

Tue, 8 Nov 2011

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# 'Net users in India to touch 121 mn by Dec'

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ENS Economic Bureau

Tags : I-Cube Report, Internet and Mobile Association of India, communication activities, business news

Posted: Tue Nov 08 2011, 00:35 hrs

New Delhi:

The number of internet users in India is all set to reach 121 million by this year end.

According to the widely tracked annual I-Cube Report, jointly published by the Internet and Mobile Association of India and IMRB, India's population of internet users, which constitutes almost 10 per cent of the country's total population, is expected to grow to 121 million by December from 100 million in September this year.

The report attributes this growth to increasing affordability of personal computers and rising interest among the country's young population. More than 75 per cent of internet usage is still driven by the young population, including school and college students, the report says.

Out of 121 million, 90 million are expected to be active users who access internet at least once a month, while 88 million would be from urban cities and 24 million from rural areas.

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The study found that emails, education, social networking, music and text chatting are the most popular activities among the urban internet users.

"The usage pattern differs among rural users. In the survey conducted in seven states, 46 per cent of the users were using internet for accessing music, videos and images, 38 per cent for email and communication activities, 29 per cent for general information and 27 per cent were using internet to access content related to education," the study noted.

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