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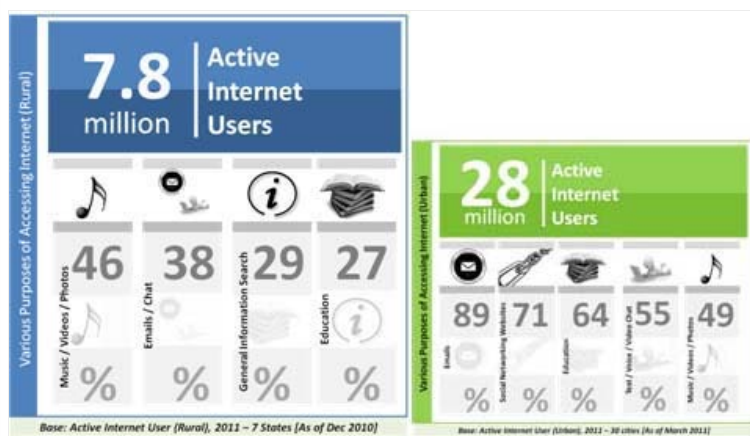
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Entertainment will Drive Internet Growth in Rural India

Preliminary findings of the Internet in India Report jointly published annually by IMAI and IMRB

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Entertainment seems to be the primary driver of internet use in rural India according to the preliminary findings of the Internet in India Report jointly published annually by Internet and Mobile Association of India and IMRB. Out of an extrapolated sample of 7.8 million rural users 49% used internet to download music, videos and photos; 38% used it for email and chats and 27% for education.

In urban India, the pattern of use was dramatically different. While email or communications continued to be the most popular use of internet, social networking seemed to be catching up rather fast. 71% of internet users in urban India of an extrapolated sample of 28 million users indulged in social networking, 89% used emails. Interestingly, 64% used internet for educational purposes.

Commenting on the findings **Dr Subho Ray, President – Internet And Mobile Association of India (IMAI)** said, "The numbers make two things very clear: a) the depth of use is very poor in rural India and b) industry would do well to devise different content and applications for rural and urban India".

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