

# Top 20 web properties in Poland

WARSAW, POLAND: comScore, Inc has released the first overview of internet usage in Poland based on the comScore Media Metrix audience measurement service, as well as an analysis of Polish search activity in comparison to the European search marketplace; report shows prevalence of local brands and heavy search activity.



The report showed that Poland's 17.8 million Internet users age 15 and older were most likely to visit the Google sites web property (97% market penetration), but that local web brands rounded out most of the top 20 properties.

## Google sites tops list of most visited web properties in Poland

Google sites (which also includes YouTube) ranked as the top property with 17.2 million visitors, followed by MIH Limited with 14.2 million visitors (80% penetration). Polish social networking site Nasza Klasa ranked in the #3 position with 13.9 million Unique Visitors, followed by Polish web portal Onet.pl that attracted more than 12 million visitors during the month.

Top 20 Web Properties in Poland August 2010 Total Poland, Age 15+ - Home & Work Locations Source: comScore Media Metrix	
	Total Unique Visitors (000)
Total Internet : Total Audience	17,811
Google sites	17,238
MIH Limited	14,200
Nasza-Klasa.pl	13,868
Grupa Onet.pl	12,010
Wirtualna Polska	11,845
Grupa o2	11,577
Wikimedia Foundation sites	8,924
Agora SA	8,406
Interia.pl SA	8,286
Facebook.com	7,578
AOL, Inc.	6,351
Demotywatory.pl	5,441
Chomikuj.PL	5,213
VEVO	4,322
Microsoft sites	4,262
Filmweb.pl	4,208
Zumi.pl	3,601
Tekstowo.pl	3,555
Info.pl	3,487
Peb.pl	3,415

"While the top web properties across many global markets are led by global Internet brands, Poland boasts numerous local companies among its top properties, a true testament to the home-grown technological talent and innovation in this market," says Wolf Allisat, comScore EVP for International Markets. "We're very excited about the ability to measure Internet behaviour in Poland which is one of two recently added markets for comScore," he added.

## Polish Internet users heaviest searchers in Europe

In August 2010, Europeans age 15 and older conducted 41 billion searches at an average of 116 searches per searcher. Poland ranked highest in Europe with 157 searches per searcher, followed by the UK (144 searches per searcher) and

Finland (141 searches per searcher).

<b>Top 10 European Countries by Searches per Searcher* August 2010 Total Europe, Age 15+ - Home &amp; Work Locations Source: comScore qSearch</b>		
	Searches (MM)	Searches Per Searcher
Europe	41,064	116.3
Poland	2,664	156.8
United Kingdom	6,197	143.8
Finland	433	140.8
Turkey	2,901	138.3
Ireland	238	129.9
Belgium	678	129.9
France	5,181	129.4
Portugal	419	118.0
Italy	2,546	114.8
Sweden	611	112.3

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

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