

# Our Digital Life Deciphered



Peter Silva, 2011-08-03

comScore always has some very interesting statistics when measuring the digital world and [these recent reports](#) are no different. The [2010 U.S. Digital Year in Review](#) has great info both in understanding media trends and knowing what the end user is actually doing out there. The [2010 Mobile Year in Review](#) is also interesting in looking at mobile device and OS trends and the differences worldwide, both in models and what users are utilizing them for. There are tons of graphs and analysis covering areas like U.S. Retail E-Commerce Spending, Percent of Time Spent for Top 5 U.S. Web Properties, U.S. Unique Visitor Trend for Leading Social Networking Sites, Percent Share of Searches Among U.S. Core Search Engines, Growth in Total U.S. Online Video Market, Top Mobile Activities in the U.S. and many more.

These were a few that I found interesting - taken directly from the reports.

\* 9 out of every 10 U.S. Internet users now visit a social networking site each month.

\* Facebook now accounts for 12.3% of time spent online in the US - up 7.2% just a year ago.

Facebook.com	Dec-2009	Dec-2010	% Change
Total Unique Visitors (000)	111,888	153,886	38%
% Reach	54.4	72.6	34%
Average Daily Visitors	37,679	63,656	69%
Total Minutes (MM)	27,624	49,339	79%
Average Minutes per Usage Day	23.7	25.0	6%
Total Pages Viewed (MM)	44,891	76,836	71%
Average Pages per Usage Day	38.4	38.9	1%
Average Minutes per Page	0.6	0.6	4%
Average Usage Days per Visitor	10.4	12.8	23%
Average Minutes per Visitor	246.9	320.6	30%
Average Pages per Visitor	401	499	24%
Average Minutes per Visit	9.0	9.0	0%
Average Visits per Visitor	27.4	35.5	29%
Average Visits per Usage Day	2.6	2.8	5%

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\* After Portals, Social Networking now ranks as the next most engaging activity at 14.4 percent of time spent online (up 3.8 percentage points), while Entertainment ranks third at 12.6 percent (up 0.8 percentage points). As communication continues to shift to other channels, including social media and mobile, usage of web-based email declined 1.5 percentage points to 11.0 percent of time spent.

\* An average of 179 million Americans watch video each month and the average American spent more than 14 hours watching online video in December, a 12-percent increase from last year, and streamed a record 201 videos, an 8-percent increase.



\* In September 2010, smartphone ownership crossed the 25 percent threshold, marking a significant milestone in smartphone adoption in the U.S. By December 2010, smartphone penetration had reached 27 percent of the mobile market.

\* Samsung unseated last year's OEM (original equipment manufacturer) leader, Motorola, to rank as top OEM provider with 24.8 percent of devices owned by mobile subscribers in December 2010, up 3.6 percentage points from the previous year.

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