

Japan Internet users spend most time on blogs worldwide

TOKYO, JAPAN: comScore Japan KK, a wholly owned subsidiary of comScore, Inc, a leader in measuring the digital world, today released a report on blog usage in Japan from its comScore Media Metrix service.



The report found that in June 2011 more than 80% of the entire online population in Japan visited a blog site, as the number of visitors to the category rose 7% from the previous year. FC2 inc. led as the top blog destination with an audience of more than 46.7 million, followed by Livedoor - Blog and Ameblo.jp.

"Blogs play a central role in Japan's Internet culture," said Daizo Nishitani, president of comScore Japan KK. "Blogging has historically been a popular Internet activity, as the opportunity to interact anonymously appealed to many online users. Beyond the wide reach of the blog category in Japan, visitors are also highly engaged on these sites - spending more time on blogs per month than any other country globally."

Top global blog markets

Global analysis of the blog category revealed that Japan led all markets in blog engagement, with the average visitor in Japan spending more than an hour (62.6 minutes) visiting blogs in June. South Korea ranked second with an average of 49.6 minutes on blog sites, followed by Poland at 47.7 minutes.

Japan was also among the top markets for blog category penetration with 80.5% of its online population visiting blogs in June. Taiwan ranked highest globally with 85.5% of its online population visiting blogs, followed by Brazil (85.2% reach), South Korea (84.9% reach) and Turkey (81.9% reach).

Top Global Markets for Blog Category Usage - Average Minutes per Visitor and Percent Reach of Unique Visitors June 2011 Total Audience, Visitors Age 15+ - Home/Work Locations* Source: comScore Media Metrix			
Top Markets by Average Minutes per Visitor on Blogs	Average Minutes per Visitor	Top Markets by Percent Reach of Blogs	% Reach
Japan	62.6	Taiwan	85.5%
South Korea	49.6	Brazil	85.2%
Poland	47.7	South Korea	84.9%
Indonesia	33.1	Turkey	81.9%
Brazil	32.5	Japan	80.5%
Vietnam	30.3	Peru	77.3%
Sweden	29.2	Portugal	76.0%

Malaysia	26.6	Argentina	73.3%
Portugal	24.8	Singapore	73.2%
Taiwan	24.1	Chile	72.3%

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

Majority of top blog sites see double-digit growth in visitors

More than 59 million Internet users age 15 and older visited a blog site in Japan from a home or work location in June, an increase of 7% from the previous year. FC2 inc. led as the top destination in the blog category reaching 46.7 million visitors, up 16% in the past year. Livedoor - blog ranked as the second largest site with 33.4 million visitors (up 35%), while Ameblo.jp drew 32.2 million visitors (up 14%). Seesaa (25.5 million visitors) and Yahoo! blogs (16.2 million visitors) rounded out the top five.

Top Sites in the Blog Category by Unique Visitors (000) June 2011 Total Japan Audience, Visitors Age 15+ - Home/Work Locations* Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Jun-2010	Jun-2011	% Change
Total Internet : Total Audience	72,469	73,450	1%
Blogs	55,185	59,120	7%
FC2 inc.	40,190	46,733	16%
Livedoor - Blog	24,730	33,427	35%
Ameblo.jp	28,266	32,237	14%
Seesaa	16,093	25,507	58%
Yahoo! Blogs	14,255	16,195	14%
Cocolog-nifty.com	13,291	15,338	15%
Hatena - Diary	11,290	13,347	18%
Blogger	8,566	13,005	52%
Goo Blog	13,090	12,818	-2%
JUGEM	12,357	12,722	3%
Ameba.jp	12,672	11,835	-7%
Exblog.jp	11,278	11,738	4%
Rakuten Blogs	9,506	10,494	10%
So-net Japan Blog	8,082	9,557	18%
Biglobe Webry Blog	N/A	7,640	N/A

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