

# Google, Hottest Internet Property in Brazil with 27 Million Visitors a Month

Contributed by Newsroom  
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Brazil access to the Internet is growing in a fast pace. New numbers from the comScore World Metrix service reveal that 31.9 million Brazilians age 15 and over accessed the Internet from a home or work location in September, up 22% when compared to the previous year.

Google sites were the most popular Internet assets in Brazil in September with 26.6 million visitors, having grown 12% during the past year. Microsoft ranked second with 25.2 million visitors, followed by Brazilian UOL (20.6 million visitors), Yahoo! (17.4 million visitors) and Terra - Telefonica (16.8 million visitors).

Six of the top 15 ranked properties were Brazilian, the fastest growing of which was media company Grupo Abril, which grew 79% during the previous year to more than 8 million visitors in September 2009.

## Top 15 Online Properties

Ranked by Total Brazilian Unique Visitors (000)

September 2009

Total Brazil, Age 15+ - Home & Work Locations\*

Source: comScore World Metrix

Property	Sep-2008	Sep-2009	% Change
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Property	Sep-2008	Sep-2009	% Change
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Total Brazilian Internet			
Audience	26,221	31,933	22%
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Google Sites	23,755	26,622	12%
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Microsoft Sites	22,718	25,239	11%
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UOL	18,294	20,623	13%
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Yahoo! Sites	13,912	17,424	25%
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Terra - Telefonica	14,594	16,814	15%
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Organizações Globo	15,448	16,678	8%
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Grupo Brasil Telecom	14,012	16,573	18%
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Wikimedia Foundation Sites	8,546	10,796	26%
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MercadoLivre	10,909	10,200	-6%
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WordPress	7,119	10,072	41%
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BuscaPe.com Inc.	4,780	8,313	74%
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Grupo Abril	4,491	8,033	79%
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4SHARED.COM	2,767	6,498	135%
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Ask Network	3,097	5,603	81%
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\* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

#### Overseas Appeal

The top local Brazilian sites were also found to be popular online destinations around the world, attracting substantial portions of their respective audiences from outside Brazil. The largest of these properties, Internet service provider and leading content portal, UOL, derived one quarter (24.7%) of its total traffic from outside Brazil, while international comparison shopping site BuscaPe attracted 38.4% of its total traffic from audiences outside of Brazil.

"The popularity of Brazilian online content is growing both here in Brazil and around the world," said Alex Banks, Managing Director of Latin American markets for comScore. "The online medium has enabled Brazilian companies to not only develop their domestic consumer base, but also to attract incremental visitors from other countries - audiences that are not nearly as accessible via traditional media."

### Leading Brazilian Online Properties

Ranked by Total Brazilian Unique Visitors (000)

September 2009

Total Brazil, Age 15+ - Home & Work Locations\*

Source: comScore World Metrix

Property	Total Unique Visitors (000) from Brazil	% Share of Worldwide Unique Visitors	Total Unique Visitors (000) from Outside Brazil	% Share of Total Unique Visitors
<b>Total Brazilian Internet Audience</b>				
	31,933	N/A	N/A	
UOL	20,623	27,383	24.7%	
Organizações Globo	16,678	19,524	14.6%	
Grupo Brasil Telecom (iG)	16,573	20,032	17.3%	
BuscaPe.com Inc.	8,313	13,496	38.4%	
Lojas Americanas	8,147	8,689	6.2%	
Grupo Abril	8,033	8,990	10.6%	

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