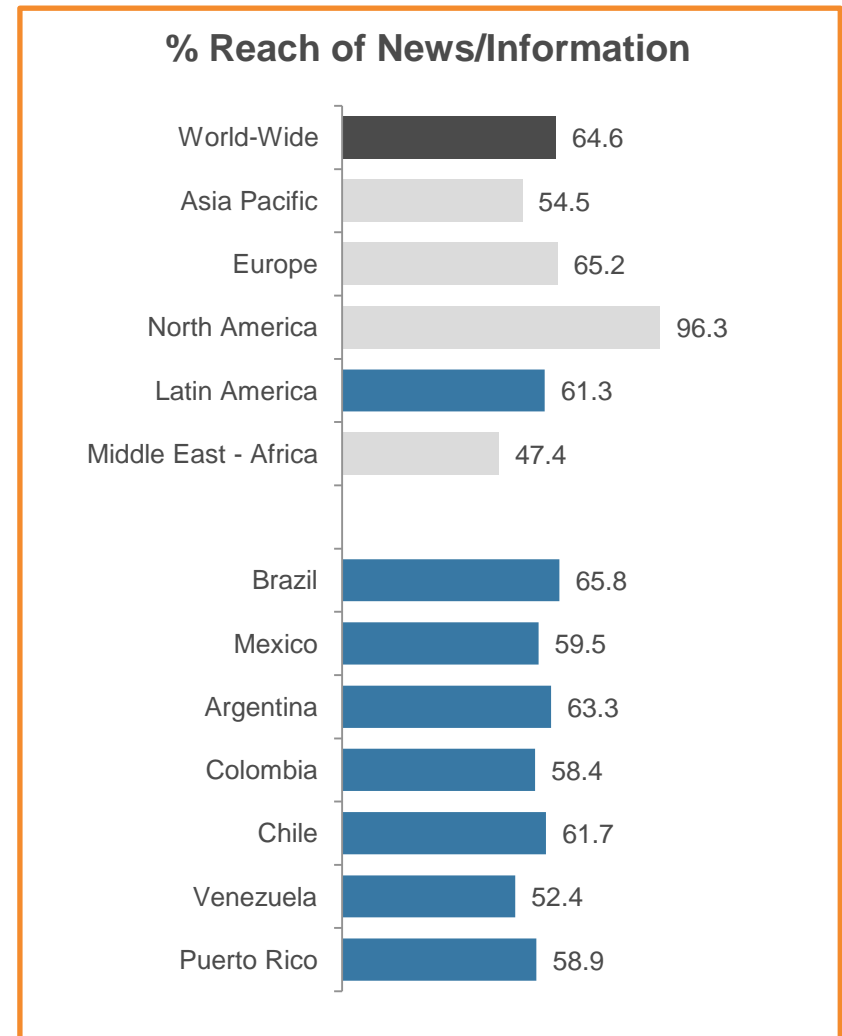


Top Entertainment Sites: Latin America
Minutes per User



News/Information Sites

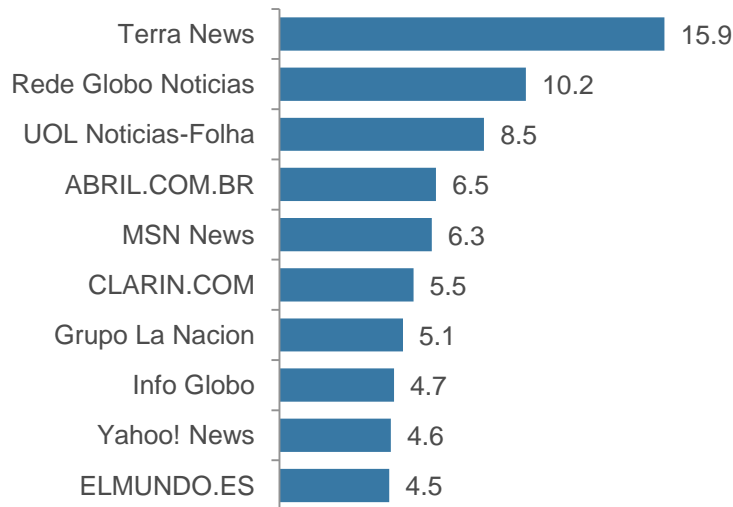
Reach of the category lags behind that of North America and Europe, but Latin American web users are increasingly turning to the web for news.



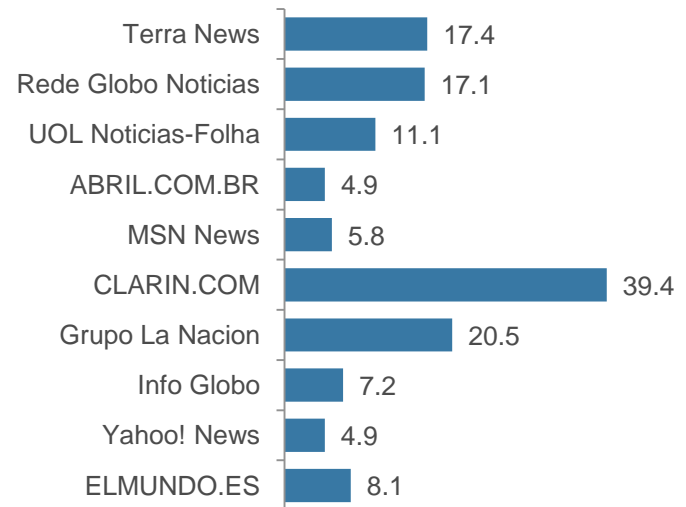
News and Information Sites

Terra News has the highest reach among a large number of providers in this category. Though they may certainly have an affinity for local sites, it's clear that Latin Americans are democratic in their choices of news sources, visiting portals and other Spanish-language sites, in addition to their home-country newspaper sites.

Top News & Info Sites: Latin America
% Reach



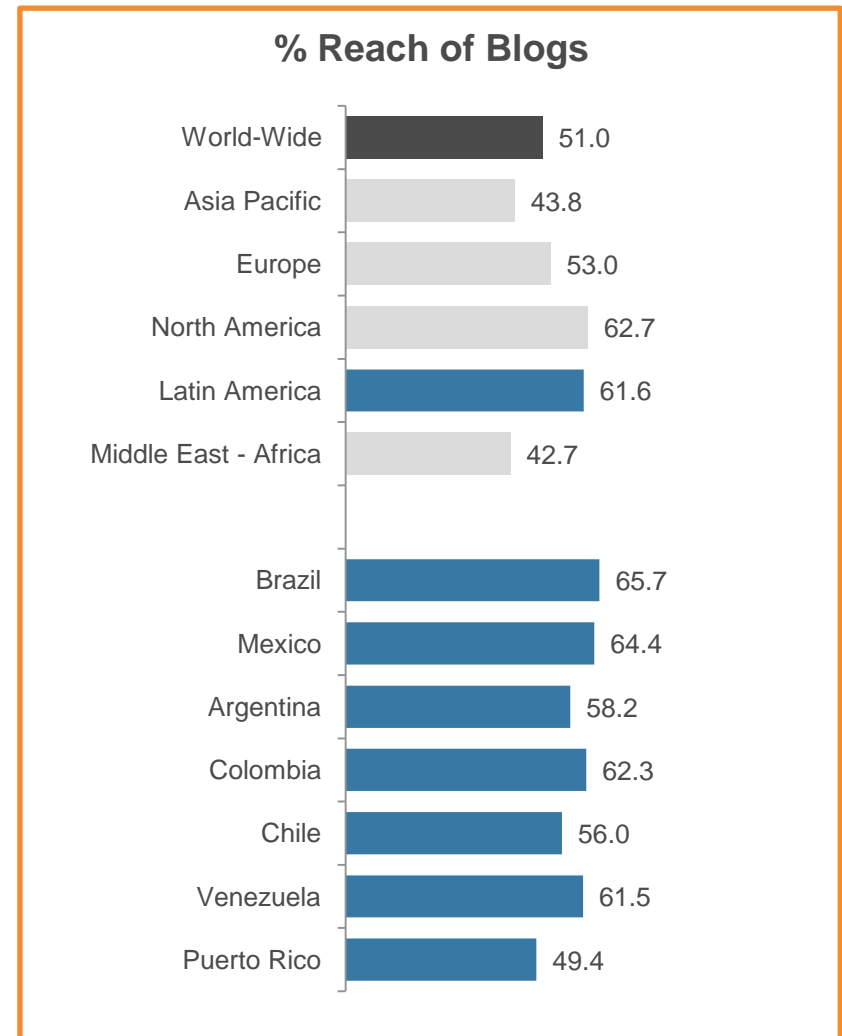
Top News & Info Sites: Latin America
Minutes per User



Blogs

Blog sites also enjoy a relatively high reach in Latin America, compared with other developing regions such as Asia Pacific and Middle East-Africa.

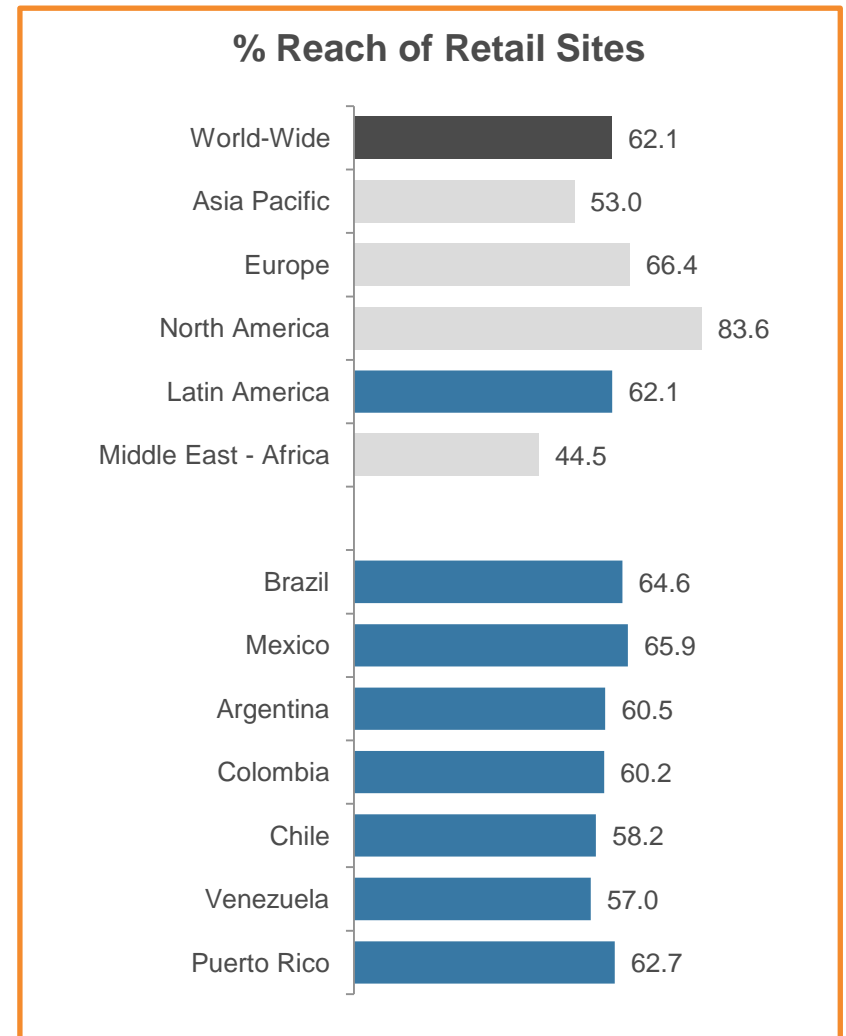
In addition to consumers who turn to blogging sites to share pictures and keep in touch with friends and family, many Latin American blogs also seem to focus on politics and political commentary.



Online Retail

Visiting to Retail sites is strongest in Brazil, Mexico, and Puerto Rico.

E-Commerce is still in its infancy in most of Latin America, but it's clear that consumers visit retail/product sites and comparison shop online even when they are not yet confident of the security of online transactions, or would otherwise prefer to make their actual purchases offline.



Retail Subcategories

Comparison shopping sites are an important destination for online users in Latin America. Popular product categories vary by country, depending on local interest and presence of local providers.

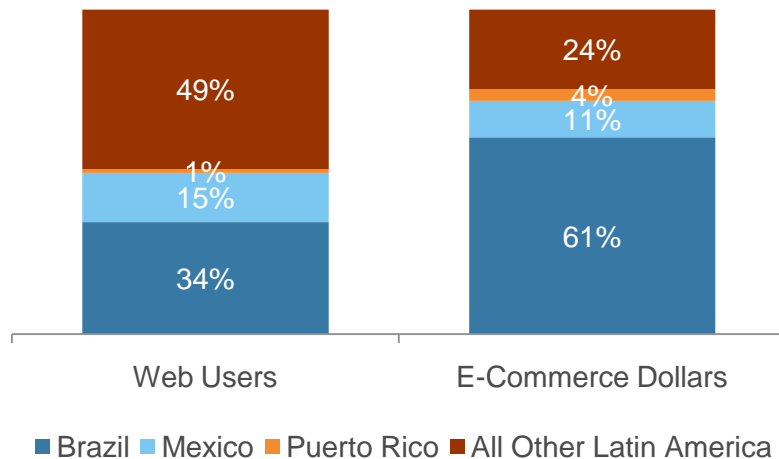
% Reach of Retail Subcategories

	Latin America	Brazil	Mexico	Argentina	Colombia	Chile	Venezuela	Puerto Rico
Comparison Shopping	21.5	33.8	17.3	12.5	16.1	14.4	9.8	22.3
Consumer Electronics	18.7	33.5	14.9	15.1	7.5	8.1	6.8	9.1
Computer Hardware	13.2	9.4	21.7	9.5	15.3	12.1	12.3	18.8
Computer Software	13.1	13.5	14.9	10.4	12.4	11.2	11.4	15.5
Books	8.9	10.6	9.9	5.9	12.1	4.0	7.0	6.9
Apparel	8.0	9.7	8.0	5.6	5.5	3.9	5.1	10.7
Department Stores	7.2	10.1	4.0	4.7	3.1	19.2	2.3	7.6
Flowers/Gifts/Greetings	6.2	2.1	12.7	5.3	7.3	5.5	5.8	11.5
Sports/Outdoor	4.7	10.2	1.5	2.0	1.3	1.3	0.7	3.9
Retail - Music	3.8	2.9	5.2	5.2	3.7	3.2	2.2	3.3
Retail - Movies	3.5	4.5	3.0	2.7	2.1	3.1	1.2	3.2
Tickets	3.2	2.8	4.9	3.0	4.8	5.3	0.9	4.7
Fragrances/Cosmetics	2.9	5.3	1.4	1.7	1.1	2.3	0.7	2.5
Toys	2.9	2.4	3.5	2.6	3.0	3.1	2.9	2.9
Mall	2.3	4.6	1.0	1.0	0.5	3.0	0.3	2.4
Jewelry/Luxury Goods/Accessories	2.2	1.6	4.0	1.3	2.6	1.6	2.0	4.4
Health Care	2.1	2.7	1.9	0.9	2.3	1.4	0.9	6.0
Consumer Goods	1.7	1.7	3.4	0.9	1.5	0.8	1.4	2.4
Home Furnishings	1.7	2.1	1.6	0.8	0.9	1.0	0.7	4.2
Retail - Food	1.2	1.6	1.6	0.6	0.9	0.8	1.2	1.8

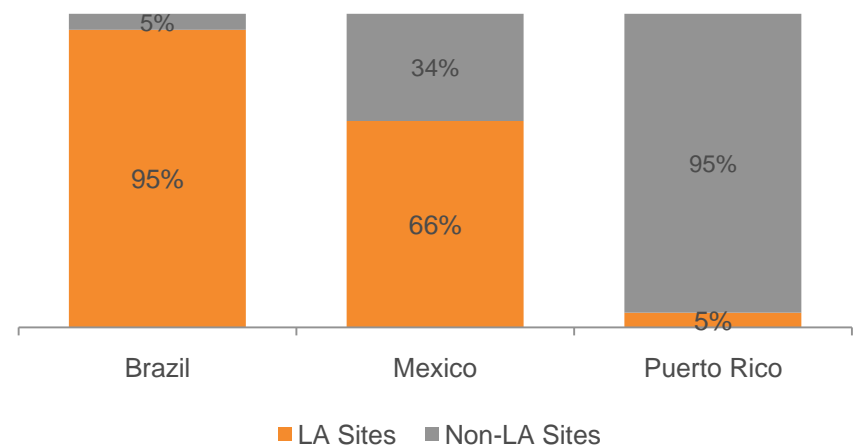
Brazil is Currently Leading in Ecommerce for the Region

Brazil makes up 34% of the Latin American Online population but made up 61% of regional E-Commerce dollars in 2009. Retailer preferences vary by country: 95% of Ecommerce dollars spent in Brazil were spent on Latin American sites; in Puerto Rico, 95% percent of Ecommerce dollars were spent on NON-Latin American sites (primarily U.S. sites).

Users vs. E-Commerce Dollars Latin American Share



Site Purchasing Latin American vs Latin American Sites Share of Dollars



Summary of Key Findings

- The global web landscape is constantly changing – especially with rapid growth in emerging markets, particularly in Latin America. Even in markets where web usage is well-established, increased broadband adoption will drive additional consumption
- Low home broadband penetration impedes a great deal of high-bandwidth activity, such as video streaming, music downloads, etc, but it is clear that the desire/interest is there – a huge opportunity for players in these categories as BB penetration grows
- Social Networking and Communication (via Email and IM) are key drivers for Internet usage in this region. The heavy penetration of social media also has a multiplicative “viral” effect for other types of Web 2.0 content.
- Facebook has supplanted many of the local Social Networks in the region, with the exception of Orkut, which keeps its stronghold in Brazil.
- Ecommerce is still in its infancy in this region, but 6 out of 10 users visit Retail sites, and consumers are becoming more comfortable with purchasing online.