

Market Dimensions
Facilitators at their best

Internet Penetration (% Pop.)	Regions	Internet Users	Internet Users - World	World Average	Rest of the World
North America	74%	17%	83%	24%	22%
Latin America/ Caribbean	30%	10%	90%	24%	23%
Oceania & Australia	60%	1%	99%	24%	23%
UK & Europe	49%	25%	75%	24%	20%
Asia	19%	42%	58%	24%	33%
Middle East	23%	3%	97%	24%	24%
Africa	6%	3%	97%	24%	27%

Regions	Countries*	Global Panel **		Internet Penetration***		
		Panel Count	% of Internet Users	Internet Users	(% Population)	
North America	USA	335,285	0.15%	227,636,000	74%	
	Canada	130,707	0.54%	23,999,500	72%	
Latin America / Caribbean	Argentina	17,456	0.09%	20,000,000	49%	
	Brazil	55,897	0.08%	67,510,400	34%	
	Colombia	97,685	0.54%	18,234,822	42%	
	Chile	30,785	0.37%	8,368,719	50%	
	Mexico	43,876	0.16%	27,400,000	25%	
	Peru	24,786	0.32%	7,636,400	26%	
	Venezuela	26,589	0.35%	7,552,570	28%	
	Oceania & Australia	Australia	73,995	0.44%	16,926,015	81%
New Zealand	34,243	1.02%	3,360,000	80%		
UK and Europe	Austria	11,437	0.20%	5,601,700	68%	
	Belgium	38,765	0.55%	7,006,400	67%	
	Czech Republic	38,998	0.78%	4,991,300	49%	
	Denmark	37,659	0.81%	4,629,600	84%	
	Finland	31,043	0.71%	4,353,142	83%	
	France	94,342	0.22%	42,050,465	68%	
	Germany	101,341	0.18%	55,221,183	67%	
	Hungary	27,693	0.50%	5,500,000	56%	
	Italy	65,248	0.22%	29,140,144	50%	
	Ireland	12,987	0.46%	2,830,100	58%	
	Netherlands	95,345	0.67%	14,272,700	83%	
	Norway	25,432	0.64%	3,993,400	86%	
	Poland	17,131	0.09%	20,020,362	52%	
	Romania	25,002	0.34%	7,430,000	33%	
	Russia	128,564	0.34%	38,000,000	27%	
	Spain	55,451	0.19%	28,628,959	71%	
	Sweden	53,412	0.73%	7,295,200	81%	
	Switzerland	9,765	0.17%	5,762,700	76%	
	Turkey	103,211	0.39%	26,500,000	35%	
	United Kingdom	194,654	0.40%	48,755,000	80%	
Asia	China	175,994	0.05%	338,000,000	25%	
	Hong Kong	14,786	0.30%	4,878,713	69%	
	India	104,523	0.13%	81,000,000	7%	
	Indonesia	112,563	0.45%	25,000,000	10%	
	Japan	89,451	0.10%	94,000,000	74%	
	Malaysia	38,243	0.23%	16,902,600	66%	
	Pakistan	27,333	0.15%	18,500,000	11%	
	Philippines	22,874	0.10%	24,000,000	21%	
	South Korea	175,632	0.47%	37,475,800	77%	
	Singapore	12,332	0.40%	3,104,900	67%	
Taiwan	27,654	0.18%	15,143,000	66%		
Middle East	Bahrain	2,234	0.89%	250,000	34%	
	Iran	16,587	0.07%	23,000,000	35%	
	Israel	13,224	0.25%	5,263,146	73%	
	Jordan	5,003	0.33%	1,500,500	24%	
	Kuwait	2,300	0.26%	900,000	34%	
	Lebanon	8,673	0.55%	1,570,000	39%	
	Qatar	5,476	1.26%	436,000	52%	
	Saudi Arabia	12,666	0.18%	7,200,000	25%	
UAE	13,432	0.47%	2,860,000	60%		
Africa	Algeria	8,765	0.25%	3,500,000	10%	
	Egypt	12,749	0.10%	12,568,900	16%	
	Mauritius	2,887	0.76%	380,000	30%	
	Morocco	9,729	0.09%	10,300,000	33%	
	South Africa	4,543	0.10%	4,590,000	9%	
	Sudan	3,876	0.10%	3,800,000	9%	
	Tunisia	1,706	0.06%	2,800,000	27%	
Zimbabwe	2,231	0.16%	1,421,000	13%		
TOTAL		2,966,250		Total	1,530,951,340	92%
				World Internet Pop	1,668,870,408	25%
				World Population	6,767,805,208	

**Please consult us for the latest panel updates.

***SOURCE: Internet World Stats, March 2009.