

## 71 mn Indians claim to have used Internet in 2009: report

Press Trust of India / New Delhi April 5, 2010, 16:52 IST

About 71 million Indians 'claim' to have used the Internet in 2009, a study by Internet and Mobile Association of India (IAMAI) and marketing research firm IMRB today said.

In a joint report titled 'Internet in India', IAMA and IMRB said the number of people who 'claimed' to have used internet in 2009 stood at 71 million.

'Claimed users' (those who said they had used the internet in some form, say for checking results online, during the year) is an important category for understanding future trends in active user base, the study added.

However, the number of active internet users rose to 52 million in September 2009 from 42 million in September 2008, registering a year-on-year growth of 19 per cent.

Active users are those who access the Internet at least once in a month.

"This surge in number has been primarily due to the increased numbers of the users in the remote urban pockets (small metros and towns) and among lower socio-economic classes (SEC C, D and E)," it said.

Internet usage has also gone up from 9.3 hrs/week to 15.7 hrs/week, a steep 70 per cent rise, the report said.

This can be attributed to innovative content delivery, better applications and its increased use for entertainment purposes, which comprises downloading music or videos, socialising through social networking sites and expressing one's own opinions and views through micro-blogging and user-generated content sites, it added.

"We are happy to note while people in the smaller towns are taking to internet seriously, for a deeper engagement we need to provide them the best innovations in the language of their choice, at an access cost that does not pinch and through a device that they have. Only then this engagement is going to be sustainable," IAMA President Subho Ray said.

[Click here to visit SME Buzz](#) new

### Best Stock Market Tips

From 3 Leading Brokers in India Register For a 2-Day Free Trial Now  
[BestStockIdeas.co.in](#)

### Real time online Share

and mutual fund trading with Bank of Maharashtra. Apply now!  
[www.mahaconnect.in](#)



Ads by Google

### Also Read

#### Related Stories

News Now

- Saving for child education top priority for parents: survey
- Will you switch?
- BSNL hires IMRB to study fall in landline connections
- Impassive Indians
- Google India's Shailesh Rao is IAMA chairman
- Cinema is a viable advt medium: Survey

### Other Stories

- Sensex turns flat; HUL down 2%
- NSC's proposal for extra filter on FDI put off for now
- 'FTC concerned about Google's proposed AdMob acquisition'
- RIL allots 43,533 shares under ESOS
- Tata sets eyes on regional brides for Tanishq wedding range

[More](#)

**Tags** : Internet and Mobile Association of India | IMRB | year-on-year growth

[Read Business news in हिंदी](#)

Advertisements

- [Feel the passion, see the difference, touch the future & innovate your senses.](#)
- [Invest in Franklin India Prima Plus](#)
- [Rs 200 cashback on the first Rs.1000 spend\\*](#)
- [A reputed name in the wholesale banking domain... Click here to know more.](#)

### Most Popular

[Read](#) | [E-Mailed](#) | [Commented](#)

- Top Pak activist coming to India on Ayesha's mother's request
- Singh brothers surprise again
- Malvinder offers 'no comment' on SpiceJet buy
- Mumbai realty developers offer to build 500,000 affordable houses
- Google attempts to get Buzz back on its feet

[More](#)

### BS Poll

Cast Your Vote

Is the Naxal problem more serious than cross-border terrorism? [Read the story](#)

Yes

No

- Be the Star of the Match... Find out more...
  - " Instant Loan for Corporates"
  - Get a complementary DLF IPL Ticket worth Rs500
  - Storage solutions that manage high data growth with minimal IT staff and zero technical difficulties
  - Transfer your funds at ease from abroad
  - Your chance to meet the captain of the winning team of DLF IPL... Click here...
  - Now Pick your advisor with ING Life Insurance
  - Tata AIG Health Insurance - Complete Health Cover with Tax Savings.
  - Follow the ups and downs of your investments. Try our new Portfolio Tracker
  - Find how Midsize Businesses use ERP to gain competitive advantage
  - Discover an economical and cost effective way to market your products and services
  - Giftwithlove.com: Same Day Gifts & Flowers Delivery to India
  - Download the E-book on the Future of Business Intelligence
  - Learn Best Practices for improving customer satisfaction
  - Know your customers better... download the free e-book on CRM
- [Ads by Google](#)   [Tata SUV India](#)   [Reliance India](#)   [India Stock](#)   [India Newspaper](#)

**Intra Day Trading Tips**

Trade on sure calls in intraday up to 90% accuracy



**Dell™ Personal Laptops**

Configure your Laptops In Simple and Easy Steps. Intel® Core™ i3

Ads by Google

➤ **Share this Story** »

- [Print this](#)
- [Email this](#)
- [Add to favorites](#)
- [Twitter](#)
- [Google Buzz](#)
- [del.icio.us](#)
- [digg](#)
- [newsVine](#)
- [Reddit](#)
- [Facebook](#)

➤ **Discussion Board / User Comments** (0)

Display Name

Email-Id

Post your comment

Submit

**Online Share Trading**

It All Started With ICICIdirect.com Open Integrated 3-in-1 Account Now!



Ads by Google

➤ **Hot Searches**

[iPad](#) | [Budget 2010](#) | [Railway Budget](#) | [My Name Is Khan](#) | [Ranbaxy](#) | [Auto sales](#) | [NMDC](#) | [Tata Motors](#) | [Small Car](#) | [Dubai](#) | [BSE](#) | [NSE](#) | [Amitabh Bachchan](#) | [Mukesh Ambani](#) | [Anil Ambani](#) | [Bollywood](#) | [TCS](#) | [Infosys](#) | [Pranab Mukherjee](#) | [Maruti Suzuki](#) | [Sonia Gandhi](#) | [Congress](#) | [Rahul Gandhi](#) | [New Pension Scheme](#) | [Service tax](#) | [Excise duty](#) | [Sebi](#) | [Notebook](#) | [Reliance](#) | [RBI](#) | [GDP](#) | [Gold](#) | [Ratan Tata](#) | [ICICI](#) | [B-School](#) | [Sensex](#) | [Tax calculator](#) | [Home Loan](#) | [Personal Finance](#) | [inflation](#) | [oil prices](#) | [World Bank](#) | [HDFC](#) | [Barack Obama](#) |

- **Member Area**
- Write to the Editor
- RSS
- Archives
- Advanced Search
- **Subscribe to**
- BS print product
- BS e-paper
- Newsletter
- Portfolio Tracker new
- **BS Products**
- BS Hindi
- BS Motoring

**FOR HOT PRODUCTS**

[BS Bazaar.com](#)

[Home](#) | [Markets & Investing](#) | [Companies & Industry](#) | [Banking & Finance](#) | [Economy & Policy](#) | [Opinion](#)  
[Life & Leisure](#) | [Management & Marketing](#) | [Tech World](#)

[About Us](#) | [Partner With Us](#) | [Code of Conduct](#) | [Careers](#) | [Advertise with us](#) | [Terms & Conditions](#) | [Disclaimer](#) | [Site Map](#) | [Contact Us](#) | [Feedback](#)

## 71 mn Indians claim to have used Net in 2009

April 05, 2010 16:56 IST

**Tags:** IAMAI, IMRB, Internet and Mobile Association of India, Subho Ray



Email this



Save to My Page



Ask Users



Write a Comment



About 71 million India [ [Images](#) ]ns 'claim' to have used the Internet in 2009, a study by Internet and Mobile Association of India and marketing research firm IMRB said on Monday.

In a joint report titled Internet in India, IAMAI and IMRB said the number of people who 'claimed' to have used internet in 2009 stood at 71 million.

'Claimed users' (those who said they had used the internet in some form, say for checking results online, during the year) is an important category for understanding future trends in active user base, the study added.

However, the number of active internet users rose to 52 million in September 2009 from 42 million in September 2008, registering a year on year-on-year growth of 19 per cent. Active users are those who access the Internet atleast once in a month.

"This surge in number has been primarily due to the increased numbers of the users in the remote urban pockets (small metros and towns) and among lower socio-economic classes (SEC C, D and E)," it said.

Internet usage has also gone up from 9.3 hours/week to 15.7 hours/week, a steep 70 per cent rise, the report said.

This can be attributed to innovative content delivery, better applications and its increased use for entertainment purposes, which comprises downloading music or videos, socialising through social networking sites and expressing one's own opinions and views through micro-blogging and user-generated content sites, it added.

"We are happy to note while people in the smaller towns are taking to internet seriously, for a deeper engagement we need to provide them the best innovations in the language of their choice, at an access cost that does not pinch and through a device that they have.

"Only then this engagement is going to be sustainable," IAMAI president Subho Ray said.

© Copyright 2010 PTI. All rights reserved. Republication or redistribution of PTI content, including by framing or similar means, is expressly prohibited without the prior written consent.



Email this



Save to My Page



Ask Users



Write a Comment

### Stars spotted! [What's this?](#)



**Spotted: Priyanka Chopra in Kashmir**

Reader Krunal Vansia has sent us this...

[More stars spotted](#) ▶



Met a celebrity?

[Email us photos & videos](#)

### Also Read

- [Internet advertising boom next in line: Experts](#)
- [India's mobile internet users touch 2 million](#)
- [Why Google dumping China is good for India](#)
- [Mobile operators may curtail toll-free calls](#)
- [Tatas ring in Blackberry, at last](#)





# Towns beat metros on worldwide web

ARCHNA SHUKLA  
NEW DELHI, APRIL 4

## URBAN INDIA ON THE NET

- Only **7%** access Net routinely
- Small towns account for **36%** of users, **8** top metros for **34%**
- Those to have accessed Net at least once in small towns up from **5%** in 2000 to **36%**
- Students make up **44%** of Net users
- Net use up from **5.6** hrs per week in 2001 to **15.7**
- Most common use, for **e-mail**; least, for news



**T**HE use of internet may be an urban phenomenon, but only 27 per cent of India's urban population admits to have accessed the medium at some point in time. The number of those accessing the worldwide web routinely is just a tiny fraction — 7 per cent — of the total urban population. And, if the numbers are rising fast, it is the smaller towns that are showing the way, with the likes of Kolhapur, Bellary, Thrissur and Panipat having more internet users than the top eight metros put together.

A largescale annual study on internet usage patterns across urban India, conducted by the Internet and Mobile Association of India (IAMAI), has revealed that of the 71 million "claimed" internet users in the country, 36 per cent, or around 26 million, are from towns with less than five lakh population.

On the other hand, the top eight metros — Delhi, Mumbai, Chennai, Kolkata, Bangalore, Pune, Hyderabad and Ahmedabad — account for 34 per cent, or 24 million, of the total Net users.

Cities with more than 10 lakh population, like Patna, Kochi, Baroda,

**PAGE 1  
ANCHOR**

**CONTINUED ON PAGE 2**

From the **FRONT PAGE**

## Towns beat metros in worldwide web

Ludhiana, Coimbatore, Nagpur and Surat, house around 13 million internet users, says the study by IAMAI, the industry body that tracks internet and usage patterns in the country.

"Claimed" internet users are those who claim to have accessed the medium at least once at some point in time. "Active" users, pegged at 52 million, are those who access the medium at least once a month.

The smaller towns are also contributing to the growing population of computer-literate in the country. According to the study, 95 million people in urban India today have access to personal computers as compared to the 16 million in 2000.

"The PC penetration in the country, in fact, is driven by smaller towns and this is also leading to a decline in access of internet through cyber cafes, although they continue to dominate as the avenues of access for a majority of users," said Subho Ray, president, IAMAI.

The study was conducted across 31 cities in the country, among 19,000 households, 68,000 individuals, 1,000 small and medium enterprises and 500 cyber cafes. The data indicates trends till September 2009.

The report pegs the country's urban population above 12 years of age at 266 million, which means that only 27 per cent have accessed internet at least once in their lifetime, while only around 20 million people access the Web on a daily basis.

While admitting that internet penetration continues to be extremely low even in urban India, the study says it has consistently grown in the past

decade. "From 5 per cent in 2000 to 36 per cent in 2009, internet is surely making an impact on the lives of people in smaller towns, who are using the online medium for connecting with people, socialising, entertainment and also, accessing news," said Ray.

In terms of demographics, school and college students in the age group of 8-25 years comprise the largest chunk — 44 per cent — of internet users, followed by men in the 21-35 years age group (28 per cent). Women form a very small part of the internet population in the country, with working and non-working women accounting for only 8 per cent and 7 per cent of the internet users' universe.

Cyber cafes continue to be the main source of accessing internet for 37 per cent users, followed by 30 per cent who access it from their offices and 23 per cent from homes. An interesting highlight of 2009 was the emergence of a segment (4 per cent) that uses mobile phones to access internet. "With the fast-growing smart phone market in India, mobile phones may emerge as a dominant source of accessing internet for users in the near future," said Ray.

While accessing e-mails continues to be the main purpose of going online for most users, music and video downloads and socialising through sites such as Facebook and Twitter are increasingly getting popular among netizens. Only 16 per cent of claimed users choose the online medium to access news.

The report further says that average internet usage in the country has gone up from 5.6 hours per week in 2001 to 15.7 hours per week in 2009.



NAME

BUSINESS BHASKAR

PLACE

New Delhi

DATE

April 6, 2010

## सार संक्षेप



## इंटरनेट से जुड़े 7.10 करोड़

नई दिल्ली • भारत के इंटरनेट और मोबाइल एसोसिएशन (आईएमएआरबी) और मार्केटिंग रिसर्च संस्था आईएमआरबी के एक सर्वे में कहा गया है कि वर्ष 2009 के दौरान तकरीबन 7.10 करोड़ भारतीयों द्वारा इंटरनेट का इस्तेमाल करने का दावा किया गया है। 'इंटरनेट इन इंडिया' नामक इस साझा रिपोर्ट में आईएमएआरबी और आईएमआरबी ने कहा है कि वर्ष 2009 के दौरान किसी न किसी रूप में इंटरनेट का इस्तेमाल करने का दावा करने वाले ऐसे उपभोक्ता एक्टिव यूजर बेस में भविष्य के चलन को समझने के लिए एक महत्वपूर्ण समूह हैं। हालांकि सितंबर 2008 के 4.2 करोड़ यूजर्स की तुलना में सितंबर 2009 के दौरान इंटरनेट उपभोक्ताओं की संख्या 5.2 करोड़ हो गई है जो सालाना स्तर पर 19 फीसदी की वृद्धि को दर्शाता है। महीने में कम से कम एक बार इंटरनेट का इस्तेमाल करने वालों को एक्टिव यूजर्स कहा गया है। रिपोर्ट के मुताबिक, इंटरनेट उपभोक्ताओं की संख्या में यह वृद्धि दूरवर्ती शहरी क्षेत्रों (छोटे मेट्रो और शहर) तथा निम्न आर्थिक-सामाजिक वर्ग (सी, डी और ई श्रेणी) में यूजर्स की बढ़ती संख्या के कारण हुई।

IM

P-20

NAME	PLACE	DATE
Financial Express	New Delhi	- 6 APR 2010

**71 m Indians used Internet in 2009**  
About 71 million Indians 'claim' to have used the Internet in 2009, a study by Internet and Mobile Association of India (IAMAI) and marketing research firm IMRB has said. In a joint report titled 'Internet in India', IAMA and IMRB said the number of people who 'claimed' to have used internet in 2009 stood at 71 million. 'Claimed users' is an important category for understanding future trends in active user base, the study added.

IM  
TM

20

IM

P 29

NAME  
MAIL TODAY

PLACE  
New Delhi

DATE  
- 6 APR 2010

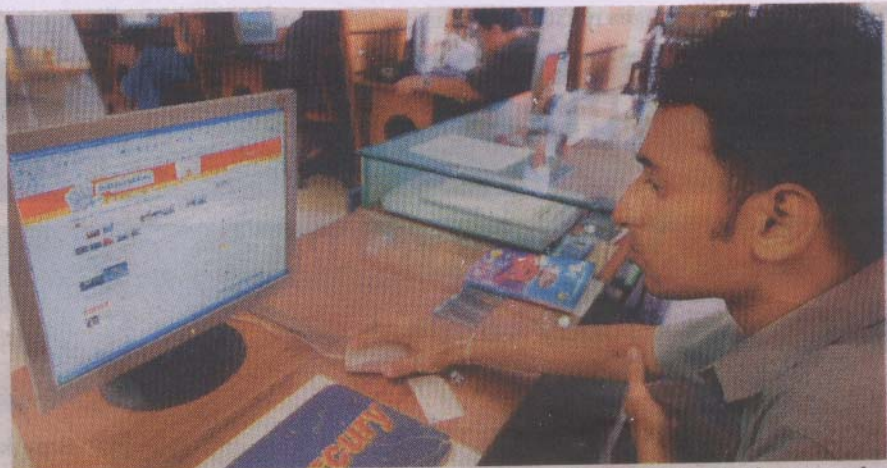
# India saw 71 million Net users in 2009

By Mail Today Bureau  
in New Delhi

THE increasing broadband penetration in the country has led to an exponential rise in the number of Internet users, said a combined study by the Internet and Mobile Association of India (IAMAI) and marketing research firm IMRB.

The joint report titled Internet in India said the number of people who 'claimed' to have used the Internet in 2009 stood at 71 million, the study added.

According to the study, 'claimed users' (those who said they had used the Internet in some form, such as for checking results online during the year) is an important category for



**SPREADING ITS REACH:** The surge in Net traffic has been due to the increased number of users in the remote urban pockets & innovative content delivery.

understanding the future trends in active user base. However, the number of active Internet users rose to 52 million in September 2009 from 42 million in September 2008, registering a year on year-on-year growth of 23.8 per cent.

Active users are those who access the Internet at least once in a month. This surge in number has been primarily due to the increased number of users in the remote urban pockets (small metros and towns) and among lower socio-economic classes, it said. Internet usage has also gone up from 9.3 hours per week to 15.7 hours per week, a steep 68.8 per cent rise, the report said.

This can be attributed to innovative

content delivery, better applications and its increased use for the purposes of entertainment, comprising downloading music or videos, socialising through social networking sites and expressing one's own opinions and views through micro-blogging and user-generated content sites, it added.

"We are happy to note that while people in the smaller towns are taking to Internet seriously, for a deeper engagement we need to provide them the best innovations in the language of their choice, at an access cost that does not pinch and through a device that they have. Only then this engagement is going to be sustainable," IAMA noted.



NAME  
RASHTRIYA SAHARA

PLACE  
New Delhi

DATE

## सात करोड़ भारतीयों ने किया इंटरनेट इस्तेमाल

नई दिल्ली (एजेंसी)। इंटरनेट एंड मोबाइल एसोसिएशन आफ इंडिया तथा विपणन शोध कंपनी आईएमआरबी ने कहा कि गाहे बगाहे इंटरनेट का इस्तेमाल करने वालों सहित लगभग 7.1 करोड़ भारतीयों ने वर्ष 2009 में इंटरनेट का इस्तेमाल किया। वैसे इस दौरान सक्रिय रूप से इंटरनेट का इस्तेमाल करने वाले करीब सवा पांच करोड़ लोग ही थे।

इंटरनेट एंड मोबाइल एसोसिएशन आफ इंडिया (आईएमएआई) और आईएमआरबी की संयुक्त रिपोर्ट 'इंटरनेट इन इंडिया' में कहा गया है कि वर्ष 2009 में इंटरनेट के इस्तेमाल का दावा करने वालों की संख्या 7.1 करोड़ रही। अध्ययन में कहा गया है कि इंटरनेट का इस्तेमाल करने का दावा करने वाले उपभोक्ता भविष्य में इंटरनेट के ग्राहक भी बन सकते हैं। दावा करने वालों में वे लोग हैं जिन्होंने कहा कि उन्होंने सिर्फ वर्ष के दौरान रिजल्ट देखने के लिए ही

इंटरनेट का इस्तेमाल किया।

हालांकि सक्रिय रूप से इंटरनेट इस्तेमाल वाले लोगों की संख्या सितम्बर 2009 में पिछले साल के मुकाबले 19 फीसद बढ़कर 5.2 करोड़ हो गई। सितम्बर 2008 में यह संख्या 4.2 करोड़ थी। सक्रिय रूप से इंटरनेट का इस्तेमाल करने वालों में वे लोग शामिल हैं जिन्होंने महीने में कम से कम एक बार इसका उपयोग किया है। अध्ययन में कहा गया है इंटरनेट उपयोगकर्ताओं की संख्या में बढ़ोतरी का कारण दूरदराज के शहरी क्षेत्रों तथा कमजोर सामाजिक आर्थिक तबकों में इंटरनेट उपयोगकर्ताओं की बढ़ती संख्या है।

रिपोर्ट के अनुसार इंटरनेट का उपयोग सप्ताह में 9.3 घंटा प्रति सप्ताह से बढ़कर 15.7 घंटा प्रति सप्ताह हो गया है। यह पिछले वर्ष के मुकाबले 70 फीसद बढ़ोतरी को दर्शाता है।

IM

P.13

**NAME**  
**THE HINDUSTAN**

**PLACE**  
**New Delhi**

**DATE**  
**- 6 APR 2010**

## भारतीय खूब कर रहे इंटरनेट का इस्तेमाल

नई दिल्ली। इंटरनेट एंड मोबाइल एसोसिएशन ऑफ इंडिया तथा विपणन शोध कंपनी आईएमआरबी ने सोमवार को कहा कि गाहे बगाहे इंटरनेट देखने वालों सहित लगभग 7.1 करोड़ भारतीयों ने वर्ष 2009 में इंटरनेट का इस्तेमाल किया। वैसे इस दौरान सक्रिय रूप से इंटरनेट का इस्तेमाल करने वाले करीब सवा पांच करोड़ लोग ही थे।

इंटरनेट एंड मोबाइल एसोसिएशन आफ इंडिया और आईएमआरबी की संयुक्त रिपोर्ट इंटरनेट इन इंडिया में कहा गया है कि वर्ष 2009 में इंटरनेट के इस्तेमाल का दावा करने वालों की संख्या 7.1 करोड़ रही। अध्ययन में कहा गया है कि इंटरनेट का इस्तेमाल करने का दावा करने वाले उपभोक्ता भविष्य में इंटरनेट के ग्राहक भी बन सकते हैं। दावा करने वालों में वे लोग हैं जिन्होंने कहा कि उन्होंने वर्ष के दौरान रिजल्ट देखने के लिये इंटरनेट का इस्तेमाल किया। हालांकि सक्रिय रूप से इंटरनेट इस्तेमाल वाले वाले लोगों की संख्या सितंबर 2009 में पिछले साल के मुकाबले 19 फीसद बढ़कर 5.2 करोड़ हो गयी।

IM

P.13

**NAME**  
**THE HINDUSTAN**

**PLACE**  
**New Delhi**

**DATE**  
**- 6 APR 2010**

## भारतीय खूब कर रहे इंटरनेट का इस्तेमाल

नई दिल्ली। इंटरनेट एंड मोबाइल एसोसिएशन ऑफ इंडिया तथा विपणन शोध कंपनी आईएमआरबी ने सोमवार को कहा कि गाहे बगाहे इंटरनेट देखने वालों सहित लगभग 7.1 करोड़ भारतीयों ने वर्ष 2009 में इंटरनेट का इस्तेमाल किया। वैसे इस दौरान सक्रिय रूप से इंटरनेट का इस्तेमाल करने वाले करीब सवा पांच करोड़ लोग ही थे।

इंटरनेट एंड मोबाइल एसोसिएशन आफ इंडिया और आईएमआरबी की संयुक्त रिपोर्ट इंटरनेट इन इंडिया में कहा गया है कि वर्ष 2009 में इंटरनेट के इस्तेमाल का दावा करने वालों की संख्या 7.1 करोड़ रही। अध्ययन में कहा गया है कि इंटरनेट का इस्तेमाल करने का दावा करने वाले उपभोक्ता भविष्य में इंटरनेट के ग्राहक भी बन सकते हैं। दावा करने वालों में वे लोग हैं जिन्होंने कहा कि उन्होंने वर्ष के दौरान रिजल्ट देखने के लिये इंटरनेट का इस्तेमाल किया। हालांकि सक्रिय रूप से इंटरनेट इस्तेमाल वाले वाले लोगों की संख्या सितंबर 2009 में पिछले साल के मुकाबले 19 फीसद बढ़कर 5.2 करोड़ हो गयी।