

# Turkey has third most engaged online audience in Europe

ANKARA, TURKEY: comScore, Inc, a leader in measuring the digital world, has released an overview of internet usage in Europe and Turkey, showing that of Europe's 372 million unique visitors, Turkey accounts for 23.1 million unique visitors during August 2011.



The United Kingdom showed the highest engagement with users spending an average of nearly 35 hours online in the past month, up 1.5 hours from the previous month. The Netherlands ranked second (32.8 hours per month), closely followed by Turkey, where the average internet user spent 32.7 hours online consuming 3706 pages per month, the highest consumption amongst all countries reported.

Overview of European Internet Usage by Country Ranked by Total Unique Visitors (000) August 2011 Total Europe Audience, Age 15+, Home and Work Locations (Source: comScore Media Metrix)			
Location	Total Unique Visitors (000)	Average Hours per Visitor	Average Pages per Visitor
World-Wide	1,411,178	23.6	2,211
Europe	372,066	25.4	2,659
Germany	50,410	24.5	2,710
Russian Federation	49,991	21.7	2,332
France	42,441	24.7	2,484
United Kingdom	37,254	34.7	3,205
Italy	23,613	15.8	1,647
Turkey	23,100	32.7	3,706
Spain	20,930	23.9	2,029
Poland	18,193	24.1	2,794
Netherlands	11,977	32.8	3,181
Sweden	6,196	24.0	2,406
Belgium	6,006	19.9	2,116
Switzerland	4,712	18.3	1,882
Austria	4,710	13.8	1,513
Portugal	4,216	20.4	2,021
Denmark	3,665	21.2	2,172
Finland	3,368	24.1	2,312
Norway	3,249	26.1	2,327
Ireland	2,337	21.0	2,035

## Facebook most engaging site in Turkey

In Turkey, 23 million consumers spent a total of 45.3 billion minutes on the internet during August 2011. Facebook was the most engaging site with 13.1 billion minutes spent on the site, accounting for 28.8% of all time spent online during the month. International sites Facebook, Microsoft Sites (4 billion minutes) and Google Sites (3.9 billion minutes) took the top 3 spots with the remainder made up of local Turkish sites.

Top 10 Sites in Turkey by Total Minutes (MM) August 2011 Total Turkey Audience, Age 15+, Home and Work Locations (Source: comScore Media Metrix)	
	Total Minutes (MM)
Total Internet : Total Audience	45,282
Facebook.com	13,056
Microsoft Sites	4,014
Google Sites	3,872

Mynet A.S.	1,360
Aksoy Group	991
DK Gazetecilik	973
Hurriyet Internet Group	519
Dogan Gazetecilik	263
Dogan Online	240
Turkuvaz Yayin	237

## comScore to speak at Webrazzi

comScore managing director Mike Read will be speaking at [Webrazzi](#) in Istanbul, Turkey today, Wednesday, 19 October, 2011. Read will be providing insights into the future of online measurement in Turkey as well as an overview of the internet, globally.

For more, visit: <https://www.bizcommunity.com>