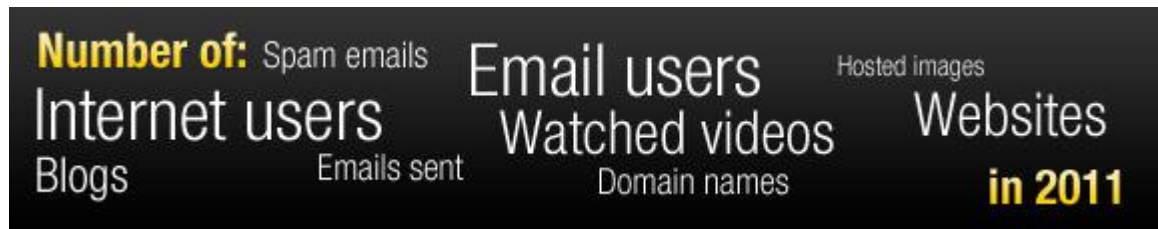


Internet 2011 in numbers

January 17th, 2012 by Pingdom <http://royal.pingdom.com/2012/01/17/internet-2011-in-numbers/>



So what happened with the Internet in 2011? How many email accounts were there in the world in 2011? How many websites? How much did the most expensive domain name cost? How many photos were hosted on Facebook? How many videos were viewed to YouTube?

We've got answers to these questions and many more. A veritable smorgasbord of numbers, statistics and data lies in front of you. Using a variety of sources we've compiled what we think are some of the more interesting numbers that describe the Internet in 2011.

Email

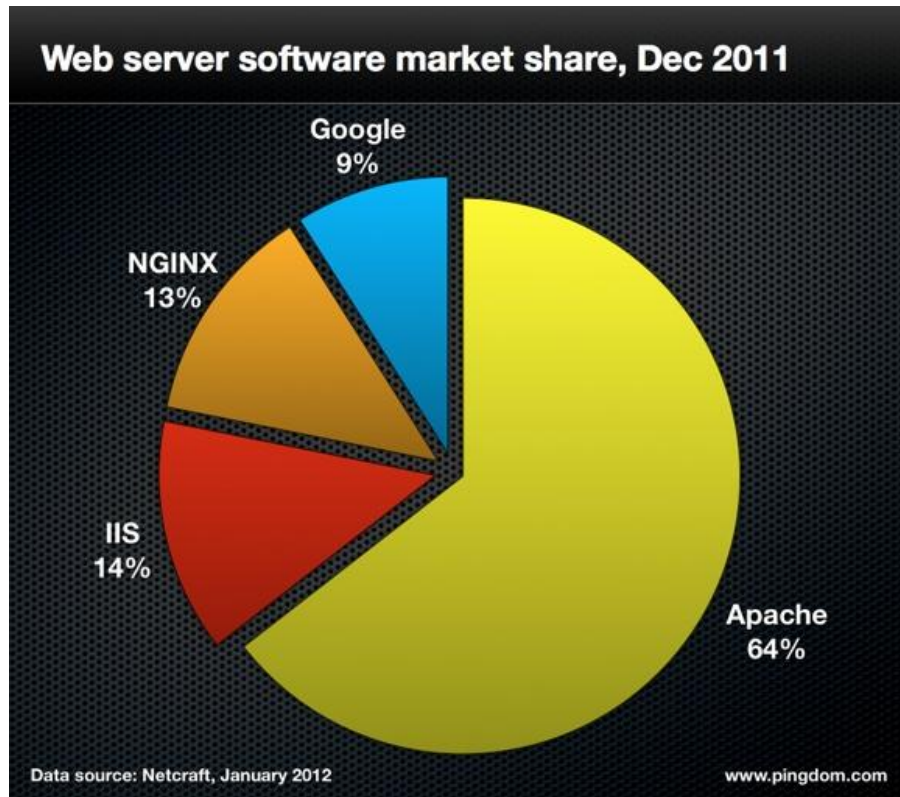
- **3.146 billion** – Number of [email accounts](#) worldwide.
- **27.6%** – Microsoft Outlook was the most popular [email client](#).
- **19%** – Percentage of [spam](#) emails delivered to corporate email inboxes despite spam filters.
- **112** – Number of emails sent and [received](#) per day by the average corporate user.
- **71%** – Percentage of worldwide email traffic that was spam (November 2011).
- **360 million** – Total number of Hotmail [users](#) (largest email service in the world).
- **\$44.25** – The [estimated](#) return on \$1 invested in email marketing in 2011.
- **40** – Years since the first email was [sent](#), in 1971.
- **0.39%** – Percentage of email that was [malicious](#) (November 2011).

Websites

- **555 million** – Number of [websites](#) (December 2011).
- **300 million** – Added websites in 2011.

Web servers

- **239.1%** – Growth in the number of Apache [websites](#) in 2011.
- **68.7%** – Growth in the number of IIS [websites](#) in 2011.
- **34.4%** – Growth in the number of NGINX [websites](#) in 2011.
- **80.9%** – Growth in the number of Google [websites](#) in 2011.



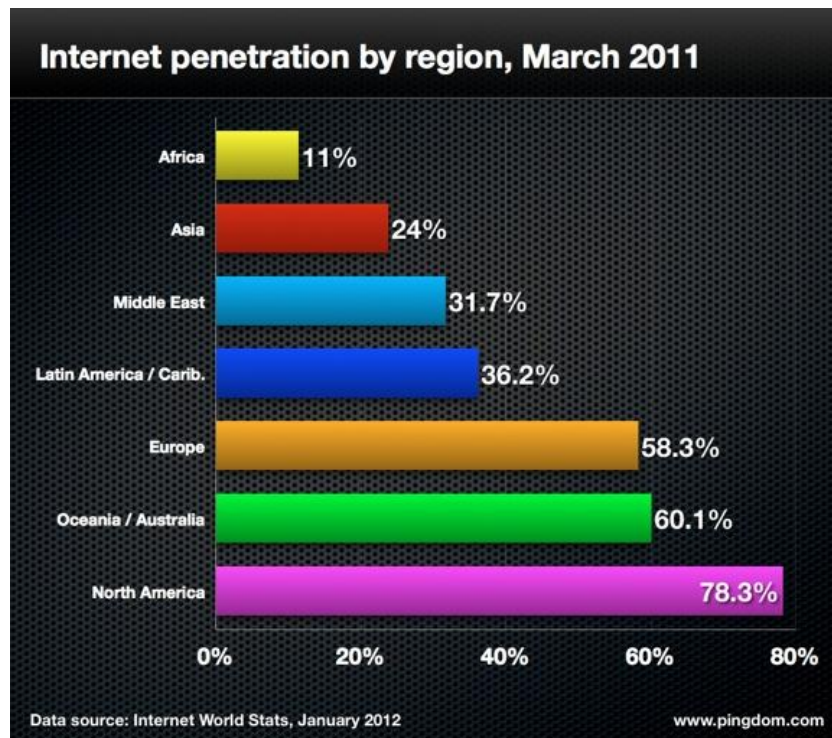
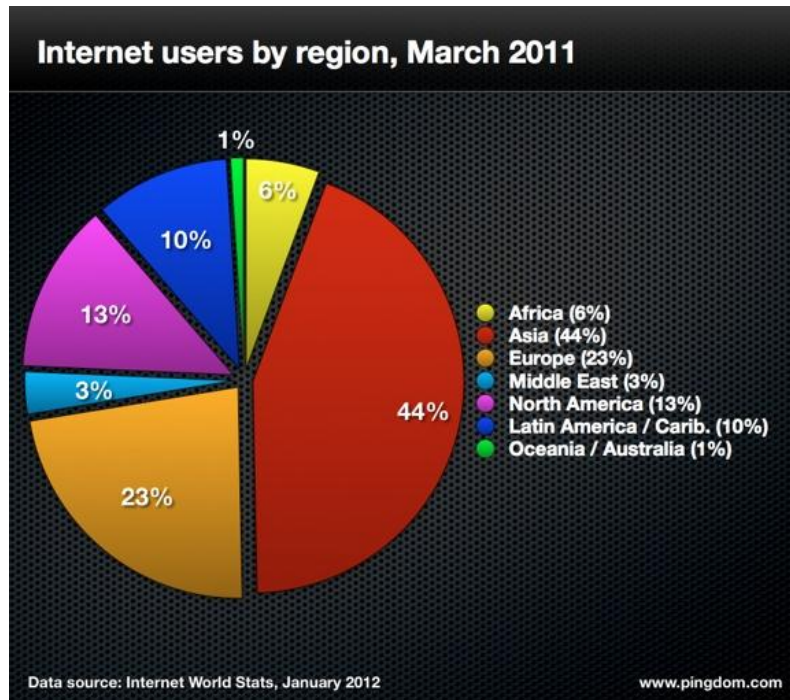
Domain names

- **95.5 million** – [Number](#) of .com domain names at the end of 2011.
- **13.8 million** – [Number](#) of .net domain names at the end of 2011.
- **9.3 million** – [Number](#) of .org domains names at the end of 2011.
- **7.6 million** – [Number](#) of .info domain names at the end of 2011.
- **2.1 million** – [Number](#) of .biz domain names at the end of 2011.
- **220 million** – Number of [registered](#) domain names (Q3, 2011).
- **86.9 million** – Number of [country code top-level domains](#) (.CN, .UK, .DE, etc.) (Q3, 2011).
- **324** – Number of [top-level domains](#).
- **28%** – Market share for BIND, the [number one](#) DNS server type.
- **\$2.6 million** – The price for social.com, the most [expensive](#) domain name sold in 2011.

Internet users

- **2.1 billion** – Internet [users](#) worldwide.
- **922.2 million** – Internet [users](#) in Asia.
- **476.2 million** – Internet [users](#) in Europe.
- **271.1 million** – Internet [users](#) in North America.
- **215.9 million** – Internet [users](#) in Latin America / Caribbean.
- **118.6 million** – Internet [users](#) in Africa.
- **68.6 million** – Internet [users](#) in the Middle East.
- **21.3 million** – Internet [users](#) in Oceania / Australia.

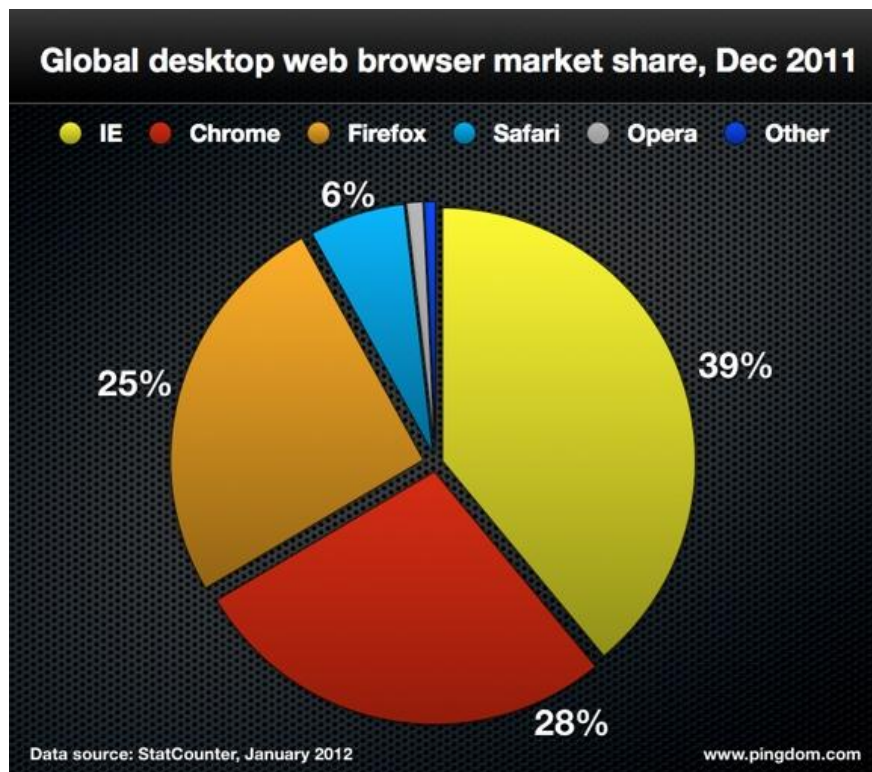
- **45%** – Share of Internet users under the age of 25.
- **485 million** – Number of Internet users in China, more than any other country in the world.
- **36.3%** – Internet penetration in China.
- **591 million** – Number of fixed (wired) broadband subscriptions worldwide.



Social media

- **800+ million** – Number of [users](#) on Facebook by the end of 2011.
- **200 million** – Number of users added to Facebook during 2011.
- **350 million** – Number of [Facebook users](#) that log in to the service using their mobile phone.
- **225 million** – Number of Twitter [accounts](#).
- **100 million** – Number of [active Twitter users](#) in 2011.
- **18.1 million** – People following [Lady Gaga](#). Twitter's most popular user.
- **250 million** – Number of [tweets per day](#) (October 2011).
- **1** – #egypt was the number one [hashtag](#) on Twitter.
- **8,868** – Number of [tweets per second](#) in August for the MTV Video Music Awards.
- **\$50,000** – The amount raised for charity by the most [retweeted tweet](#) of 2011.
- **39 million** – The number of Tumblr [blogs](#) by the end of 2011.
- **70 million** – Total number of WordPress [blogs](#) by the end of 2011.
- **1 billion** – The number of messages sent with [WhatsApp](#) during one day (October 2011).
- **2.6 billion** – Worldwide IM [accounts](#).
- **2.4 billion** – Social networking [accounts](#) worldwide.

Web browsers



Mobile

- **1.2 billion** – The number of [active mobile broadband subscriptions](#) worldwide in 2011.

- **5.9 billion** – The [estimated](#) number of mobile subscriptions worldwide in 2011.
- **85%** – Percentage of [handsets shipped globally](#) in 2011 that included a web browser.
- **88%** – Apple iPad’s share of [global tablet web traffic](#) in December.

Videos

- **1 trillion** – The number of video [playbacks](#) on YouTube.
- **140** – The number of YouTube video [playbacks](#) per person on Earth.
- **48 hours** – The amount of video [uploaded](#) to YouTube every minute.
- **1** – The most viewed video on YouTube during 2011 was Rebecka Black’s “Friday.”
- **82.5%** – Percentage of the U.S. Internet [audience](#) that viewed video online.
- **76.4%** – YouTube’s [share](#) of the U.S. video website market (December 2011).
- **4,189,214** – [Number](#) of new users on Vimeo.
- **201.4 billion** – Number of videos [viewed](#) online per month (October 2011).
- **88.3 billion** – Videos viewed per month on Google sites, incl. YouTube (October 2011).
- **43%** – Share of all worldwide video views delivered by Google sites, incl. YouTube.

Images

- **14 million** – Number of Instagram accounts [created](#) during 2011.
- **60** – The average number of photos [uploaded](#) per second to Instagram.
- **100 billion** – [Estimated](#) number of photos on Facebook by mid-2011.
- **51 million** – Total number of registered [users](#) on Flickr.
- **4.5 million** – Number of [photos](#) uploaded to Flickr each day.
- **6 billion** – Photos [hosted](#) on Flickr (August 2011).
- **1** – Apple iPhone 4 is the most popular [camera](#) on Flickr.

What’s in store for 2012?

For 2012, there’s every reason to think that the Internet, by any measure, will keep growing. As we put more of our personal as well as professional lives online, we will come to rely on the Internet in ways we could hardly imagine before. For better or worse, the Internet is now a critical component in almost everything we do.

We will be back again early next year to wrap up 2012. In the meantime, you may also want to check out our annual summaries for [2008](#), [2009](#), and [2010](#)