

# GLOBAL SEARCH REPORT 2007



Edited By

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# Country & Author Index

<b>Bulgaria</b>	Georgi Georgiev (Investor BG PLC)	<b>3</b>
<b>China</b>	David Temple (China Search Marketing)	<b>4</b>
<b>Czech Republic</b>	Katerina Rotterova (Beneda Group)	<b>5</b>
<b>Denmark</b>	Rasmus Sørensen (TLA Media)	<b>6</b>
<b>Estonia</b>	Robin Gurney (Altex Marketing)	<b>7</b>
<b>Iceland</b>	Kristjan Mar Hauksson (Nordic eMarketing)	<b>8</b>
<b>Israel</b>	Gilad Sasson (SearchMarketing.co.il)	<b>9</b>
<b>Italy</b>	Sante J Achille (SJA)	<b>10</b>
<b>Japan</b>	Motoko Hunt (AJPR)	<b>11</b>
<b>Portugal</b>	Nuno Hipólito (SearchMarketing.pt)	<b>12</b>
<b>Russia</b>	Nick Wilsdon (e3internet)	<b>13</b>
<b>Slovakia</b>	Katerina Rotterova (BenedaGroup.com)	<b>14</b>
<b>South Korea</b>	Ebina Cho (KISA)	<b>15</b>
<b>Spain</b>	Oskar Carreras (WebCertain)	<b>16</b>
<b>The Netherlands</b>	Peter Kersbergen (WebCertain)	<b>17</b>
<b>Ukraine</b>	Nick Wilsdon (e3internet)	<b>18</b>
<b>United Kingdom</b>	Andy Atkins-Krüger (WebCertain)	<b>19</b>
<b>Author Contacts</b>		<b>20</b>

# Introduction

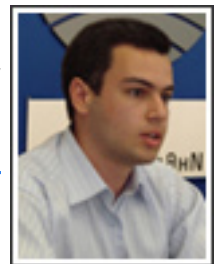
Welcome to the first 2007 Global Search Report. The aim of this annual report is to introduce and raise the profiles of internet markets outside the well reported US/UK sphere. According to a recently released study by ComScore there were over 61bln searches carried out in August. As internet use grows internationally, it becomes increasingly important to develop global strategies that tap this opportunity.

If you are an experienced or new multilingual marketer this report should provide you with useful statistics and comments. All provided by local experts working in these markets. This year we are profiling 15 countries, next year we hope to double this number. Contact details for our contributors can be found at the end of the document. I would like to thank them all for their specialist input, which made this report possible.

Nick Wilsdon



**Georgi Georgiev**  
Investor BG PLC  
<http://www.ibg.bg>



**Population:** 7.3m  
**Est. Internet Users:** 2.2m  
**Internet penetration:** 30%

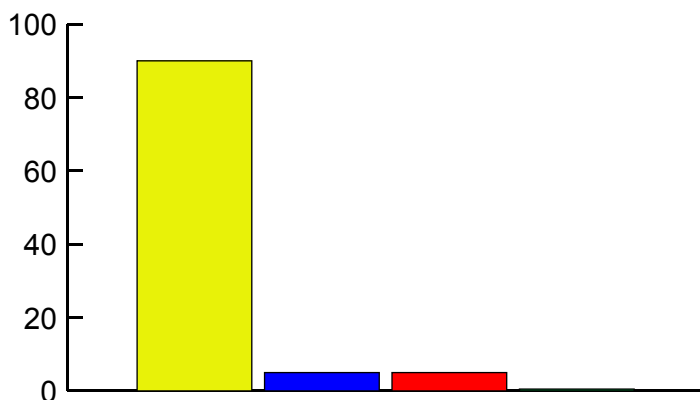
## Summary Comments

In the last 12 months the leading position of Google has stabilized, there have been no major changes. However a new local player from Bulgaria has appeared on the scene - [www.jabse.com](http://www.jabse.com).

The agency controlled online advertising market in Bulgaria grew 110% from 2005 to 2006 shows a recent study by Investor.bg. Advertisers spend 5.6 million leva (3.8 mln USD) through advertising agencies and media shops during 2005. In 2006 spending increases rapidly to 12.5 mln. leva (8.6 mln USD) and is expected to reach 20 mln. leva in 2007 (13.7 mln. USD). This implies a 60% growth in internet advertising for 2007.

Top advertisers are from the telecommunications industry - mobile and fixed-phone operators, followed by companies from the financial sector - mainly banks. Bulgarian online advertising market volume now accounts for 4-5% of the Bulgarian advertising market and is expected to account for between 5 and 10 percent of the market in the following years.

## Search Engine Usage (% market share)



1<sup>st</sup> Google 90%  
2<sup>nd</sup> MSN 5%  
3<sup>rd</sup> Yahoo! 5%  
4<sup>th</sup> Jabse 0.5%





# China

Population: 1.3 billion  
Est. Internet Users: 162m  
Internet penetration: 12.25%

David Temple  
China Search Marketing  
<http://www.chinasearchmarketingtour.com>



## Summary Comments

According to Analysys International, an Internet based provider of business information, the China search engine market will see a compound annual growth of more than 30% from 2006 to 2010. Baidu continues to lead the pack as the other search engines struggle to keep pace. Baidu has added a news service and a blogging service called Baidu Spaces. Much of Baidu's early success can be attributed to its MP3 search engine.

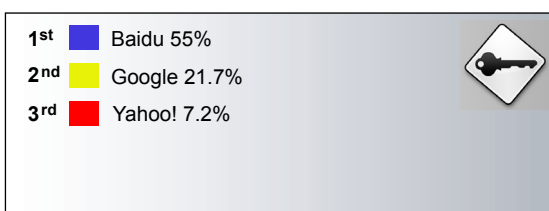
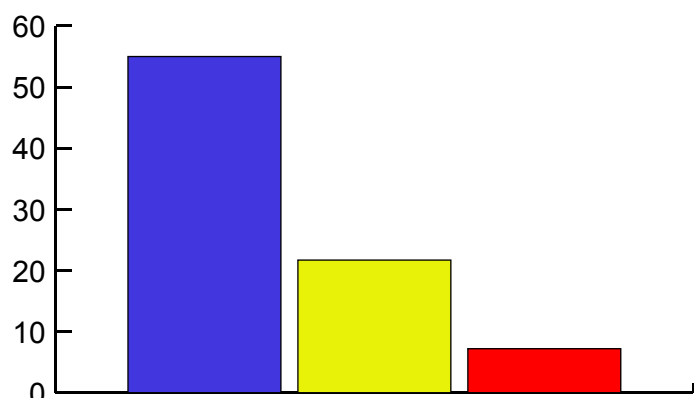
Eric Schmidt, Google CEO said of China, "We will take a long term view to win in China. The Chinese have 5,000 years of history. Google has 5,000 years of patience in China." Although Google has made some progress in terms of market share, they may indeed need 5,000 years to pass Baidu.

At Search Engine Strategies China 2006 Jack Ma, CEO of Yahoo! China said, "In 3-5 years, we will change the rules of the game. We don't need to follow Google or Baidu's rules. We will make our own rules." Yahoo! China has lost market share since that time and have take a new path to be a business oriented search engine. "If Yahoo is going to win, it has to do so in a new way," Ma said earlier this year.

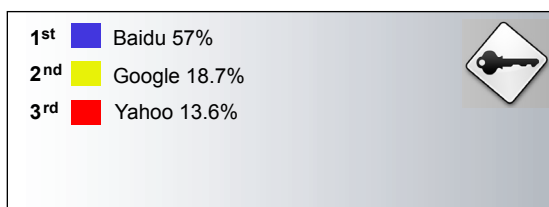
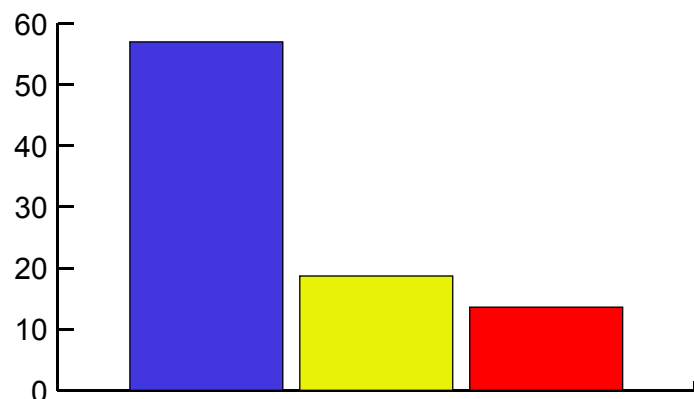
## Sources

iResearch Inc.  
Analysis International

### Search Engine Usage (% market share)



### PPC Coverage (% market share)





# Czech Republic

Population: 10.2m

Est. Internet Users: 4.4m

Internet penetration: 42.4%

Total expenditures to media: 22,34 mld. CZK

Online advertising spend: 1,35 mld. CZK (6%)

Katerina Rotterova  
BenedaGroup.com

<http://www.benedagroup.com>



## Summary Comments

The market leader is still Seznam and Google occupies the second place. During the last year, Seznam launched its own Pay Per Click system Sklik.cz that has become the biggest and the most popular system. Even launching Google's Adwords and AdSense in Czech at the end of the last year did not influence the position of Seznam to much.

The position of the other two Pay Per Click systems Etarget and Billboard is not so strong, but are also used quite often.

During the last two years, there was a boom especially in SEO and Pay Per Click campaigns. Many new companies appeared on the market offering the services in SEM and trainings of basic principles of SEO and Pay Per Click ads.

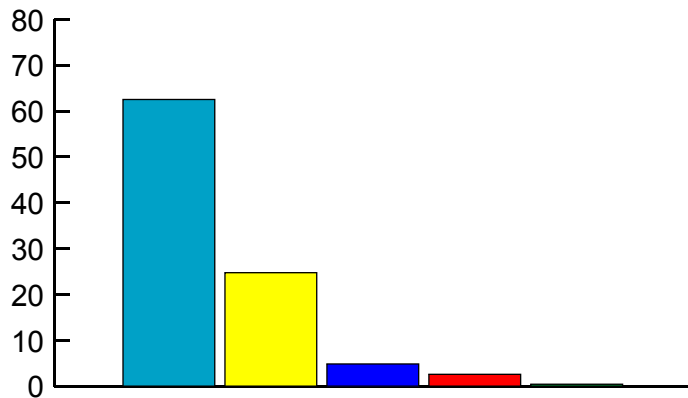
A lot of Czech companies understand that Internet is becoming to be one of the most important ways how to target their consumers and spend more and more money on the advertising via Internet. This trend is expected to growth in the future as the number of the internet users will grow too (Internet penetration in 2005 – 30,5%; in 2006 – 34,9%; in 2007 – 42,4%).

## Statistical resources:

[www.netmonitor.cz](http://www.netmonitor.cz)

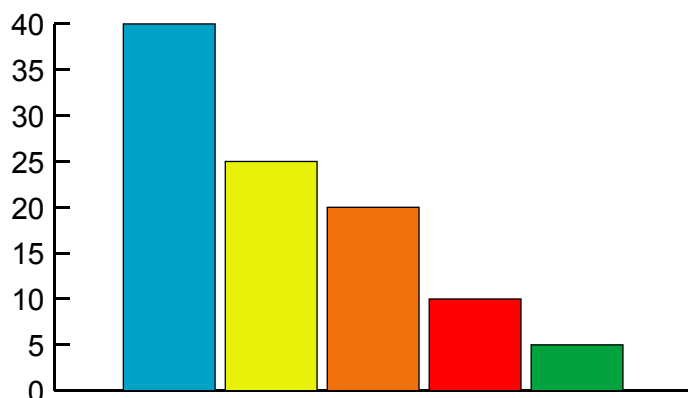
[www.navrcholu.cz](http://www.navrcholu.cz)

## Search Engine Usage (% market share)



1st	Seznam.cz	62.53%
2nd	Google	24.75%
3rd	Centrum.cz	4.84%
4th	Atlas.cz	2.58%
5th	Jyxo.cz	0.42%

## PPC Coverage (% market share)



1st	Sklik.cz (Seznam)	40%
2nd	Google	25%
3rd	eTarget.cz	20%
4th	Adfox.cz (Seznam)	10%
5th	bbKontext.cz	5%



# Denmark

Population: 5.4m

Est. Internet Users: 3.7m

Internet penetration: 68.8%

Rasmus Sørensen  
TLA Media



## Summary Comments

The ball game pretty much have looked the same for the last 12 months and I don't expect this to change much. Denmark is still more or less Google Country, both in terms of organic searches and PPC/SEM. MSN Adcenter haven't launched yet, but maybe it will have an effect, somewhat small as MSN still have a relatively small market share. The private programs are so small that they really haven't got any merit and I don't see their share rise anytime soon.

All in all Denmark – and Scandinavia for that matter – is, like most European markets, dominated by Google and Adwords. Yahoo and YSM is none existent. The reason is primarily that Yahoo decided to close their entire local presence here a few years ago. They simply killed the local directories and laid off all employees. That move effectively killed Danish and Scandinavian advertising and ppc on that network. Nobody use them for search here anymore.

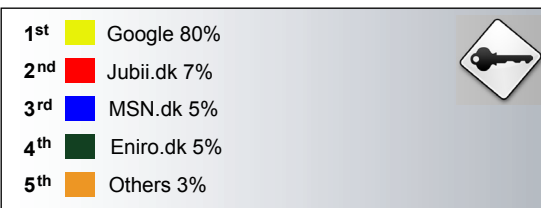
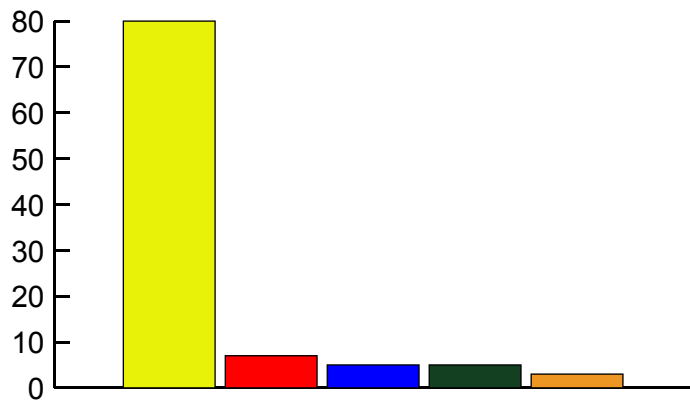
Generally Danish companies have adapted ppc/sem as an important element in their online marketing efforts and recent research data have shown that online advertising have overtaken both print and radio advertising in annual spend. The outlook is still very positive as more and more companies realise the value of online presence and advertising. Business.dk reports that the average advertising spend in Denmark have reached aprox. \$98 per person with an internet connection. The number for the US is \$118. Denmark more or less tops the list in Europe as to how much money goes into online advertising per person.

So the future looks promising even though a new major competitor to Google would be refreshing.

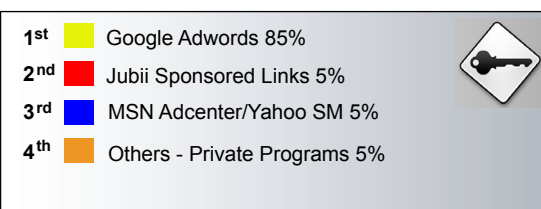
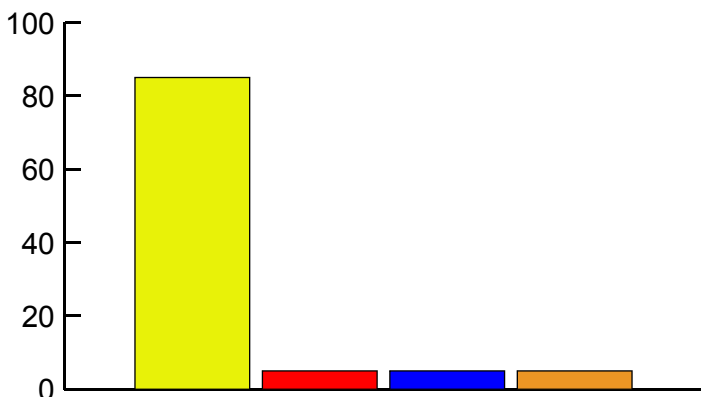
### Statistical resources:

<http://www.business.dk>

### Search Engine Usage (% market share)



### PPC Coverage (% market share)





# Estonia

Population: 1.3m

Est. Internet Users: 69'0000

Internet penetration: 42.4%

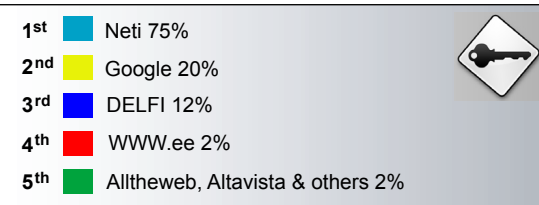
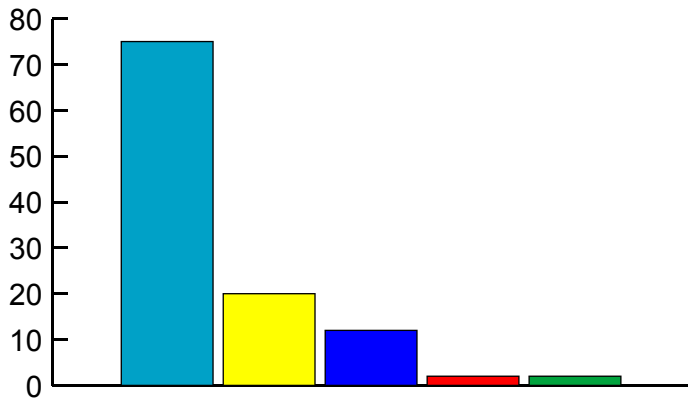
Robin Gurney  
Altex Marketing

<http://www.altex-marketing.com>

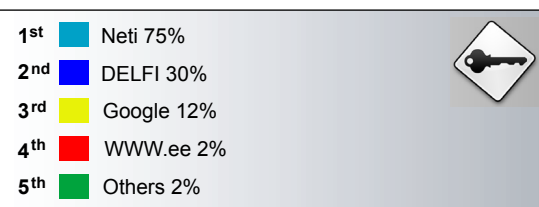
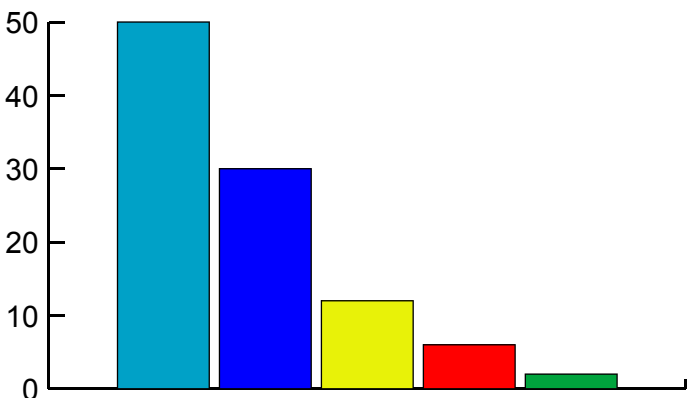


## Summary Comments

### Search Engine Usage (% market share)



### PPC Coverage (% market share)



www.ee (WWWärk) changed their design & layout. It brought the usage up for a while, but in the long run, the effect was not very significant. Rumoured changes in the ownership (Infoweb) will probably result in an improved sales team, so the market share of PPC might grow a little. Search results have also improved during the year, references to yellow pages of Infoweb have been removed, and current clientele is far more likely to use www.ee search again, so their share of organic results/general popularity will grow during 2007, perhaps by 2%.

DELFI Otsing added specific search groups in addition to Internet, News, YellowPages & Numbers, that were there when they started. Now there is map (address-based search), which also has been improved during the year. Interior - furniture, garden, building materials, design furniture (customised sets). Real estate - mirror-site/search with City24. Cars - mirror-site/search with motors.ee. Popularity of Delfi search is growing due to more aggressive marketing from DELFI-s side and greater integration to DELFI content. But for PPC, market share will not grow - they are reaching the limit for paid keywords and keyword based banners are not selling too well in Estonian market.

Neti.ee is still the leader and not likely to lose their position, though more and more Neti.ee clients are using Google in parallel. Google's share in organic results is growing.

Organic SEO in Estonia is on the rise but it is still relatively easy to achieve top positions for keywords provided the site is SE friendly and follows basic SEO guidelines.

Keyword research has to be conducted manually, there are no similar tools to keyworddiscovery etc. that incorporate Estonian data.



# Iceland

Population: 301,900

Est. Internet Users: 258'000

Internet penetration: 85.4%

**Kristjan Mar Hauksson**  
Nordic eMarketing

<http://www.nordicemarketing.com>



## Summary Comments

Google has not gained the foothold in Iceland as in the rest of Europe, local search is still strong and the other "big" engines only have marginal shares of the market.

As of may 2006 Iceland replaced South Korea with the highest broadband penetration rate, according to 2005 broadband statistics released by OECD.

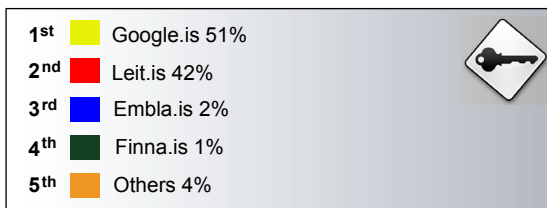
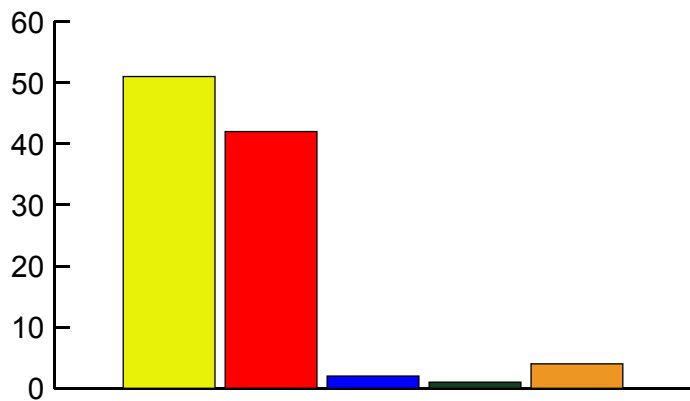
The Iceland telecom market is not big but very technologically advanced. Iceland telecom and Vodafone, the major players, provide modern services to highly scattered and prosperous inhabitants. Mobile phone penetration on GSM, GPRS and NMT networks is among the highest in Europe.

Google is slowly gaining more market share and there are new search players are merging, such as netleit.is. Even though Iceland has embraced the Internet as a tool they are not as likely to use it as a marketing medium. Using Organic SEO in Iceland is on the rise but it is still relatively easy to achieve top positions for keywords following basic search engine optimising guidelines. Keyword research can be done through Leit.is and Google offers some insight into the world of search in Iceland through AdWords.

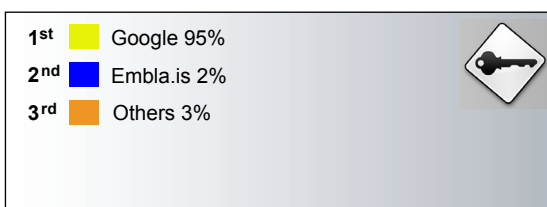
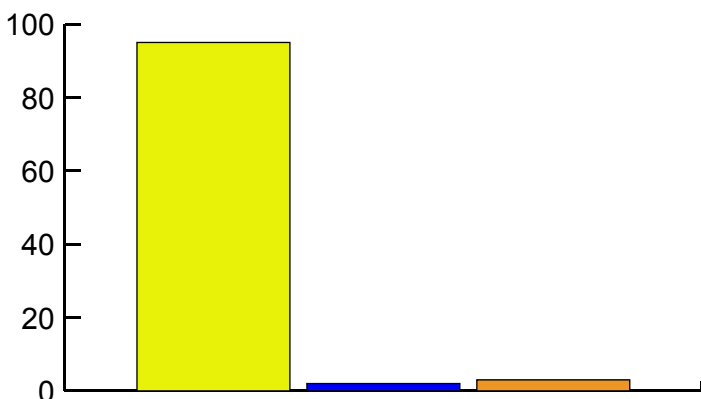
## Statistical Sources:

Stattice.is and the annual Nordic eMarketing research

## Search Engine Usage (% market share)



## PPC Coverage (% market share)





# Israel

Population: 6.4m

Est. Internet Users: 3.7m

Internet penetration: 57.5%

**Gilad Sasson**  
Search Marketing

<http://www.searchmarketing.co.il>



## Summary Comments

In the last 12 months, Google remained the unshakable King of search and became even stronger, establishing a new sales HQ at Tel Aviv and opening not one but two R&D centres at Haifa and Tel Aviv. Google achievements in Israel are even more remarkable when understanding that in the list above Google is the only interface based on search while all other sites function as content/community/mail portals first, and yes, they too have a search box.

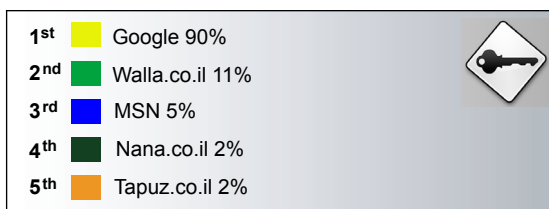
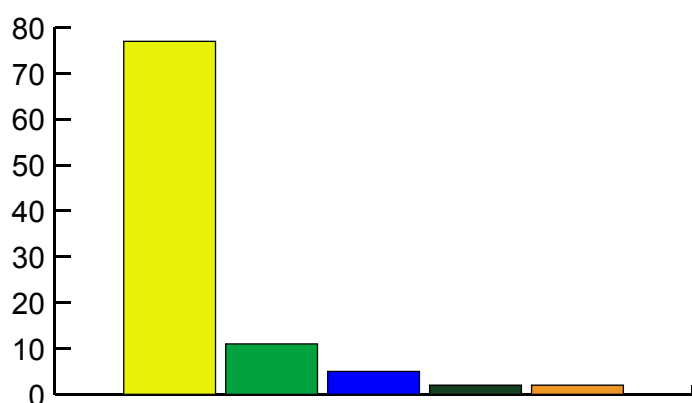
The new contextual system from Walla.co.il (Advantage) was meant to shock the Israeli PPC market at the beginning of 2007, but Walla operators, with an undetermined policy and plan changes in its first few days managed to sabotage their own efforts. Once the walla.co.il Advantage system was finally launched many advertisers were highly disappointed with search volumes and ROI bottom line, compared to Google.

In recent months there was a noticeable leap in search marketing interest from big companies and cooperation as well as SMB who started to understand the simplicity and cost effective manners of SEO & Pay Per Click campaigns. This fact drove many new advertisers to the SERPs and Average bids cost today appx. 20%-50% higher then last year, in some cases the jump is even greater.

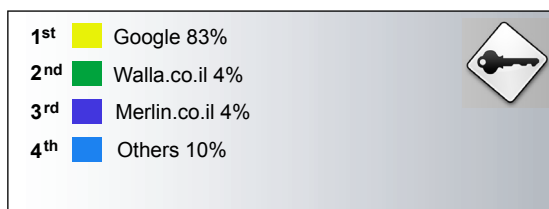
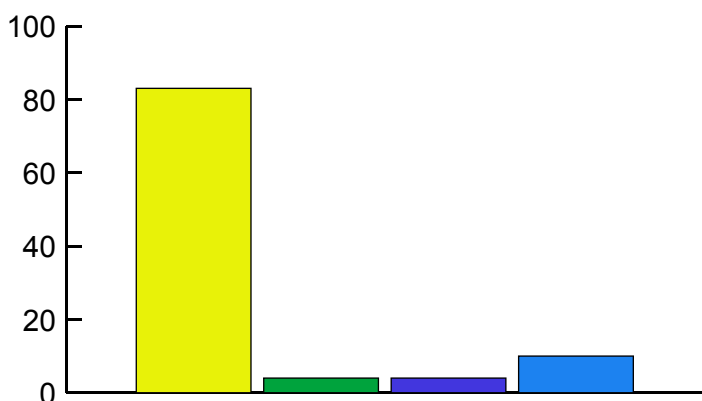
Also worth mentioning is the tremendous increase in the number of SEM agencies and increased cooperation between Interactive agencies and traditional media. It seems that the last year marked the legitimacy and the added value of search engine marketing to the Israeli advertising and marketing pie.

**Statistical Sources:** TGI/TIM survey from January 2007 in relation to the weekly exposure of Israeli Internet users (<http://www.searchmarketing.co.il/content/view/766/3/>)

## Search Engine Usage (% market share)



## PPC Coverage (% market share)





**Population:** 58.1m  
**Est. Internet Users:** 28.9m  
**Internet penetration:** 49.6%

**Sante J. Achille**  
**SJA**

<http://blog.achille.name>



## Summary Comments

From an infrastructural point of view DSL penetration continues to expand throughout the country, and is expected to reach 8 million domestic and business connections in 2007.

Dialup users are still a significant number in the order of 4 million, and broadband is available to a limited clique of users (under 500.000)

Users rely heavily on Google with nearly 80% of the search market share. MSN/Live, Libero, YAHOO!, and Alice are the other search engines used by Italians for search.

What should be noted is a considerable growth in the general awareness of the web as a means to find information as well as products and services.


The increase in Internet Usage, and acquaintance Italians have with the online world make Italy a marketplace worth careful consideration.

Reach and success in the Italian Market will heavily depends on the capability to personalize and adapt communication that differs significantly from the typical US approach.

## Statistical Sources:

[http://www.nielsen-netratings.com/pr/pr\\_070702\\_IT.pdf](http://www.nielsen-netratings.com/pr/pr_070702_IT.pdf)

**Top Italian Portals**



- Manzoni
- Virgilio
- MSN
- RAI
- YAhoo!
- Libero
- Tuttogratis
- SKY
- Tiscali



# Japan

**Population:** 127.4m  
**Est. Internet Users:** 86.3m  
**Internet penetration:** 67.7%

**Mokoto Hunt**  
**AJPR**

<http://www.ajpr.com>



## Summary Comments

The challenge in determining the market share of Japanese search engines is that they never disclose the search volume. All reports talk about the number of visitors or the page views. This is one of the reasons why Yahoo Japan - a popular portal site - is always ranking at #1, but not necessarily by the search volume.

According to Net Ratings Japan's report (April 2006), Google's property visitor grew by 31% to 14.2 million in 12 months. During the same period, Yahoo's property visitor grew by 14%.

Also, considering the fact that Google powers most of top 10 sites by visitor such as Biglobe, goo, and Excite Japan, Google may be in fact #1 search engines in Japan by search volume.

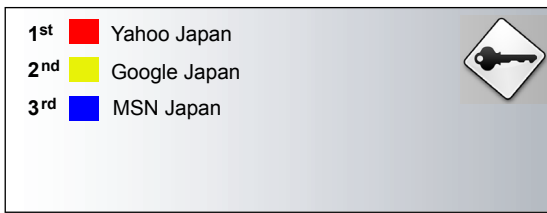
Yahoo Japan shows Overture Japan's paid ads. Overture Japan is shifting the system over to Panama in 2007.

With more than a half of the internet users accessing the web via mobile in Japan, the mobile search and mobile ads would definitely be the hot area in Japanese search market in 2007. It is predicted that the Internet advertising would grow to 755.8 Billion Yen market by 2011 (including 128.4 bil Yen for mobile ads, and 226.5 bil Yen for PPC ads).

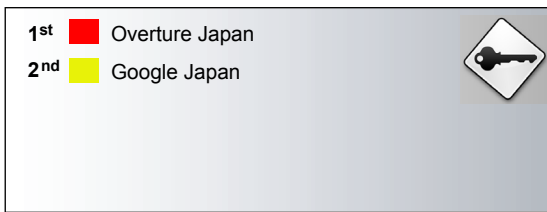
## Sources:

[www.netratings.co.jp](http://www.netratings.co.jp)

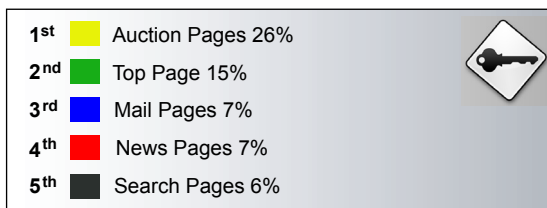
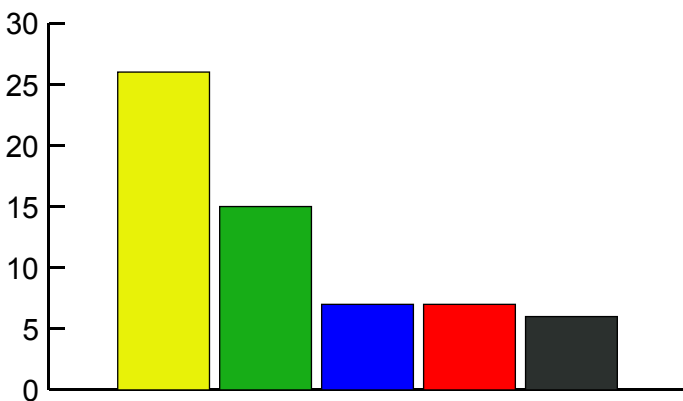
### Search Engine Market Share (%)



### PPC Coverage (% market share)



### Yahoo Japan Site Usage (%)





# Portugal

Population: 10.6m

Est. Internet Users: 7.8m

Internet penetration: 73.1%

Nuno Hipólito  
Search Marketing

<http://www.searchmarketing.pt>



## Summary Comments

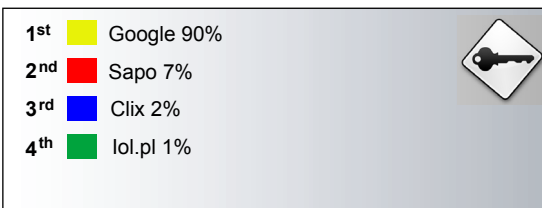
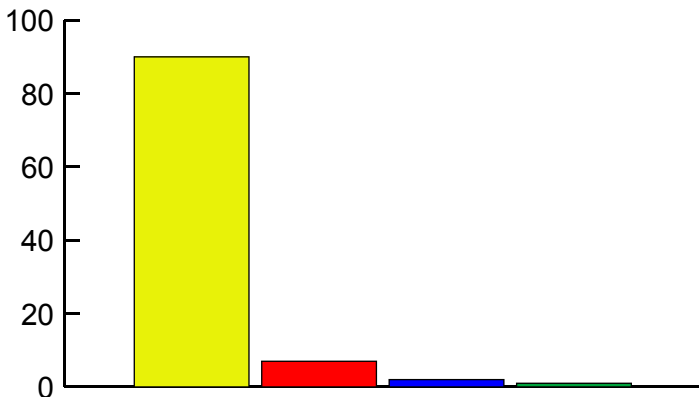
Google is, by far, the market leader in Portugal. For the past year, Google.pt and Google.com have been, respectively, the first and third most popular sites, accounting for 2.400.00 unique visitors/day.

The only “competitor” would be Sapo.pt, but its market share is very small. Sapo is a popular site, but it is more of an entertainment Portal (like Yahoo), than a pure search engine. Sapo.pt also uses Google results for international searches. Clix.pt and lol.pt are also entertainment portals, which incorporate a search box, but they use Google search for their results.

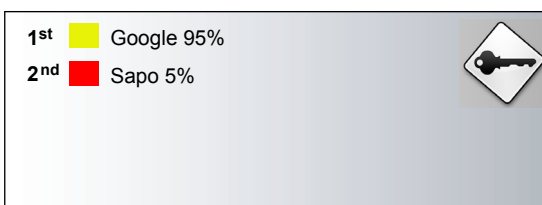
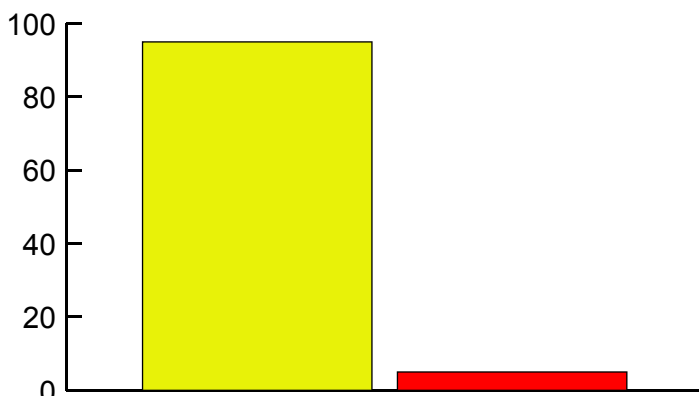
When it comes to pay per click, the scenario is the same. Google dominates the market and Anúncios Sapo (Sapo’s Adwords) comes in a very distant second place. Anúncios Sapo has a basic interface and it can’t really be compared to Adwords, when it comes to functionality, but it has similar “search” and “content network” options. There is no other pay per click online system in Portugal at the moment.

Banners are still very popular in Portugal, but we can feel a definitive shift towards PPC. Although there are some rumours that Sapo is working on an update to Anúncios Sapo, there has been no official confirmation from Sapo. But I know that Anúncios Sapo will soon be available in Sapo Blogs (a look-alike to Blogspot) and Sapo Homepages (Sapo’s homepage service), which will certainly be important to Sapo if it wishes to close the gap to Google’s dominance in Portugal.

## Search Engine Usage (% market share)



## PPC Coverage (% market share)



## Statistical resources:

[netpanel.marktest.pt](http://netpanel.marktest.pt)



# Russia

**Population:** 141.4m  
**Est. Internet Users:** 29m  
**Internet penetration:** 25%  
**Online advertising spend:** \$210m

**Nick Wilsdon**  
**e3internet**

<http://www.e3internet.com>



## Summary Comments

Yandex is still the market leader but Google has continued to make ground over the last few months, overtaking Rambler to secure the No.2 position.

Rambler is fighting back though, recently appointing Ex-Yahoo! Europe chief, Mark Opzoomer, as CEO and taking 51% control in the contextual advertising provider, Begun.ru.

Yandex is also taking steps to increase and secure their market share, matching Google on software releases (Yandex Money vs. Google Checkout, Yandex Direct vs. Adwords, Maps, WiFi and Desktop Search). They have also created an enterprise level anti-spam system for small businesses and opened their forth data centre in Moscow.

However Yandex's contextual advertising program (Yandex Direct) is operating on an invite only basis for large volume partners. This strategy has kept the quality of their content network high and advertisers happy but runs the risk of alienating ordinary webmasters, who are turning to Google for advertising revenue.

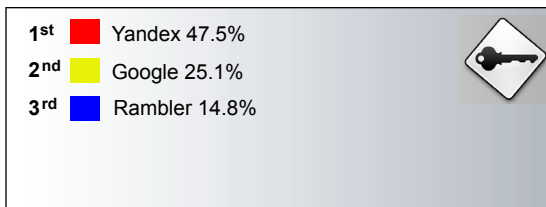
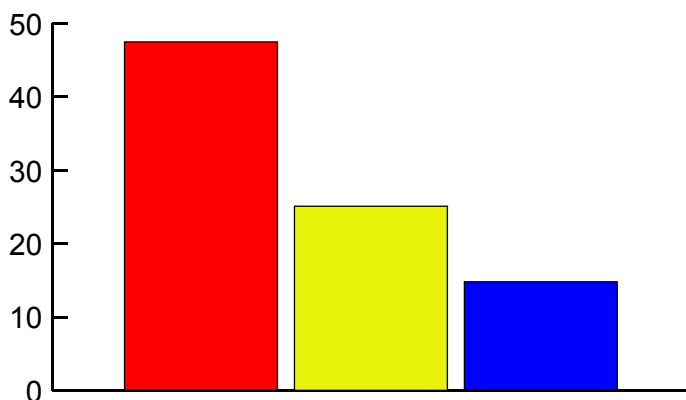
A study by ComScore in June showed that the top 3 properties in Runet (based on monthly unique visitors) were Yandex, Mail.ru and Rambler. So there is still work to be done by Google. It seems Google feels the same way as they started advertising campaigns in June, rather than rely on word of mouth to build support.

## Sources:

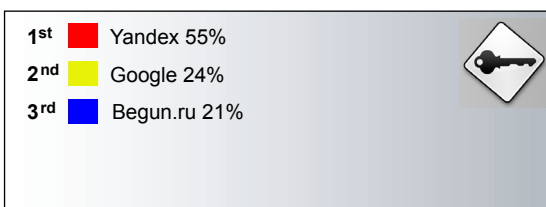
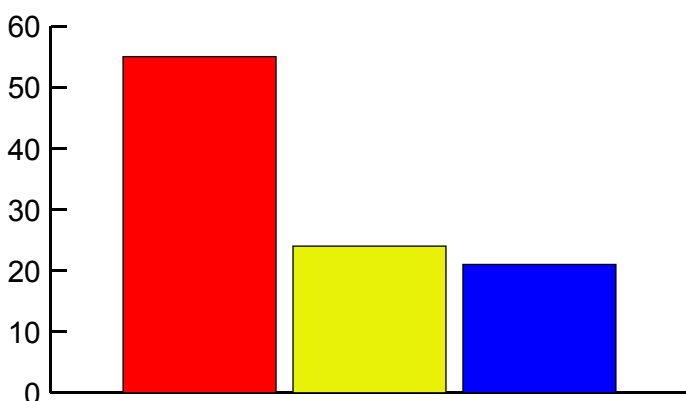
<http://www.liveinternet.ru/stat/ru/searches.html>

<http://www.comscore.com/press/release.asp?press=1459>

## Search Engine Market Share (%)



## PPC Coverage (% market share)





# Slovakia

Population: 5.4m

Est. Internet Users: 1'998'000

Internet penetration: 37%

Katerina Rotterova  
BenedaGroup.com

<http://www.benedagroup.com>



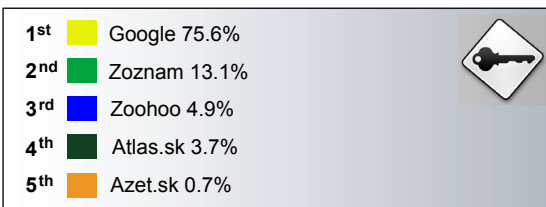
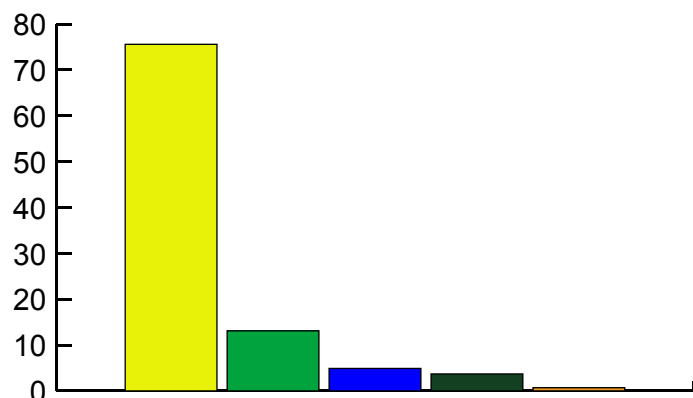
## Summary Comments

The number of Internet users in Slovakia is rising fast and the penetration reached 37% at the beginning of this year. Most of the users connect to the Internet from their homes (58%), work (46,9%) and universities (27,9%).

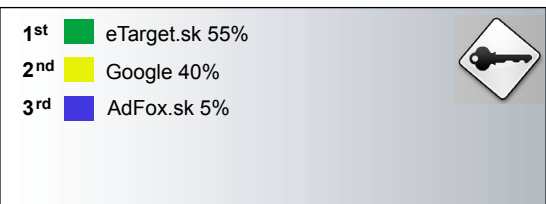
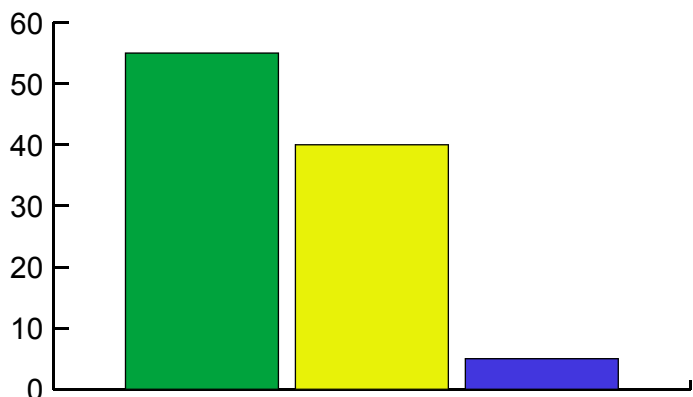
Among the internet users there are mainly well-educated people, entrepreneurs, scientists and students. Nearly 92% of the Internet population connects to the Internet at least once per week (men in the evening 6-9pm and women 9-12am).

November 2006 was very important for Slovak internet and especially for those who were interested in advertisement. During this month Google launched Google AdSense in Slovak. In spite of this Etarget is still the leader in Pay Per-Click advertisement. Among the advertising agencies, this kind of advertisement is becoming more and more popular and the next growth is expected.

## Search Engine Usage (% market share)



## PPC Coverage (% market share)



## Sources:

[www.aims.sk](http://www.aims.sk)

[www.mediaresearch.sk](http://www.mediaresearch.sk)



# South Korea

Population: 49m

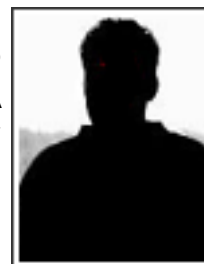
Est. Internet Users: 33.9m

Internet penetration: 69.1%

Ebina Cho

KISA

Korean Information Security Agency



## Summary Comments

Naver is Korea's No. 1 search portal service. The Naver search engine currently controls more than 70 percent of local search traffic, according to industry figures. Naver's popularity relies on its question-and-answer type search tool Knowledge Search, which allows users to answer and edit search results.

The Korean search marketplace is dominated by question-and-answer type search services, which tend to have stronger customer loyalty than general Web search services.

Google's CEO Eric Schmidt met earlier this year with Daum Communications Corp., South Korea's No. 2 Internet search engine, to discuss broadening their partnership. In 2006 Daum decided to end its advertising relationship with Yahoo Inc. in favor of using Google for paid search results.

## Additional Information:

This August, Verisign announced that Korea (.kr) domains were the third fastest growing ccTLD (country-code top level domain). This was no doubt helped by the release of the first level extension, .kr this spring. Until then only second level versions of the domain had been available (most popular being co.kr).

ComScore has reported similar success for the Naver search engine. In their study of search properties the Korean Engine scored 5th place globally with XXX searches over the month of August.

## Sources:

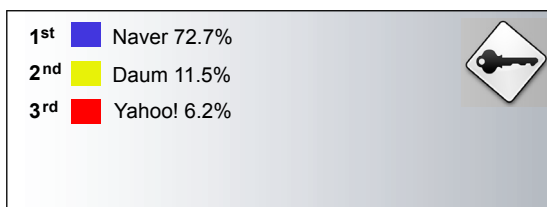
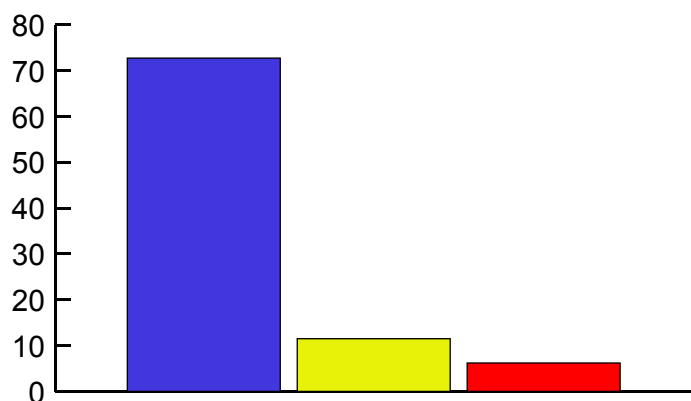
<http://www.koreanclick.com>

<http://inews.mk.co.kr>

<http://www.verisign.com>

<http://www.comscore.com>

## Search Engine Usage (% market share)





# Spain

Population: 40.4m

Est. Internet Users: 19.2m

Internet penetration: 47.5%

Oskar Carreras

WebCertain

<http://www.webcertain.com>

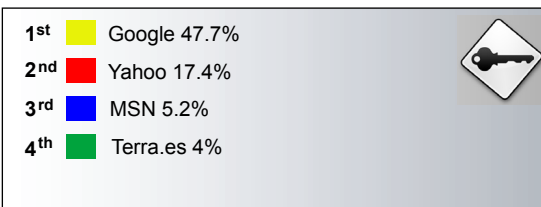
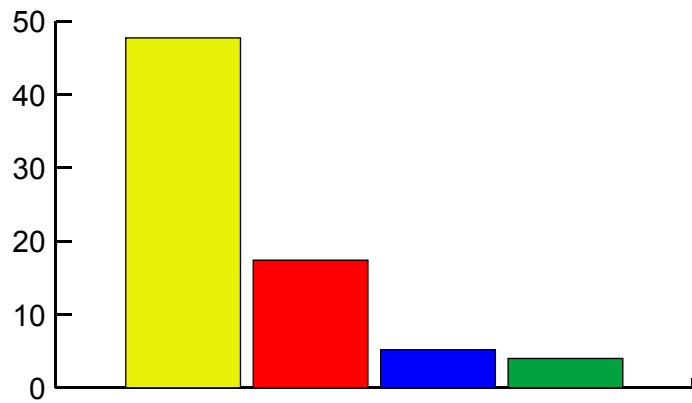


## Summary Comments

With regard to the previous study we can see a slight increase of Google market share in detriment of minor search engines like Terra or Altavista, who have plummeted.

Msn, which used to be the fifth in the list, goes up to the third position. Yahoo remains stable despite being the site that lures more visitors to in Spain. Apparently, users tend to identify Yahoo more as a portal than as a search engine but I dare to predict that this tendency can change in the future, and those visitors might become searchers.

## Search Engine Usage (% market share)



## Sources:

<http://www.aimc.es>



# The Netherlands

Population: 16.5m  
Est. Internet Users: 10.8m  
Internet penetration: 65.2%

Peter Kersbergen  
WebCertain

<http://www.webcertain.com>



## Summary Comments

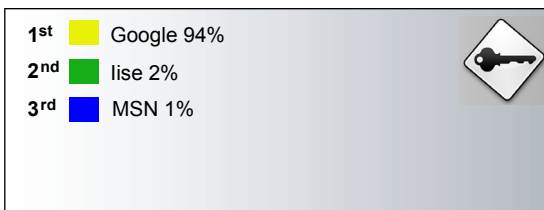
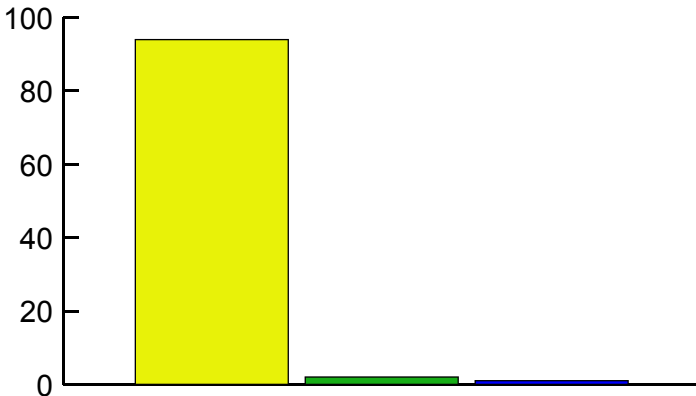
Google is the absolute and uncontested market leader in The Netherlands. Ilse used to hold a much stronger position - but loses market share pretty much every month.

Five years ago the market share from Google was 32% and Ilse had 19%. Five years ago 62% of the internet users indicated they used Ilse sometimes, where only 49% used Google. It was well known back then that Google was mostly used by the more knowledgeable and tech savvy internet users, where the average user still used other search engines. (Mainly Ilse.) This explains the large difference in "being used sometimes" and market share Google claimed back then - more tech savvy and active internet users obviously made more searches.

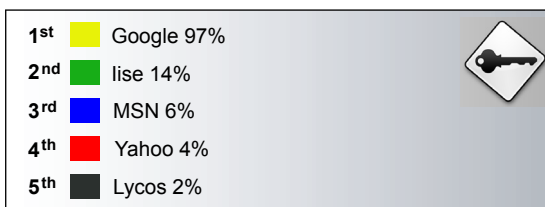
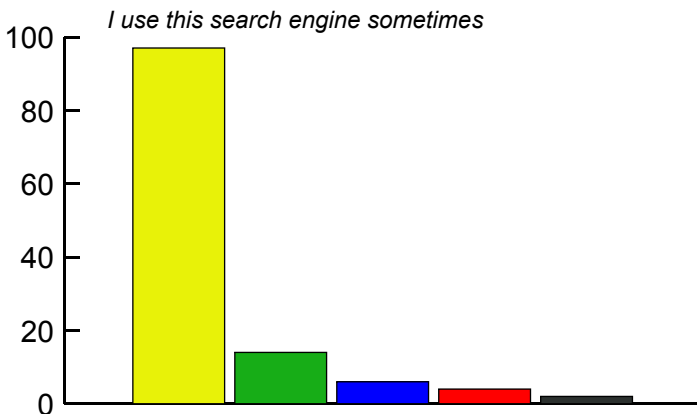
I can vividly remember the immense mouth-to-mouth exposure Google had back then and Google's market share has grown with an unbelievably fast pace.

As future developments go, Google is really starting to reach the limits as far as market share and usage go. The bigger a company gets, the more people start disliking it, so sooner or later I would expect the growth to stop or even notice a small decline in market share in favor of some new hype. A good example of where is has happened is Internet Explorer / Firefox or even Windows / Linux. I foresee the growth continuing in the immediate future though!

## Search Engine Market Share (%)



## User Reported Usage (%)





# Ukraine

**Population:** 46.3m  
**Est. Internet Users:** 5.2m  
**Internet penetration:** 11.4%

**Nick Wilsdon**  
**e3internet**

<http://www.e3internet.com>



## Summary Comments

Google is the market leader in Ukraine but faces competition from expanding Russian engines, who take advantage of the high percentage of Russian-speakers in the country. According to research carried out by the Kiev International Sociological Institute, 45.3% of those interviewed said they find it easier to speak Russian, 44% Ukrainian. It is easy to see why Ukraine is an attractive market for the Russians.

Yandex, the leading Russian portal, has already opened two offices in the country and successfully launched their WiFi service there.

Both Yandex (Yandex.ua) and Google (Google.co.ua) have developed Ukrainian language portals, although Google seems to have missed a trick by not taking ownership of the Google.ua address. This echos their previous situation in Russia, where it took several years of legal action to claim Google.ru.

In terms of paid advertising, Meta.ua, Yandex and Google have their own PPC systems. Mail.ru takes their adverts from Yandex and Rambler from Begun.ru, although they do offer banner advertising directly.

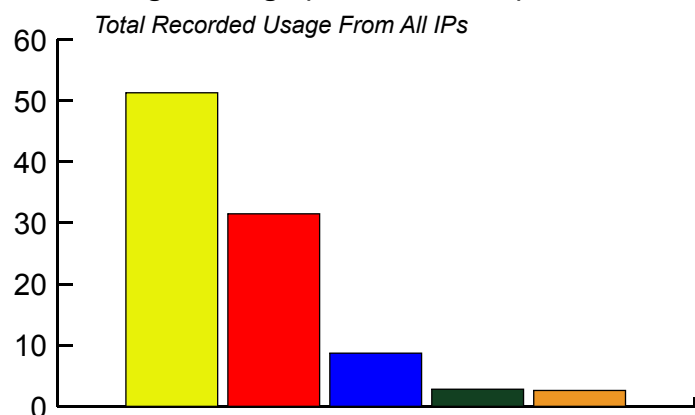
META.ua is the leading Ukrainian engine, founded in 1998. Inclusion is dependant on the content pertaining to Ukraine or being geographically hosted within the country's IP range. The Bigmir.net directory also has a significant market share.

Previously owning a .ua domain has been difficult; companies are required to hold a trademark registered in Ukraine. However the new .co.ua domain is unconditional, making it the easier choice for foreign marketers.

### Sources:

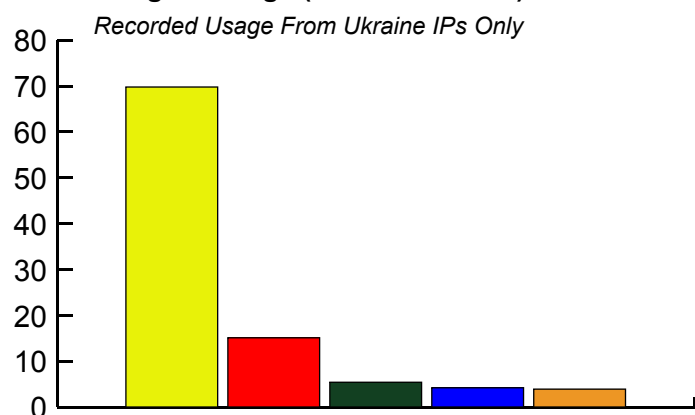
<http://index.bigmir.net/se>  
[Kiev International Sociological Institute](http://www.kiis.org.ua)

### Search Engine Usage (% market share)



1st	Google	51.3%
2nd	Yandex	31.5%
3rd	Rambler	8.7%
4th	Meta.ua	2.8%
5th	Mail.ru	2.6%

### Search Engine Usage (% market share)



1st	Google	69.8%
2nd	Yandex	15.1%
3rd	Meta.ua	5.4%
4th	Rambler	4.2%
5th	Bigmir.net	3.9%



# United Kingdom

Population: 60.8m

Est. Internet Users: 37.6m

Internet penetration: 61.8%

Andy Atkins-Krüger

WebCertain

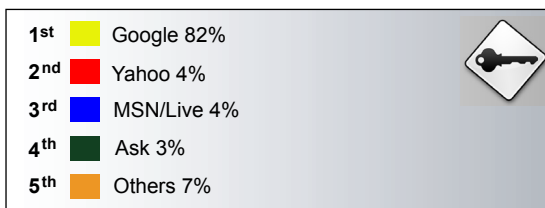
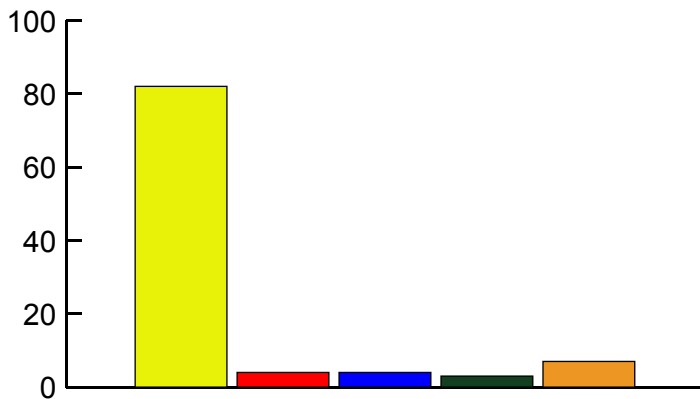
<http://www.webcertain.com>



## Summary Comments

Developments in the UK based on Hitwise's figures are fascinating. Despite some very competitive approaches to the market place by Yahoo, Microsoft and Ask with advertising campaigns galore, the number one search engine Google – has advanced in the last few months by 3% whilst Yahoo has lost 4%, Microsoft has lost 1% and Ask 2%. But that doesn't add up to 100%! In fact, the biggest gainer in Hitwise's figures is actually 'other' – and this doesn't include the growth in social networking which is included in another category. *Other* has moved up from 3% to 7% - the equivalent of the growth in Google over the same period. The figures have barely been affected by Yahoo's recent roll out of Panama.

## Search Engine Usage (% market share)



Additionally, Hitwise says the total share for search engines has gone down by 2% as a result of social networking – but that doesn't mean there are fewer searches – it is in fact the reverse. What it means is there's now even more use of the internet to accommodate the Myspace, Bebo and Facebook new internet use. Yahoo has recently added Bebo to its partners – whilst orange has moved from Yahoo to Google.

In paid search engines, Miva and Mirago are still around – but whilst there are no specific figures – they have lost ground to the bigger boys.

## Sources:

[Hitwise](#)

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