

# Digital and Social Media Brazil



January 2013

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## Brazil: Social Media-Obsessed



Brazilians love social media! There are more than 65 million Facebook users, more than 40 million use Twitter and 29 million are on Orkut, a Google-owned service that predates Google Plus.

Brazil is one of the fastest-growing social media markets in the world, according to comScore's *2012 Brazil Digital Future in Focus* report. More than 88.4 million Brazilians were online at mid-year 2012, and 97 percent of those use social media.

These internet users represent 45.6% of the population, according to Internet World Stats. Internet usage has grown from almost zero to 88% of the urban population in five years. Soon it won't just be people in urban areas who are online; between 70 and 80% of the population will have internet access by 2016. As the web and social media become part of the everyday routine of many consumers in Brazil, they have begun to integrate their digital activities with other media as well.

Facebook and Google have planted their flags in Brazil by setting up offices in country — and now Twitter is merging into the fray by opening an office in Sao Paulo, according to Reuters.

## Key facts about Facebook and Twitter:



Facebook and Twitter are currently aiming to bolster their networks popularity before two major events take place: the 2014 FIFA World Cup and the 2016 Olympic Games.

### Facebook

- Currently, there are 65 million FB users in the Brazil, which makes it #2 in the ranking of all Facebook statistics by country.
- Facebook surpassed Orkut in December 2011, taking the lead as the top social networking destination in Brazil.
- Facebook also became the most-engaging social networking site with visitors averaging 4.8 hours on the site weekly.
- 8. 23 percent of Facebook's users check their account 5 or more times daily.
- Facebook users are mostly limited to major cities, as 34 percent of Brazilian users are from São Paulo and 12 percent are from Rio de Janeiro.
- Brazil publishes the most number of posts out of all Facebook countries; More than 800 Pages kept their Facebook walls busy with almost 86 thousand posts per month.

### Twitter

- By putting an office in the heart of Brazil, Twitter is hoping to convince those who continue to abandon Orkut to focus their social energy on Twitter over Facebook
- Registration rate is growing fast in Brazil, which grew from 33.3M in January to 41.2M in July 2012.
- Brazilians now represent 8.0% of all Twitter accounts, but only 6.6% of all public tweets posted in June, which may account for different usage patterns of Twitter.
- The two largest cities in Brazil rank among the top 20 cities in terms of tweets worldwide: São Paulo ranks 4th and Rio de Janeiro ranks 16th.

Source: Socialbakers and Socialnomics

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Google+ and LinkedIn are both growing in Brazil. In November 2011, Google hosted Brazil's first official Hangout, and since then Brazil has become the country with the third highest number of Google+ users (although at just over 5 percent, it's still some way behind the U.S., which makes up almost 31.5 percent of Google+ users). The Portuguese version of LinkedIn opened in 2010, and an office in São Paulo followed in 2011, by which time it had 6 millions Brazilians using the site. It has become highly popular with Brazilians as they adopt modern channels of communication in their professional life as well as personal.

Instagram and Pinterest have increased in popularity, especially among women, and provide brands with more opportunity to engage online with consumers. They have gathered the interest of specific professional sectors such as architects, designers, chefs and decorators.



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## Other Insights from the 2012 Brazil Digital Future in Focus include:

- Watching TV is embedded in Brazilians' DNA, and is one of the most popular ways to have fun. There is a significant online video culture, with **YouTube** ranking as one of the largest social platforms and continuing to grow its penetration among Internet users.
- YouTube reaches a reported **79 percent** of the country's internet users.
- In December 2011, Brazilians viewed more than 4.7 billion online videos, an increase of 74 percent in the past year. Growth was driven by a 19-percent increase in unique viewers and a 46-percent increase in videos per viewer as online video took its place as a top online activity.
- **Mobile phones and tablets continue to alter the digital landscape**, accounting for 1.5 percent of all digital traffic in Brazil during December 2011. Of this proportion of total activity, more than 42 percent was driven by page views occurring on tablet devices.

## Online Travel Marketing

In the past year, a record number of Brazilians turned to the web to plan and book travel, gaining 18%, according to comScore's study on the growth of the online travel market in Brazil. The audience nearly tripled since July 2009. 16.5 million Brazilians visited travel sites in July 2012 from a home or work computer. One in three travel category visitors in Brazil are 25-34 years old. A look at the top travel sites found that local brands secured nearly all the top positions in the ranking.

### Top travel domains:

1. Hotelurbano.com.br	3,137,000	11. Edestinos.com.br	544,000
2. Decolar.com	2,306,000	12. Voetrip.com.br	480,000
3. TAM.com.br	2,287,000	13. Adoroviagem.com.br	476,000
4. Voegol.com.br	1,952,000	14. Melhoresdestinos.com.br	390,000
5. Submarinoviagens.com.br	1,688,000	15. Voeazul.com.br	368,000
6. Mundi.com.br	1,193,000	16. Netviagem.com.br	340,000
7. Viajanet.com.br	1,115,000	17. Webjet.com.br	313,000
8. Booking.com	1,019,000	18. Hoteis.com	277,000
9. CVC.com.br	823,000	19. Avianca.com.br	238,000
10. Tripadvisor.com.br	780,000		

Geographically, São Paulo accounted for 32% of visitors the travel category, followed by Rio de Janeiro with 13% of visitors.

### Demographic profile

- All Males: 50.6%
- All Females: 49.4%

TOTAL AUDIENCE: 100% of unique visitors

#### Age

- 15-24: 17.8%
- 25-34: 32.6%
- 35-44: 22.5%
- 45-54: 15.3%
- 55+: 8.3%

#### State

- São Paulo: 32.0%
- Rio de Janeiro: 13.0%
- Minas Gerais and Parana: 7.3%
- Rio Grande do Sul: 6.0%
- Santa Catarina: 4.5%
- Bahia: 4.0%
- Distrito Federal: 4.6%
- Other: 21.2%

Source: (comScore, August 2012)

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