

How Does Europe's Digital Future Score?

Written by Marco Attard
03 April 2013

comScore releases the 2013 Europe Digital Future in Focus report-- an overview of the European digital landscape providing a guide to current trends in web usage, online video, mobile and search.



"European consumers are more digitally-engaged than ever before and their usage of mobile, internet-enabled devices is re-defining the media landscape," the analyst says.

According to the report 408.3 million in Europe used the internet via either PC or laptop in December 2012, a 7% Y-o-Y increase.

Within the EU5 (France, Germany, Italy, Spain and UK) 57% of mobile users owned a smartphone during Q4 2012, with Spain having the highest (66%) smartphone adoption rate. For the same period 23m EU5 users own both smartphone and tablet.

Samsung owns the OEM market in the EU5 region with 32% share, followed by Apple. Android is the OS of choice for 50% of smartphone owners, with iOS coming second.

Smartphones also find more use for shopping-- according to the report during the Q4 2012 period 19.2m smartphone owners (or 14.1%) in the EU5 acquired a product or service via smartphone.

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Europeans spend most time (an average of 6.7 hours monthly) on social media sites, while 8 out of 10 European internet users visited a news/information site on December 2012, with the time spent on such sites growing by 10% throughout the year.

The report also includes a scorecard section listing to top sites for all the 18 European countries comScore measures complete with an overview of top news, retail and online banking sites per market.

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