

Exhibit F: Email Statistics Report 2013-2017
Executive Summary



THE RADICATI GROUP, INC.

A TECHNOLOGY MARKET RESEARCH FIRM

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Email Statistics Report, 2013-2017

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SCOPE

This report brings together statistics and forecasts for Email, Instant Messaging (IM), Social Networking, Mobile Email, and Mobile IM usage. It includes data on both business and consumer usage.

All figures in this report represent a ‘snap shot’ of key statistics in 2013. If a discrepancy occurs between numbers in this report and any numbers in our annual market research studies, the annual report should be considered the final authoritative source. For a full list of our annual reports which contain in-depth quantitative and qualitative analysis of each industry segment we cover, please refer to our list of publications at <http://www.radicati.com>.

All of the numbers in this study represent worldwide figures, unless otherwise indicated. All financial data is expressed in \$USD.

Installed base numbers throughout this report represent *active* accounts, which have been actually installed (vs. shipped) and accessed at least once within the last 3 months.

METHODOLOGY

The information and analysis in this report are based on primary research conducted by The Radicati Group, Inc. Our proprietary methodology combines information derived from three principal sources:

- a. Our Worldwide Database which tracks user population, seat count, enterprise adoption and IT use from 1993 onwards.
- b. Surveys conducted on an on-going basis in all market areas which we cover.
- c. Market share, revenue, sales and customer demand information derived from vendor briefings.

Forecasts are based on historical information as well as our in-depth knowledge of market conditions and how we believe markets will evolve over time.

Finally, secondary research sources have also been used, where appropriate, to cross-check all the information we collect. These include company annual reports and other financial disclosures, industry trade association material, published government statistics and other published sources.

Our research processes and methodologies are proprietary and confidential.

EXECUTIVE SUMMARY

- The total number of worldwide email accounts is expected to increase from nearly 3.9 billion accounts in 2013 to over 4.9 billion accounts by the end of 2017. This represents an average annual growth rate of about 6% over the next four years.
- Email remains the go-to form of communication in the Business world. In 2013, Business email accounts total 929 million mailboxes. This figure is expected to grow at an average annual growth rate of about 5% over the next four years, and reach over 1.1 billion by the end of 2017. The majority of Business email accounts are currently deployed on-premises. However adoption of Cloud

Business email services, particularly Google Apps and Microsoft Office 365, is expected to rapidly increase over the next four years.

- Consumer email accounts currently make up the vast majority of worldwide email accounts, accounting for 76% of worldwide email accounts in 2013. Consumer email accounts are typically available as free offerings. Consumer email accounts’ market share is expected to steadily increase over the next four years, as more people come online on a worldwide basis and email continues to be a key component of the online experience. Email accounts are required for users to sign up for social networking sites, such as Facebook and Twitter, instant messaging, and more.

| | 2013 | 2014 | 2015 | 2016 | 2017 |
|-------------------------------------|--------------|--------------|--------------|--------------|--------------|
| Worldwide Email Accounts (M) | 3,899 | 4,116 | 4,353 | 4,626 | 4,920 |
| Business Email Accounts (M) | 929 | 974 | 1,022 | 1,078 | 1,138 |
| <i>% Business Email Accounts</i> | <i>24%</i> | <i>24%</i> | <i>23%</i> | <i>23%</i> | <i>23%</i> |
| Consumer Email Accounts (M) | 2,970 | 3,142 | 3,331 | 3,548 | 3,782 |
| <i>% Consumer Email Accounts</i> | <i>76%</i> | <i>76%</i> | <i>77%</i> | <i>77%</i> | <i>77%</i> |

Table 1: Business vs. Consumer Email Accounts (M), 2013–2017

- In 2013, the majority of email traffic comes from business email, which accounts for over 100 billion emails sent and received per day. Email remains the predominant form of communication in the business space. This trend is expected to continue, and business email will account for over 132 billion emails sent and received per day by the end of 2017.
 - Consumer email traffic, on the other hand, is expected to decrease over the next four years. Despite a growing number of Consumer email accounts and users, Consumers are now opting to use social networking sites, instant messaging, Mobile IM, and text messaging for instantaneous communication with family and friends.

| Daily Email Traffic | 2013 | 2014 | 2015 | 2016 | 2017 |
|---|--------------|--------------|--------------|--------------|--------------|
| Total Worldwide Emails Sent/Received Per Day (B) | 182.9 | 191.4 | 196.4 | 201.4 | 206.6 |
| <i>% Growth</i> | | 5% | 3% | 3% | 3% |
| Business Emails Sent/Received Per Day (B) | 100.5 | 108.8 | 116.2 | 123.9 | 132.1 |
| <i>% Growth</i> | | 8% | 7% | 7% | 7% |
| Consumer Emails Sent/Received Per Day (B) | 82.4 | 82.6 | 80.2 | 77.5 | 74.5 |
| <i>% Growth</i> | | 0% | -3% | -3% | -4% |

Table 2: Worldwide Daily Email Traffic (B), 2013-2017

- Instant Messaging (IM) is also showing slower growth due to increased usage of social networking, text messaging, Mobile IM, and other forms of communication by both Business and Consumer users. In 2013, the number of worldwide IM accounts totals over 2.9 billion.
 - Mobile IM, however, is expected to show strong growth over the next four years, primarily due to increased mobile adoption by Consumers on a worldwide basis. In 2013, worldwide Mobile IM is expected to total 460 million accounts.
- Social Networking will grow from about 3.2 billion accounts in 2013 to over 4.8 billion accounts by the end of 2017. The majority of social networking accounts still come from the Consumer space, however, business-oriented Enterprise Social Networks are also showing strong adoption.

| | 2013 | 2014 | 2015 | 2016 | 2017 |
|---|--------------|--------------|--------------|--------------|--------------|
| Worldwide Social Networking Accounts (M) | 3,190 | 3,615 | 4,078 | 4,459 | 4,861 |
| <i>%Growth</i> | | 13% | 13% | 9% | 9% |
| Worldwide Social Networking Users* (M) | 1,091 | 1,202 | 1,319 | 1,443 | 1,573 |
| <i>% Growth</i> | | 10% | 10% | 9% | 9% |
| Average Accounts Per User | 2.9 | 3.0 | 3.1 | 3.1 | 3.1 |

Table 3: Worldwide Social Networking Accounts and User Forecast (M), 2013-2017

(*) *Note: Includes both Business and Consumer Social Networking users.*

- The Mobile Email market has shown strong growth over the past year, a trend that is expected to continue. Anywhere access has become a common feature for all users, who now access their mail from a number of devices, at any time and from any location. Growth of Mobile email use is driven by affordable and advanced mobile devices, which allow users to easily access their email accounts from their mobile devices. In 2013, worldwide mobile email users, including both Business and Consumer users, total 897 million.

| | 2013 | 2014 | 2015 | 2016 | 2017 |
|--|------------|--------------|--------------|--------------|--------------|
| Worldwide Mobile Email Users* (M) | 897 | 1,152 | 1,422 | 1,632 | 1,779 |
| <i>% Growth</i> | | 28% | 23% | 15% | 9% |

Table 4: Worldwide Mobile Email User Forecast (M), 2013-2017

(*) *Note: Includes both Business and Consumer Mobile email users.*

**To view the complete Table of Contents for this report,
 visit our website at www.radicati.com.**

Exhibit G: Internet 2012 in Numbers



Internet 2012 in numbers



JANUARY 16, 2013

IN TECH BLOG



There is so much happening on the Internet during a year that it's impossible to capture it all in a blog post, but we're going to give it a shot anyway. How many emails were sent during 2012? How many domains are there? What's the most popular web browser? How

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many Internet users are there? These are some of the questions we'll answer for you.

To bring you these answers, we've gone to the ends of the web – wherever that is – and back again, and compiled a list of truly fascinating facts about the year that was. Some of the numbers are snapshots taken during the year, others cover the entire period. Either way, they all contribute to giving us a better understanding of Internet in 2012. Enjoy!

Email

- **2.2 billion** – Number of email users worldwide.
- **144 billion** – Total email traffic per day worldwide.
- **61%** – Share of emails that were considered non-essential.
- **4.3 billion** – Number of email clients worldwide in 2012.
- **35.6%** – Usage share of the most popular email client, which was Mail for iOS.
- **425 million** – Number of active Gmail users globally, making it the leading email provider worldwide.
- **68.8%** – Percentage of all email traffic that was spam.
- **50.76%** – Percentage of all spam that was about pharmaceuticals, the top category of all spam.
- **0.22%** – Share of worldwide emails that comprised some form of phishing attack.

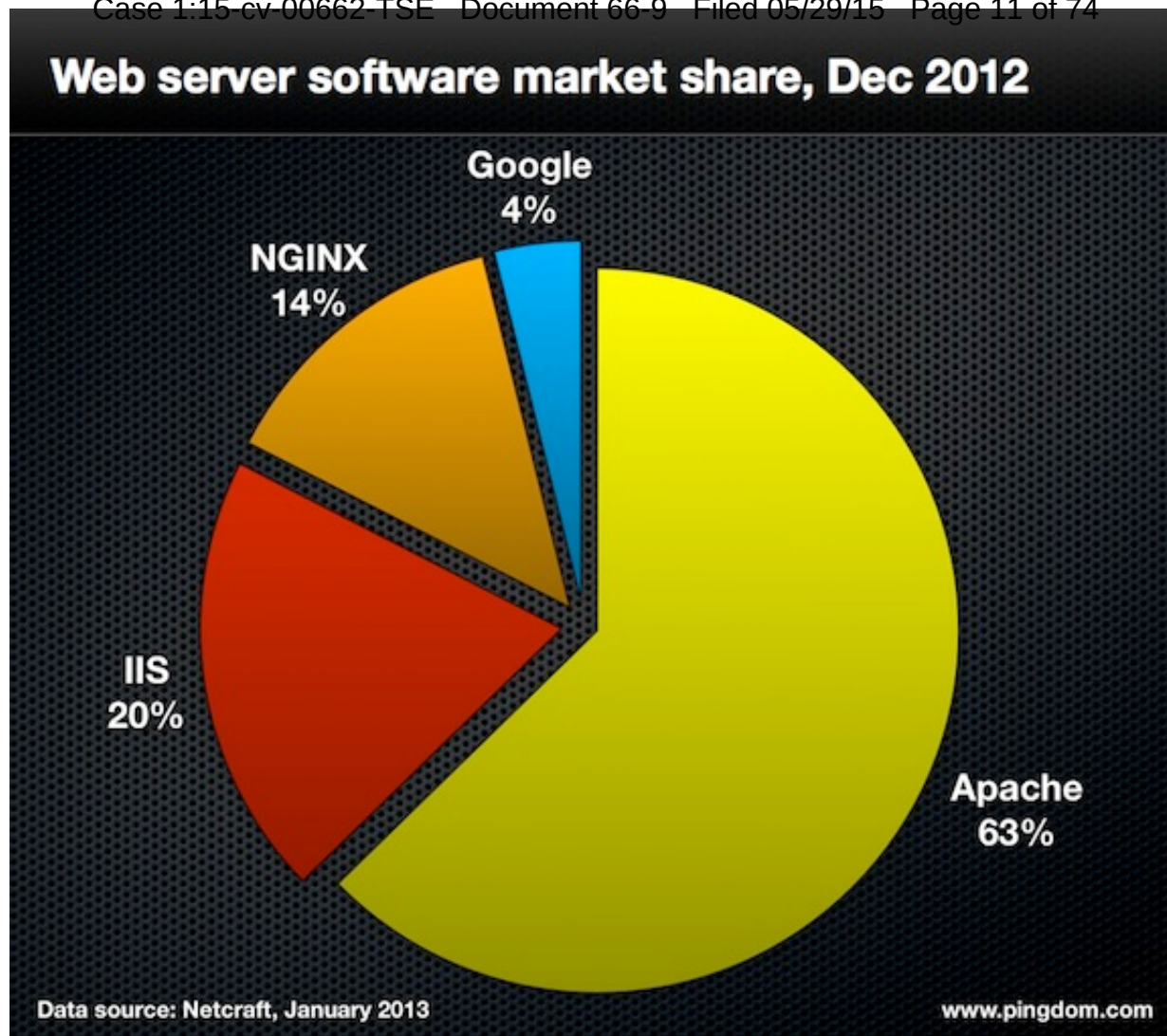
Web pages, websites, and web hosting

- **634 million** – Number of websites (December).
- **51 million** – Number of websites added during the year.
- **43%** – Share of the top 1 million websites that are hosted in the U.S.
- **48%** – Share of the the top 100 blogs that run WordPress.
- **75%** – Share of the top 10,000 websites that are served by open source software.

- **87.8 million** – Number of Tumblr blogs.
- **17.8 billion** – Number of page views for Tumblr.
- **59.4 million** – Number of WordPress sites around the world.
- **3.5 billion** – Number of webpages run by WordPress viewed each month.
- **37 billion** – Number of pageviews for Reddit.com in 2012.
- **35%** – The average web page became this much larger during 2012.
- **4%** – The average web page became this much slower to load during 2012.
- **191 million** – Number of visitors to Google Sites, the number 1 web property in the U.S. in November.

Web servers

- **-6.7%** – Decline in the number of Apache websites in 2012.
- **32.4%** – Growth in the number of IIS websites in 2012.
- **36.4%** – Growth in the number of NGINX websites in 2012.
- **15.9%** – Growth in the number of Google websites in 2012.



Domain names

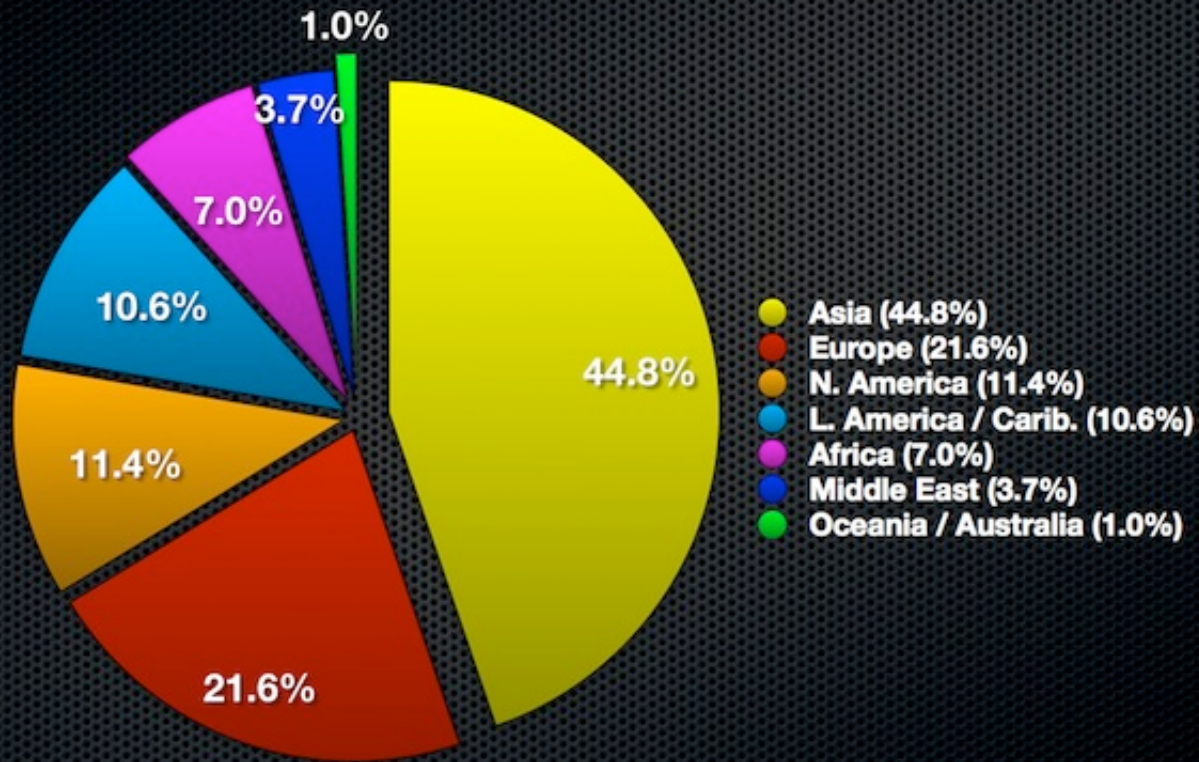
- **246 million** – Number of domain name registrations across all top-level domains.
- **104.9 million** – Number of country code top-level domain name registrations.
- **329** – Number of top level domains.

- **100 million** – Number of .com domain names at the end of 2012.
- **14.1 million** – Number of .net domain names at the end of 2012.
- **9.7 million** – Number of .org domain names at the end of 2012.
- **6.7 million** – Number of .info domain names at the end of 2012.
- **2.2 million** – Number of .biz domain names at the end of 2012.
- **32.44%** – Market share for GoDaddy.com, the biggest domain name registrar in the world.
- **\$2.45 million** – The price for Investing.com, the most expensive domain name sold in 2012.

Internet users

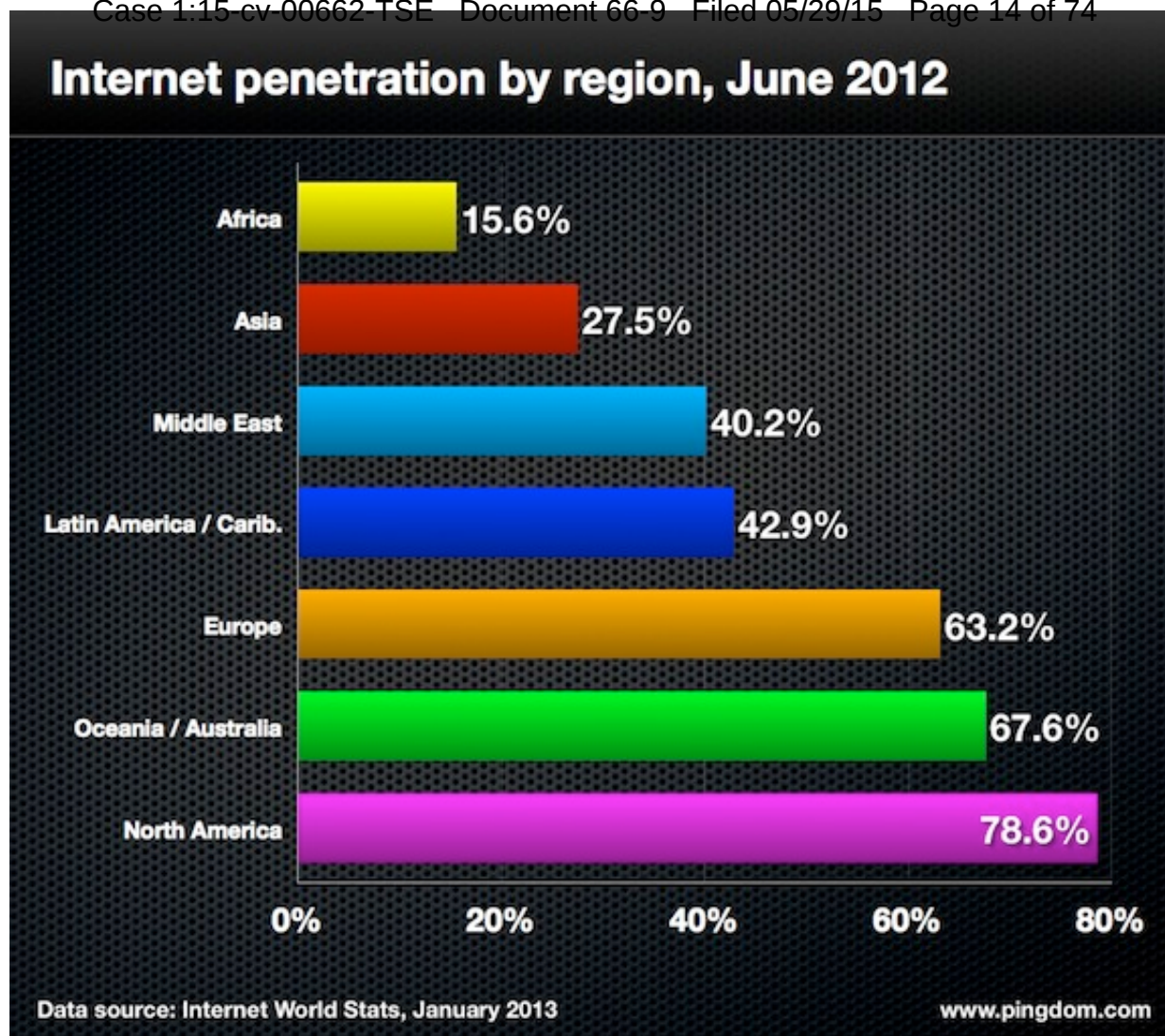
- **2.4 billion** – Number of Internet users worldwide.
- **1.1 billion** – Number of Internet users in Asia.
- **519 million** – Number of Internet users in Europe.
- **274 million** – Number of Internet users in North America.
- **255 million** – Number of Internet users in Latin America / Caribbean.
- **167 million** – Number of Internet users in Africa.
- **90 million** – Number of Internet users in the Middle East.
- **24.3 million** – Number of Internet users in Oceania / Australia.
- **565 million** – Number of Internet users in China, more than any other country in the world.
- **42.1%** – Internet penetration in China.

Internet users by region, June 2012



Data source: Internet World Stats, January 2013

www.pingdom.com

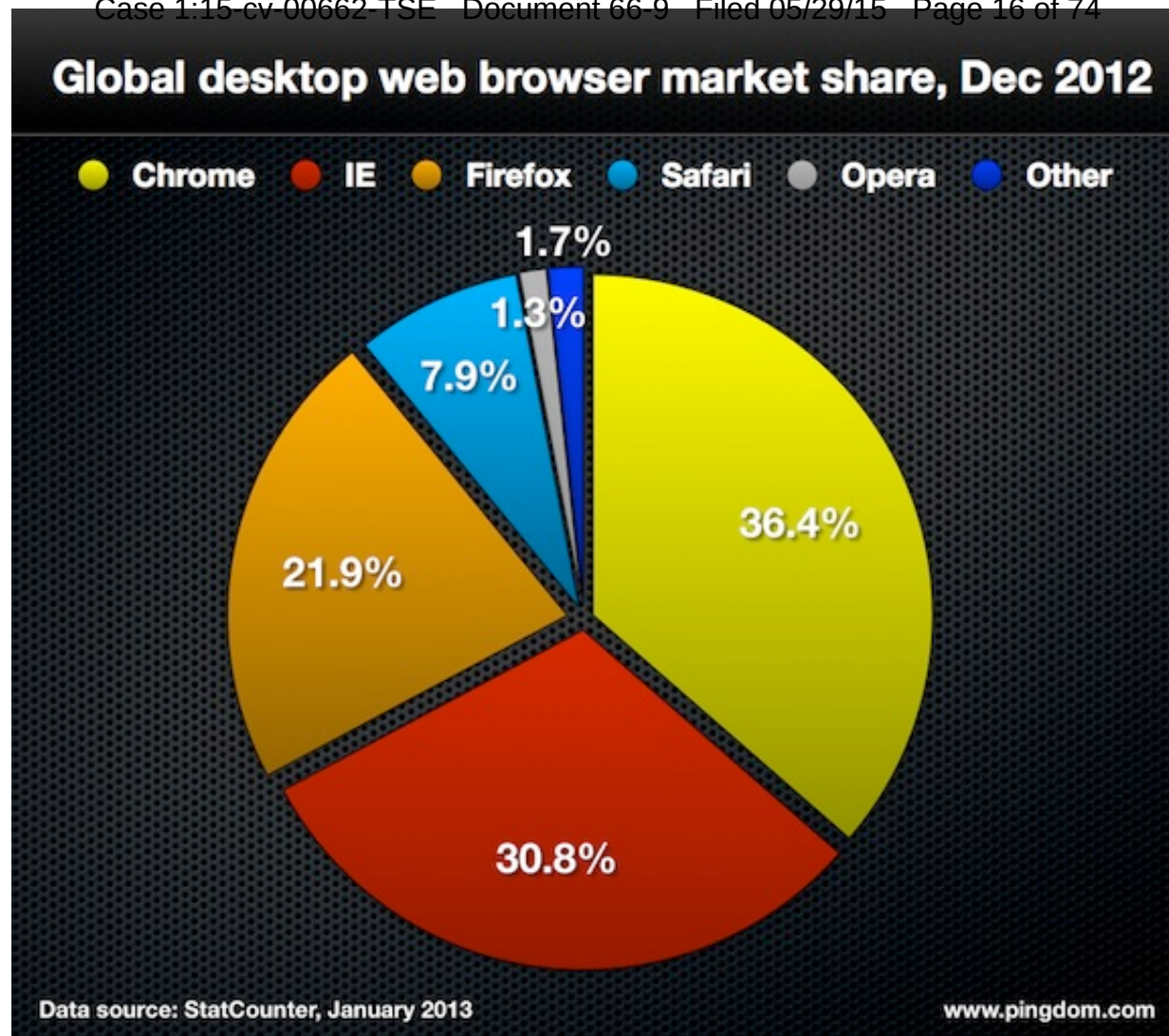


Social media

- **85,962** – Number of monthly posts by Facebook Pages in Brazil, making it the most active country on Facebook.
- **1 billion** – Number of monthly active users on Facebook, passed in October.

- **47%** – Percentage of Facebook users that are female.
- **40.5 years** – Average age of a Facebook user.
- **2.7 billion** – Number of likes on Facebook every day.
- **24.3%** – Share of the top 10,000 websites that have Facebook integration.
- **200 million** – Monthly active users on Twitter, passed in December.
- **819,000+** – Number of retweets of Barack Obama’s tweet “Four more years”, the most retweets ever.
- **327,452** – Number of tweets per minute when Barack Obama was re-elected, the most ever.
- **729,571** – Number of messages per minute when the Chinese microblogging service Sina Weibo saw 2012 finish and 2013 start.
- **9.66 million** – Number of tweets during the opening ceremony of the London 2012 olympics.
- **175 million** – Average number of tweets sent every day throughout 2012.
- **37.3 years** – Average age of a Twitter user.
- **307** – Number of tweets by the average Twitter user.
- **51** – Average number of followers per Twitter user.
- **163 billion** – the number of tweets since Twitter started, passed in July.
- **123** – Number of heads of state that have a Twitter account.
- **187 million** – Number of members on LinkedIn (September).
- **44.2 years** – Average age of a LinkedIn user.
- **135 million** – Number of monthly active users on Google+.
- **5 billion** – How many times per day the +1 button on Google+ is used.
- **20.8%** – Usage share of HootSuite as a social media management tool among the world’s top 100 brands.

Web browsers



Search

- **1.2 trillion** – Number of searches on Google in 2012.
- **67%** – Google's market-leading share of the U.S. search market (December).
- **1** – The top trending question of the year on Ask.com: "Will Rob and Kristen get back

Mobile

- **1.1 billion** – Number of global smartphone subscribers.
- **6.7 billion** – Number of mobile subscriptions.
- **5 billion** – Number of mobile phone users.
- **5.3 billion** – Number of mobile handsets.
- **1.3 billion** – Number of smartphones in use worldwide by end of 2012.
- **465 million** – Number of Android smartphones sold in 2012, a 66% market share.
- **31%** – Percentage of the U.S. Internet population that used a tablet or e-reader.
- **13%** – Mobile share of global Internet traffic.
- **5 billion** – Number of mobile broadband subscriptions.
- **1.3 exabytes** – Estimated global mobile data traffic per month in 2012.
- **59%** – Share of global mobile data traffic that was video.
- **500 megabytes** – Amount of monthly data traffic consumed by the average smartphone.
- **504 kbps** – The average mobile network connection speed globally (all handsets).
- **1,820 kbps** – The average mobile network connection speed globally (smartphones).

Video

- **14 million** – Number of Vimeo users.
- **200 petabytes** – Amount of video played on Vimeo during 2012.
- **150,648,303** – Number of unique visitors for video to Google Sites, the number one video property (September).
- **1 billion** – PSY's Gangnam Style video became the first online video to reach 1 billion views (currently just over 1.1 billion) and it achieved it in just 5 months.

- **2.7 billion** – Number of views of videos uploaded to YouTube tagged Obama or Romney during the 2012 U.S. election cycle
- **2.5 million** – Number of hours of news-related video that was uploaded to YouTube.
- **8 million** – The number of concurrent viewers of the livestream of Felix Baumgartner's jump from the edge of space, the most ever on YouTube.
- **4 billion** – Number of hours of video we watched on YouTube per month.
- **60 million** – Number of global viewers monthly on Ustream.
- **16.8 million** – Number of total viewers in a 24 hour period for a video on Ustream, the most ever.
- **181.7 million** – Number of total unique viewers of online video in the U.S. during December.

Images

- **7 petabytes** – How much photo content Facebook added every month.
- **300 million** – Number of new photos added every day to Facebook.
- **5 billion** – The total number of photos uploaded to Instagram since its start, reached in September 2012.
- **58** – Number of photos uploaded every second to Instagram.
- **1** – Apple iPhone 4S was the most popular camera on Flickr.

What about the Internet in 2013?

Just a couple of weeks into 2013 we don't yet know much about what the year ahead has in store for us. However, we can perhaps make a few predictions: we will be accessing the Internet more with mobile devices, social media will play an increasingly important role in our lives, and we'll rely even more on the Internet both privately as well as professionally.

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We will be back again early next year to wrap up 2013. In the meantime, you may also want to check out our annual summaries for [2008](#), [2009](#), [2010](#), and [2011](#).

SHARE & COMMENT



34 COMMENTS



Mercalyn January 16, 2013 at 4:51 pm

Um, "Gagnam".. style?

[Reply](#)



Pingdom January 17, 2013 at 2:25 am

@Mercalyn 😊 Fixed

[Reply](#)



Nargg January 17, 2013 at 4:39 pm

I think I preferred the mis-spelling Gag! 😊

[Reply](#)



Aley Hegui January 16, 2013 at 7:02 pm

Wow.. Grt job.

[Reply](#)



Pradeep Kumar January 16, 2013 at 7:42 pm

Very geart job

[Reply](#)



Cam Jackson January 16, 2013 at 7:46 pm

A couple of things:

The web server stats are slightly confusing because you list the % changes as relative ones, which makes it difficult to relate them to the pie graph after it. It'd be nice to see the absolute change listed as well.

The two country graphs are really hard to read because the colours change from one graph to the next! I was trying to look at how that pie will change as penetration grows in e.g. Africa and Asia, but it's annoying having to keep checking the legend.

[Reply](#)



Jack Amberkar January 17, 2013 at 4:41 am

Internet users

[Reply](#)



Gautam Chowdhary January 17, 2013 at 6:58 am

Used to.. too! 😊

[Reply](#)



Ryan Varghese January 17, 2013 at 9:16 am

Hmmmm nice one.:)

[Reply](#)



Kunal Kumar January 17, 2013 at 10:58 am

great

[Reply](#)



Dre_Mane January 17, 2013 at 1:10 pm

Imao Other has more browser usage than Opera.

[Reply](#)



Carmen Schlesinger January 17, 2013 at 4:33 pm

good

[Reply](#)



Nargg January 17, 2013 at 4:39 pm

Sad to see Apache so strong. That web server is so full of security risks it's not funny.

[Reply](#)



Andrew Sandhu January 18, 2013 at 9:58 am

EXCELLENT

[Reply](#)



Pankaj Kumar January 18, 2013 at 10:54 am

[Reply](#)



Saisankar Sai January 18, 2013 at 2:46 pm

Great!

[Reply](#)



Justin Robertson April 9, 2013 at 8:33 pm

This information is mind boggling. No wonder it is so hard to get noticed. I have some information that can help <http://ow.ly/jUHH3>

[Reply](#)



sarthak123 April 15, 2013 at 5:53 am

Why does people use chrome instead of mozilla firefox,mozilla firefox is far better?

Regards,

Torsion

<http://www.tricksblogg.blogspot.in/>

[Reply](#)



pragyaware May 23, 2013 at 7:14 am

osmiumbin I think you are absolutely right. I also have some doubts with rating that mentioned in this article.

[Reply](#)



Anita_1 June 3, 2013 at 7:50 am

Sorry for my English, but I'll try:

What I don't get is the number of the new websites

In 2010 you said there were 255 websites, new 21.4. I've calculated it 2009: $234 + 21.4 = 255$.

In 2011 you said there were 555 websites. Increased by 300 new ones. $555 - 300 = 255$.

In 2012 you says there are now 634 with 51 new websites. BUT $555 + 51 = 606$. ($634 - 606 = 28$???)

So I'm missing 28 new webpages is that correct?

[Reply](#)



MizSadie1 June 22, 2013 at 10:44 pm

Do people really have noting better to ask about than whether Rob and Kristen,(whoever they are), stayed together?

[Reply](#)



DaveGordon July 26, 2013 at 4:36 am

frankandersson76 Not sure why you think that? The majority of the people using paid for servers – will use Windows Servers – with which ever WebServer they feel happy with.

[Reply](#)



jnnydeep August 30, 2013 at 6:18 am

070

Mobile numbers are used for forwarding calls on your landline or mobile. 070 number is a virtual number through which you can hide the actual phone number being called.

[Reply](#)



gregthain February 24, 2014 at 10:28 pm

very good, but from where do you get the figures

[Reply](#)



bizlinkx March 1, 2014 at 9:29 am

I want to know the total number of video searches there where in 2013. I mean the total number of searches for videos on maybe the top 3 video sites. How do I find that out?

hmmm

[Reply](#)**Web Eminence** March 24, 2014 at 6:02 pm

Good info. What about the % of websites on different types of hosting (shared, VPS, dedicated, etc.). I've been searching for this info and can't find it. Anyone seen this statistic?

[Reply](#)**PanosAlexandro** March 25, 2014 at 4:43 pm

wow!interesting numbers!

[Reply](#)**agen007bet** April 29, 2014 at 2:25 pm

slow but for sure video will be number 1 to promote your products, actually now i'm focus on vblog which gave me a high traffic and good at search engine.

[Reply](#)**Jonathan** May 7, 2015 at 7:38 pm

I wonder what the 2015 numbers are. I can't imagine how the current infrastructure will keep with the growing demand for internet all across the world. I saw a similar article to this on <http://www.unlockpwd.com>

[Reply](#)



osmiumbin January 22, 2013 at 10:52 am

@Pingdom @osmiumbin Then that is very strange considering how many likes a page/article/post has on both networks (this one for example has 2.9k for FB and 0.6k for G+) 😊

[Reply](#)



meinhard February 3, 2013 at 10:47 pm

@Pingdom @osmiumbin

[Reply](#)



meinhard February 3, 2013 at 10:52 pm

@Pingdom @osmiumbin The wording “is used” might be a little bit misleading here. Nick Fox, Vice President of Product Management at Google already said on October 3, 2011: “Since introducing the +1 button earlier this year, we now have more than 5 billion impressions on publisher sites a day.” (<http://googleblog.blogspot.kr/2011/10/ads-are-just-answers.html>) – so it's 5B hits, not clicks. A number from end of 2012 and the number of

[Reply](#)

damoc February 13, 2013 at 8:37 am

@Objectiveli Hi there, In response to the email question you pose. The actual fact is that there actually is a 'new' email about to be released. No SPAM, 100% deliverability of content (video, Image & text) and is permission based meaning you send and receive what you want, from whom you want. I do not want to use this as the forum to post any direct links but please do email me if your are interested in knowing a little more. I believe that if you're aware of what's happening, the better the decisions you can make regarding how it can best benefit yourself. My email is ShareToDream@iinet.net.au Cheers and I look forward to hearing from you.

Damian Cooke

[Reply](#)

damoc February 13, 2013 at 8:39 am

@Objectiveli

Hi there,

In response to the email question you pose. The actual fact is that there actually is a 'new' email about to be released. No SPAM, 100% deliverability of content (video, Image & text) and is permission based meaning you send and receive what you want, from whom you want.

I do not want to use this as the forum to post any direct links but please do email me if your are interested in knowing a little more. I believe that if you're aware of what's happening, the better the decisions you can make regarding how it can best benefit yourself.

My email is ShareToDream@iinet.net.au

Cheers and I look forward to hearing from you.

Damian Cooke

[Reply](#)

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NAME *

EMAIL *

COMMENT



POST



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Exhibit H: October 2014 Web Server Survey

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October 2014 Web Server Survey

In the **October 2014** survey we received responses from **1,028,932,208** sites, which is nearly six million more than last month.

Apache regains the lead

Microsoft lost the lead to Apache this month, as the two giants continue to battle closely for the largest share of all websites. Apache gained nearly 30 million sites, while Microsoft lost 22 million, causing Apache to be thrust back into the lead by more than 36 million sites. In total, 385 million sites are now powered by Apache, giving it a 37.45% share of the market.

A significant contributor to this change was the expiry of domains previously used for link farming on Microsoft IIS servers. The domains used by these link farms were acquired and the sites are now hosted on Apache servers at [Confluence-Networks](#), which display Network Solutions parking notices.

A new major release in the Apache 2.2 legacy branch was announced on 3 September. Apache 2.2.29 also incorporates many changes — including several security fixes — from version [2.2.28](#), which was not officially released. New versions of nginx [stable](#) and [mainline](#) were also released during September, which included fixes for an SSL session reuse vulnerability, plus several other bugfixes.

Top million sites

The [million busiest websites](#) now represent less than 0.1% of all websites in the survey, but provide an insight into the preferences amongst the sites which are responsible for the great majority of today's web traffic.

Just over half (50.2%) of the top million sites use Apache, which is very similar to its share amongst all [active sites](#); however, nginx's market share is skewed noticeably higher amongst the top million sites, where it powers 20.3% of sites, compared with only 14.3% of all active sites.

Computer growth

The most stable metric is the market share of [web-facing computers](#) — hundreds of thousands of websites can easily be served from a single computer (and subsequently disappear all in one go) but it is obviously far less trivial and less desirable to deploy or decommission a significant number of computers. Netcraft's survey is also able to identify distinct computers which use multiple web-facing IP addresses, which adds further stability.

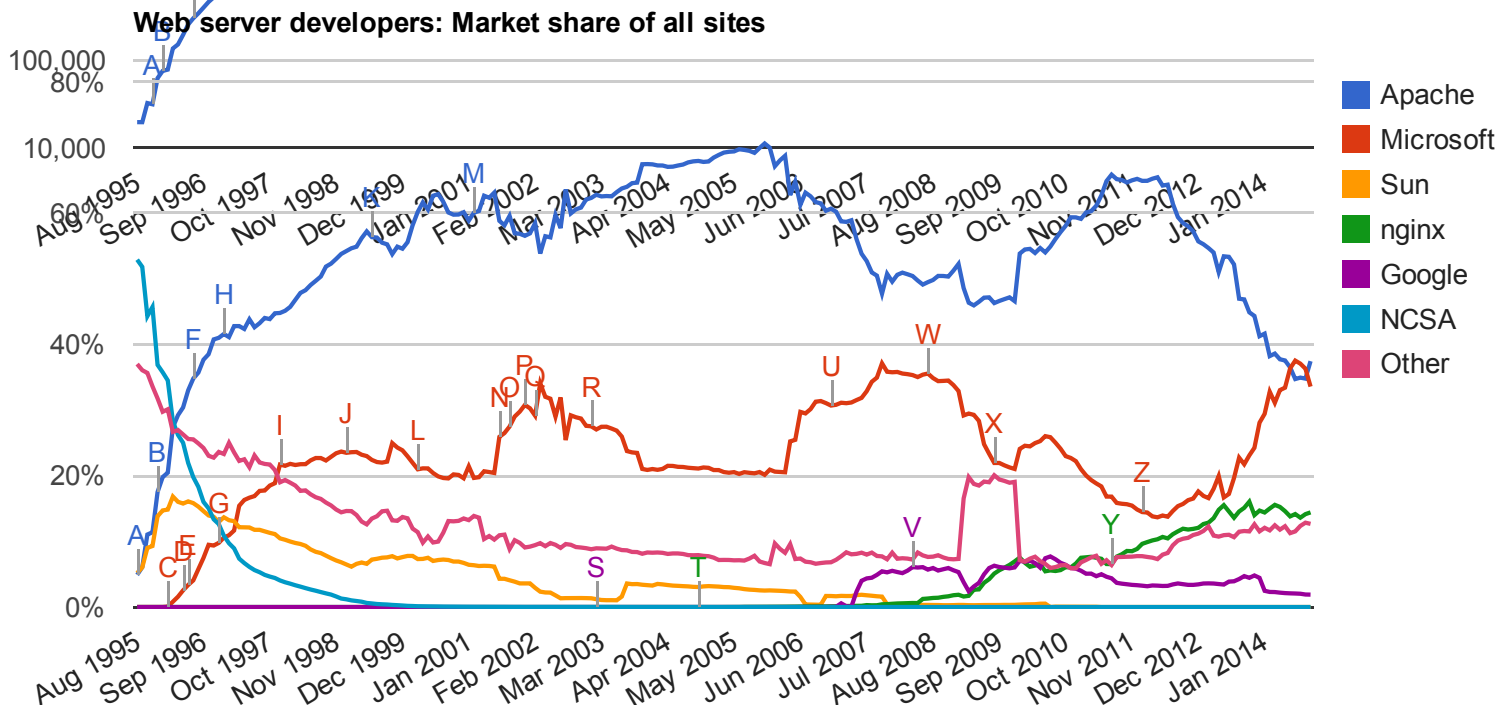
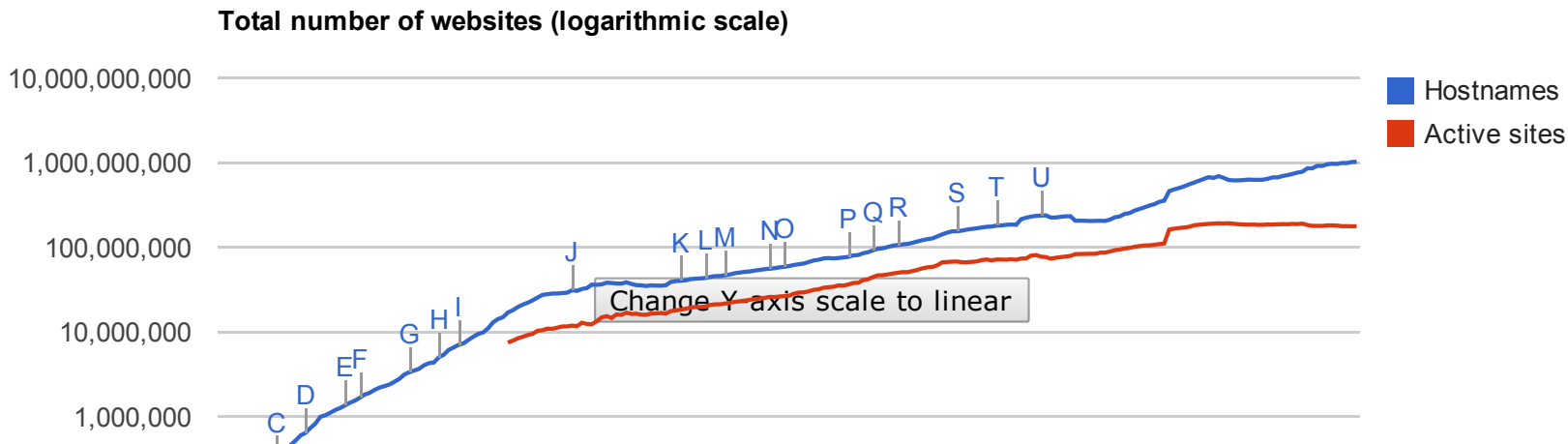
Apache leads in this market with a 47.5% share, and Microsoft also performs well with 30.7%, but both have been gradually falling over the past few years as a result of nginx's strong growth. nginx gained more than 17,000 additional web-facing computers this month, helping to bring its market share up to 10.3%.

New top level domains

The relatively new **.xyz** domain, which showed tremendous growth over the past couple of months, has started to flatten out slightly after gaining only 33,000 sites this month (+8%). Nonetheless, this is still quite a healthy gain, albeit notably less than last month's growth of 177,000 hostnames which then boosted its total by 78%.

Other promising TLDs include **.london**, **.hamburg** and **.公司**, each of which had fewer than 50 sites in last month's survey, but now have 17,000, 11,000 and 10,000 sites respectively.

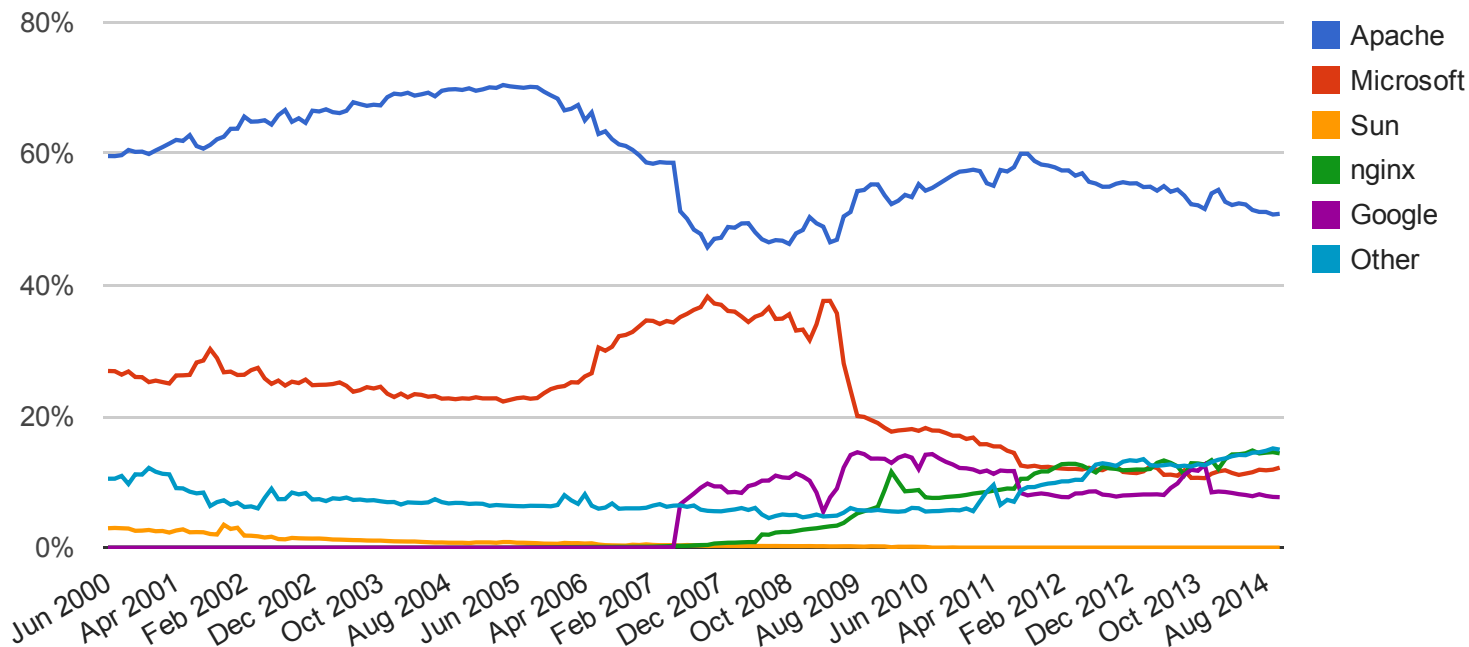
The internationalised **.公司** (.xn--55qx5d) TLD is delegated to the Computer Network Information Center of Chinese Academy of Sciences. It means "company", making it the Chinese equivalent of **.com**.



| Developer | September 2014 | Percent | October 2014 | Percent | Change |
|-----------|----------------|---------|--------------|---------|--------|
|-----------|----------------|---------|--------------|---------|--------|

| | | | | | |
|-----------|-------------|--------|-------------|--------|-------|
| Apache | 355,925,985 | 34.79% | 385,354,994 | 37.45% | 2.66 |
| Microsoft | 371,406,909 | 36.31% | 345,485,419 | 33.58% | -2.73 |
| nginx | 144,717,670 | 14.15% | 148,330,190 | 14.42% | 0.27 |
| Google | 19,499,154 | 1.91% | 19,431,026 | 1.89% | -0.02 |

Web server developers: Market share of active sites

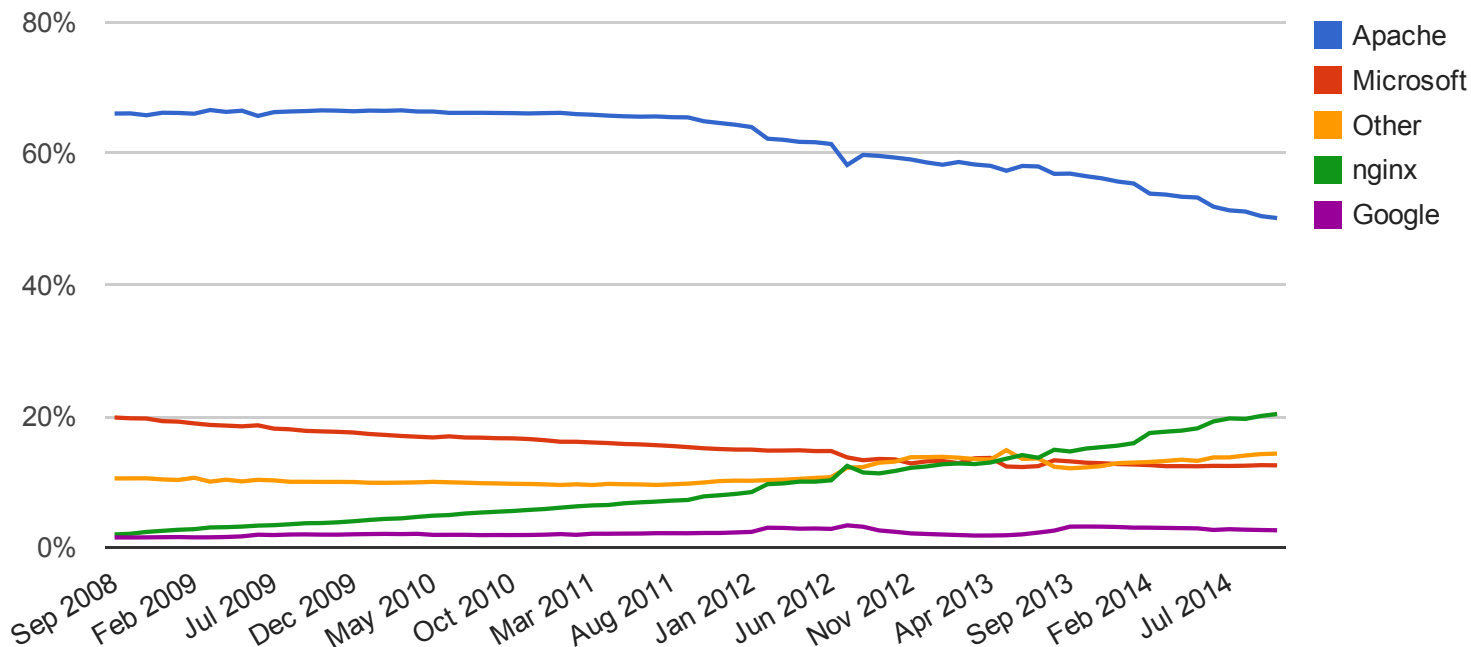


| Developer | September 2014 | Percent | October 2014 | Percent | Change |
|-----------|----------------|---------|--------------|---------|--------|
| Apache | 90,229,153 | 50.74% | 90,599,505 | 50.85% | 0.11 |
| nginx | 25,865,132 | 14.54% | 25,588,943 | 14.36% | -0.18 |

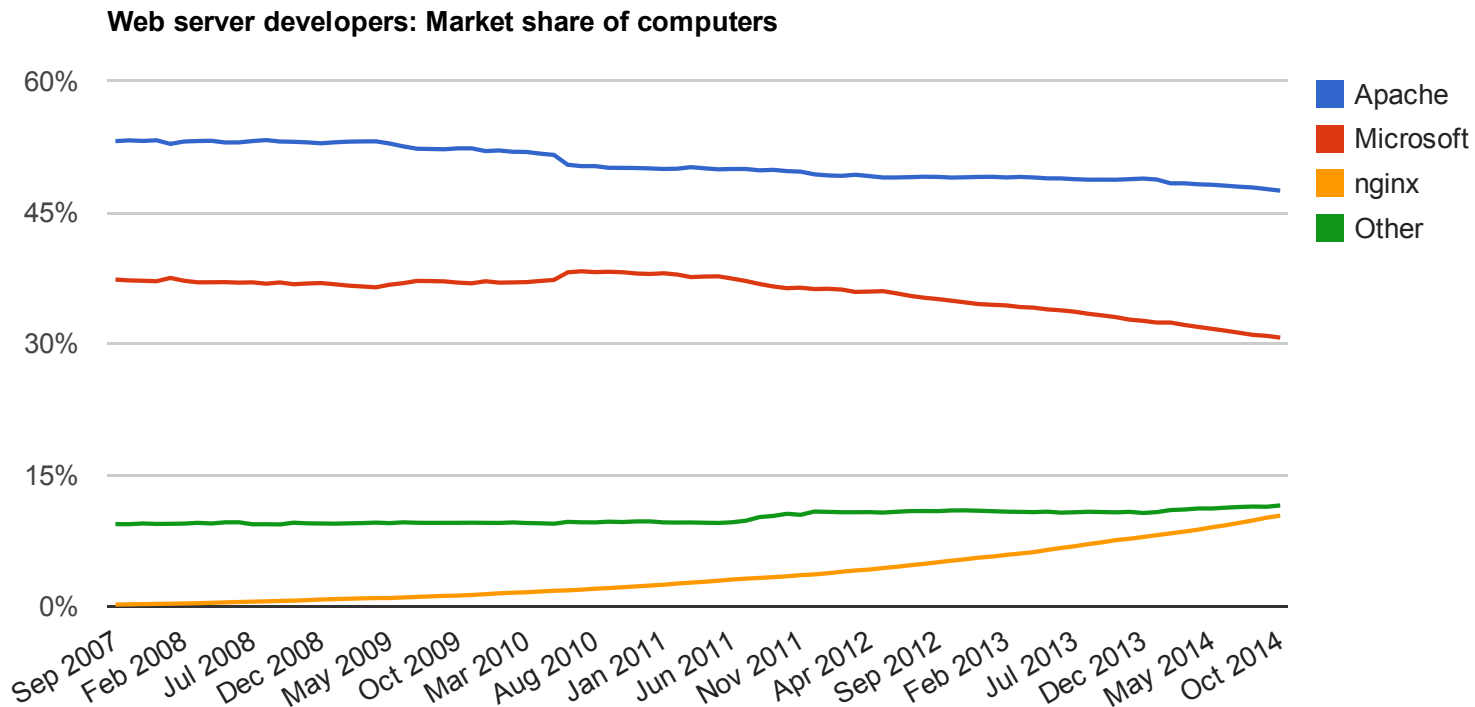
| | | | | | |
|-----------|------------|--------|------------|--------|-------|
| Microsoft | 21,122,925 | 11.88% | 21,700,874 | 12.18% | 0.30 |
| Google | 13,737,537 | 7.73% | 13,692,124 | 7.68% | -0.04 |

For more information see [Active Sites](#)

Web server developers: Market share of the top million busiest sites



| Developer | September 2014 | Percent | October 2014 | Percent | Change |
|-----------|----------------|---------|--------------|---------|--------|
| Apache | 504,816 | 50.48% | 501,922 | 50.19% | -0.29 |
| nginx | 200,526 | 20.05% | 203,439 | 20.34% | 0.29 |
| Microsoft | 125,513 | 12.55% | 125,235 | 12.52% | -0.03 |
| Google | 26,740 | 2.67% | 26,302 | 2.63% | -0.04 |



| Developer | September 2014 | Percent | October 2014 | Percent | Change |
|-----------|----------------|---------|--------------|---------|--------|
| Apache | 2,339,250 | 47.65% | 2,360,061 | 47.47% | -0.18 |
| Microsoft | 1,516,088 | 30.88% | 1,525,278 | 30.68% | -0.20 |
| nginx | 496,417 | 10.11% | 513,961 | 10.34% | 0.23 |

Posted by Netcraft on 10th October, 2014 in [Web Server Survey](#)

« [Previous post: Phishing with data: URIs](#)

» [Next post: Google's POODLE affects oodles](#)

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2 Belmont, Bath, BA1 5DZ, United Kingdom [Fair Use Policy](#) [Privacy Statement](#) [Webmaster](#)

**Exhibit I: Total Number of Websites—Internet Live
Stats**

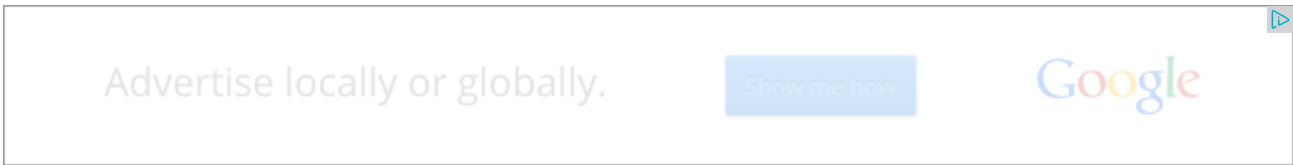
internet live stats

live

1 second

watch

trends & more



[Home](#) > [Trends and More](#) > Total Number of Websites

Total number of Websites

947,109,158

Websites online right now

[view all of them, one by one](#)

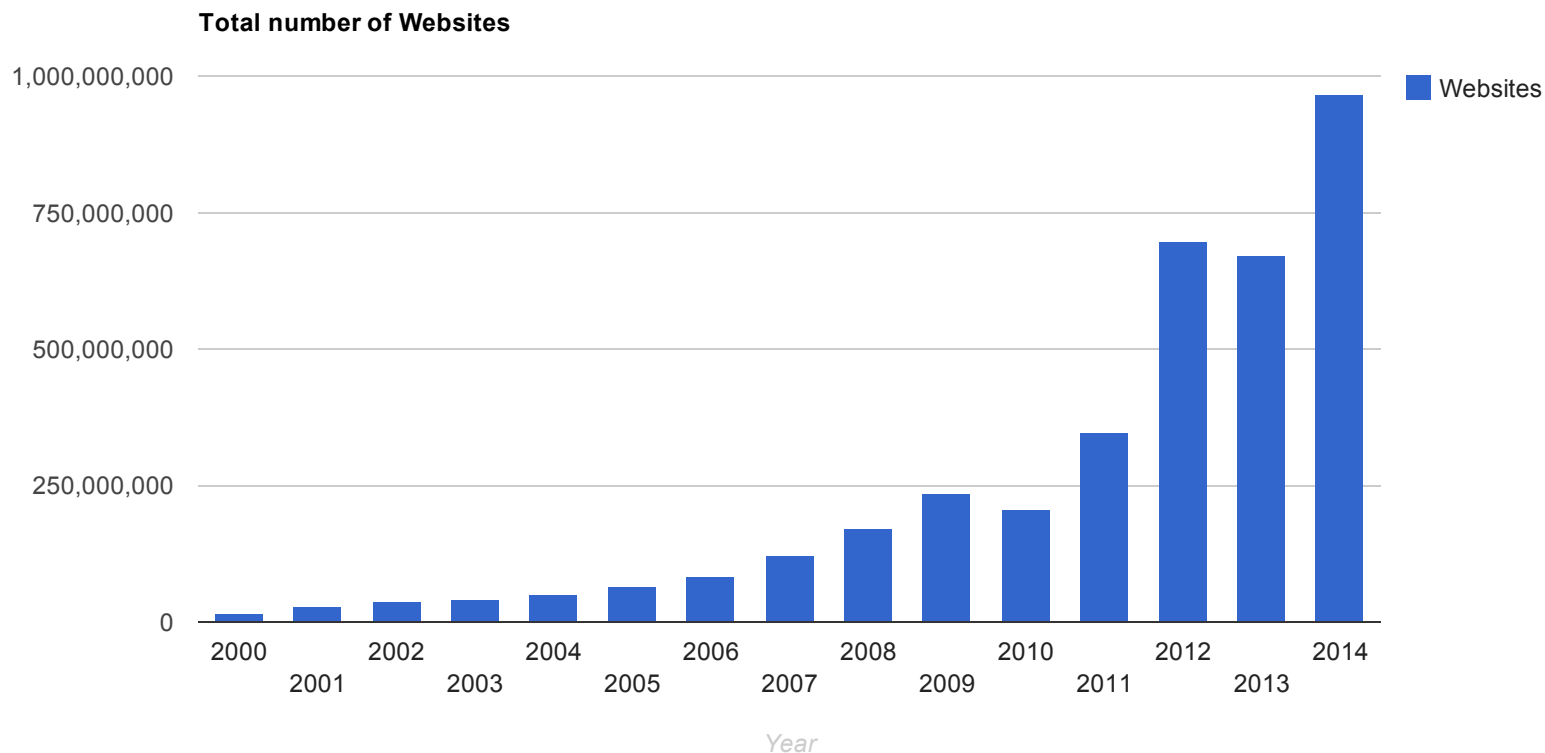
[Number of Websites by year](#)

[Curious Facts](#)

[Popular Websites](#)

[Sources and References](#)

After reaching 1 billion websites in September of 2014, a milestone confirmed by **NetCraft** in its October 2014 *Web Server Survey* and that **Internet Live Stats** was the first to announce - as attested by [this tweet](#) from the inventor of the World Wide Web himself, Tim Berners-Lee - the number of websites in the world has subsequently declined, reverting back to a level below 1 billion. This is due to the monthly fluctuations in the count of inactive websites. We do expect, however, to exceed 1 billion websites again sometime in 2015 and to stabilize the count above this historic milestone in 2016. From 1 website in 1991 to 1 billion in 2014, the chart and table below show the total number of websites by year throughout history:



| Year | Total number of Websites | % Change | Total number of Websites (Previous Year) | Number of Websites | Website |
|------|--------------------------|----------|--|--------------------|-----------|
| 2014 | 968,882,453 | 44% | 2,925,249,355* | 3 | |
| 2013 | 672,985,183 | -3% | 2,756,198,420 | 4 | |
| 2012 | 697,089,489 | 101% | 2,518,453,530 | 4 | |
| 2011 | 346,004,403 | 67% | 2,282,955,130 | 7 | |
| 2010 | 206,956,723 | -13% | 2,045,865,660 | 10 | Pinterest |
| 2009 | 238,027,855 | 38% | 1,766,206,240 | 7 | |
| 2008 | 172,338,726 | 41% | 1,571,601,630 | 9 | Dropbox |
| 2007 | 121,892,559 | 43% | 1,373,327,790 | 11 | Tumblr |
| 2006 | 85,507,314 | 32% | 1,160,335,280 | 14 | Twtrr |

| | | | | | |
|-----------|-------------------|-------|---------------|---------|---|
| 2005 | 64,780,617 | 26% | 1,027,580,990 | 16 | YouTube, Reddit |
| 2004 | 51,611,646 | 26% | 910,060,180 | 18 | Thefacebook, Flickr |
| 2003 | 40,912,332 | 6% | 778,555,680 | 19 | WordPress, LinkedIn |
| 2002 | 38,760,373 | 32% | 662,663,600 | 17 | |
| 2001 | 29,254,370 | 71% | 500,609,240 | 17 | Wikipedia |
| 2000 | 17,087,182 | 438% | 413,425,190 | 24 | Baidu |
| 1999 | 3,177,453 | 32% | 280,866,670 | 88 | PayPal |
| 1998 | 2,410,067 | 116% | 188,023,930 | 78 | Google |
| 1997 | 1,117,255 | 334% | 120,758,310 | 108 | Yandex |
| 1996 | 257,601 | 996% | 77,433,860 | 301 | |
| 1995 | 23,500 | 758% | 44,838,900 | 1,908 | Altavista, Amazon, AuctionWeb |
| 1994 | 2,738 | 2006% | 25,454,590 | 9,297 | Yahoo |
| 1993 | 130 | 1200% | 14,161,570 | 108,935 | |
| 1992 | 10 | 900% | | | |
| Aug. 1991 | 1 | | | | World Wide Web Project |

* estimate for July 1, 2014

Note: Each year's data for "Websites" refers to the total number at the end of June (mid-year)

Source: *NetCraft and Internet Live Stats* (elaboration of data by *Matthew Gray of MIT and Hobbes' Internet Timeline* and *Pingdom*)

Periodic drops in the total count can depend on various factors, including an improvement in NetCraft's handling of wildcard hostnames. For example, in August 2012, over 40 million hostnames on only 242 IP addresses were removed from the Survey.

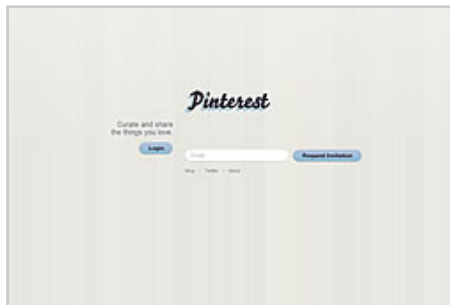
Curious facts

- The [first-ever website \(info.cern.ch\)](#) was published on August 6, 1991 by British physicist Tim Berners-Lee while at CERN, in Switzerland. ^[2] On April 30, 1993 CERN made World Wide Web ("W3" for short) technology available on a royalty-free basis to the public domain, allowing the Web to flourish. ^[3]

- The World Wide Web was invented in March of 1989 by Tim Berners-Lee (see the original proposal). He also introduced the first web server, the first browser and editor (the "WorldWideWeb.app"), the Hypertext Transfer Protocol (HTTP) and, in October 1990, the first version of the "HyperText Markup Language" (HTML).^[4]
- In 2013 alone, the web has grown by more than one third: from about 630 million websites at the start of the year to over 850 million by December 2013 (of which 180 million were active).
- Over 50% of websites today are hosted on either Apache or nginx (54% of the total as of February 2015, according to NetCraft), both open source web servers.^[5] After getting very close and even briefly taking the lead in July of 2014 in terms of server market share, Microsoft has recently got back behind Apache. As of February of 2015, 39% of server are hosted on Apache and 29% on Microsoft. However, if the overall trend continues in the future, in a few years from now Microsoft could become the leading web server developer for the first time in history.

Popular Websites (launch year & how they looked)

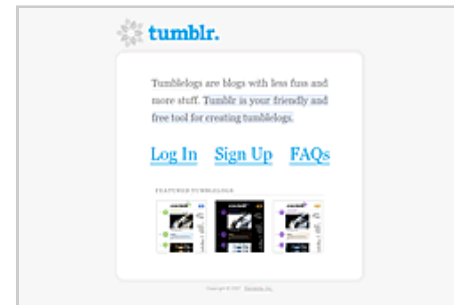
[back to top ↑](#)



Pinterest (2010)



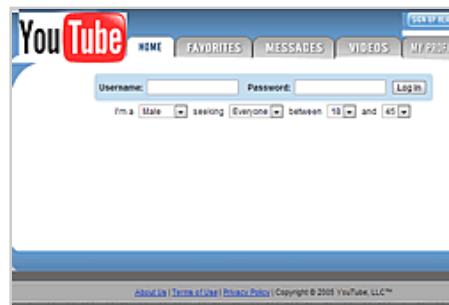
Dropbox (2008)



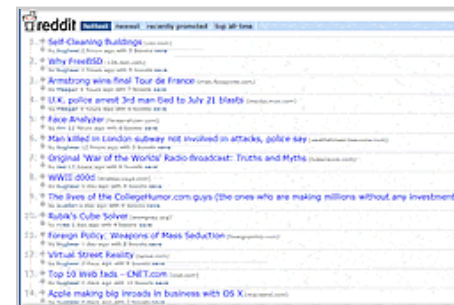
Tumblr (2007)



Twittr (2006)



YouTube (2005)



Reddit (2005)



Thefacebook (2004)



Flickr (2004)



Wordpress (2003)



Linkedin (2003)



Wikipedia (2001)



PayPal (1999)



Google (1998)



Yandex (1997)



AuctionWeb (Ebay, 1995)





WWW Project (1991)

Sources

[back to top ↑](#)

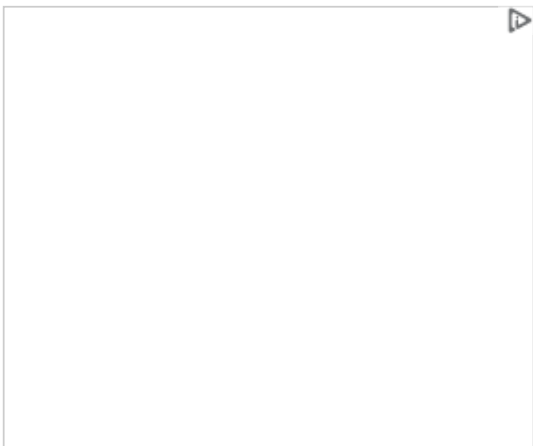
The current estimated total number of Websites is delivered by [Worldometers' algorithm](#), which processes data elaborated through statistical analysis after being collected from the following sources:

- [NetCraft Web Server Survey](#) - [and its [data](#) compiled by Pingdom]. Netcraft Ltd.
- ["Measuring the Growth of the Web."](#) Matthew Gray, MIT.
- Robert H Zakon. ["Hobbes' Internet Timeline - the definitive ARPAnet & Internet history."](#) Zakon.org.
- ["How we got from 1 to 162 million websites on the internet."](#) Pingdom Tech blog. April 4, 2008.

References

[back to top ↑](#)

1. ["How many active sites are there?"](#) Netcraft Ltd
2. Noyes, Dan ["First URL active once more."](#) CERN. April 29, 2013.
3. CERN. ["Twenty years of a free, open web."](#) CERN. April 30, 2013.
4. Berners-Lee, Tim, with Fischetti, Mark. ["Weaving the Web"](#) Harper. San Francisco, 1999.



59

 +1

314

 Tweet

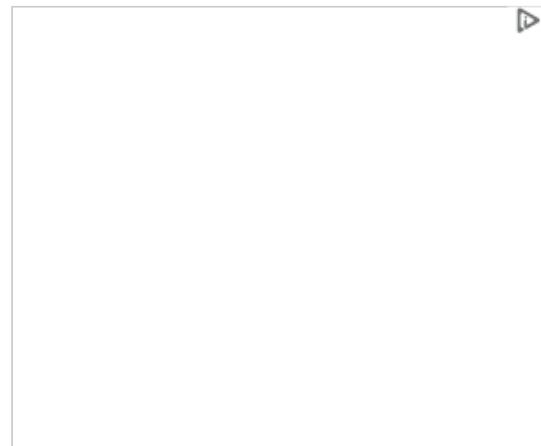
657

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 Follow

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The Official World Wide Web Anniversary Site
World Wide Web Consortium (W3C)
World Wide Web Foundation



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Exhibit J: Does Alexa Have a List of Its Top-Ranked Websites?

[My activities](#)[Submit a request](#)[Sign in](#)[Alexa Support](#) > [Competitive Intelligence Tools](#) > [Top Sites](#)

Does Alexa have a list of its top-ranked websites?

Yes, Alexa publishes the Top 500 Web sites at <http://www.alexacorp.com/topsites>.

You can download a free list of the top one million websites ranked by Alexa [here](#). Note that this list is based on the 1 month average Traffic Rank, not the 3-month average traffic rank. The list is updated daily.

More extensive lists of top sites by country or globally are available programmatically through the Alexa Top Sites Service at <http://aws.amazon.com/alexatopsites/>.

The number of sites available from the web service depends on how much data we have in each country. For example, the lists contain the top 1,000,000 or so sites in the U.S., the top 15,000 or so sites in Brazil and the top 10,000 sites in Sweden.

Was this article helpful?



Recently viewed articles

[How are Alexa's traffic rankings determined?](#)

Exhibit K: Alexa Top 500 Global Sites

Important Information for Customers in Ohio. Find out more

Starting June 1, 2015, state sales tax will be added to Alexa Pro subscription charges for customers located in Ohio.

For more information, please see our [FAQ](#).



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[Create an Account](#)

- [Home](#)
- [Plans and Pricing](#)
- [Tools](#)
- [My Dashboard](#)
- [Toolbar](#)
- [About Us](#)
- [Support](#)
- [Blog](#)
- [Browse Top Sites](#)

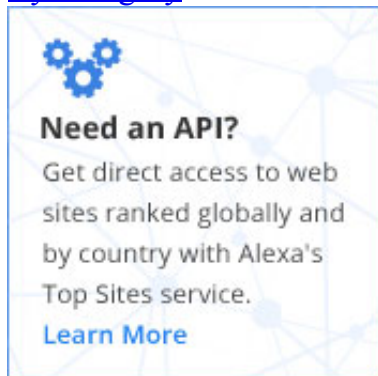
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Top Sites

The top 500 sites on the web. The sites in the top sites lists are ordered by their 1 month alexa traffic.

The 1 month rank is calculated using a combination of average daily visitors and pageviews over the past month. The site with the highest combination of visitors and pageviews is ranked #1.

- Global
- [By Country](#)
- [By Category](#)



- 1
[Google.com](http://www.google.com)
Enables users to search the world's information, including webpages, images, and videos. Offers...More unique features and search technology.
- 2
[Facebook.com](http://www.facebook.com)
A social utility that connects people, to keep up with friends, upload photos, share links and ...Morevideos.
- 3

[Youtube.com](http://www.youtube.com)

YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your...More videos worldwide!

- 4

[Yahoo.com](http://www.yahoo.com)

A major internet portal and service provider offering search results, customizable content, cha...Morerooms, free e-mail, clubs, and pager.

- 5

[Baidu.com](http://www.baidu.com)

The leading Chinese language search engine, provides "simple and reliable" search exp...Moreerience, strong in Chinese language and multi-media content including MP3 music and movies, the first to offer WAP and PDA-based mobile search in China.

- 6

[Amazon.com](http://www.amazon.com)

Amazon.com seeks to be Earth's most customer-centric company, where customers can find and disc...Moreover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices. Site has numerous personalization features and services including one-click buying, extensive customer and editorial product reviews, gift registries, gift certificates, wish lists, restaurant and movie listings, travel, and photo processing.

- 7

[Wikipedia.org](http://www.wikipedia.org)

A free encyclopedia built collaboratively using wiki software. (Creative Commons Attribution-Sh...MoreareAlike License).

- 8

[Taobao.com](http://www.taobao.com)

Launched in May 2003, Taobao Marketplace (www.taobao.com) is the online shopping destination of...More choice for Chinese consumers looking for wide selection, value and convenience. Shoppers choose from a wide range of products and services on Taobao

Marketplace, which features hundreds of millions of product and service listings. Taobao Marketplace was China's largest online shopping destination in terms of gross merchandise volume in 2013, according to iResearch. Taobao Marketplace is a business within Alibaba Group.

- 9

[Twitter.com](http://twitter.com)

Social networking and microblogging service utilising instant messaging, SMS or a web interface..

- 10

[Qq.com](http://qq.com)

China's largest and most used Internet service portal owned by Tencent, Inc founded in Nov...Moreember, 1998. Presently, Tencent is aiming its operations at the strategic goal of providing users with a "one-stop online life service". Tencent's Internet platforms QQ, QQ.com, QQ Games, and PaiPai.com have brought together China's largest Internet community. Tencent's communications and information-sharing services include QQ.com, QQ Instant Messenger, QQ Mail, and search engine SOSO. Linked up with heavily used features such as forums, chat rooms, and QQ Groups, Tencent's Qzone has grown into China's largest personal Internet space. These services foster group interaction and resource sharing. Virtual products such as QQ Show, QQ Pet, QQ Game, and QQ Music/Radio/Live have been successful in providing entertainment and customization options to users. Mobile phone users can take advantage of a number of value-added wireless services. Tencent's PaiPai.com is a C2C on-line shopping platform that seamlessly integrates into Tencent's other community platforms. As of June 30th, 2009, the number of registered QQ Instant Messenger users has reached 990.0 million. Active users numbered at 448.0 million. Peak concurrent users have reached 61.30 million. QQ Games platform counted about 6.2 million users simultaneously on-line. QQ.com has become China's most visited Internet portal website. PaiPai.com has also become China's second largest Internet shopping platform.

- 11

[Google.co.in](http://google.co.in)

Indian version of this popular search engine. Search the whole web or only webpages from India....More Interfaces offered in English, Hindi, Bengali, Telugu, Marathi and Tamil.

- 12

[Live.com](http://live.com)

Search engine from Microsoft.

- 13

[Sina.com.cn](http://www.sina.com.cn)

China's famous IM provider.

- 14

[Weibo.com](http://www.weibo.com)

新浪微博是全中国最主流，最具人气，当前最火爆的微博产品。用一句话随意记录生活，用手机随时随地发微博，迅速获取最热最火最快最酷最新的资讯。

- 15

[Linkedin.com](http://www.linkedin.com)

A networking tool to find connections to recommended job candidates, industry experts and business partners. Allows registered users to maintain a list of contact details of people they know and trust in business.

- 16

[Yahoo.co.jp](http://www.yahoo.co.jp)

Japanese version of popular portal site.

- 17

[Ebay.com](http://www.ebay.com)

International person to person auction site, with products sorted into categories.

- 18

[Google.co.jp](http://www.google.co.jp)

多言語対応検索エンジンの日本版。ウェブ、イメージおよびニュース検索、Usenet掲示板。

- 19

[Tmall.com](http://www.tmall.com)

Launched in April 2008, Tmall.com (www.tmall.com) is dedicated to providing a premium shopping ...Moreexperience for increasingly sophisticated Chinese consumers in search of top-quality branded merchandise. A large number of international and Chinese brands and retailers have established storefronts on Tmall.com. According to iResearch, Tmall.com was the largest brands and retail platform in China in terms of gross merchandise volume in 2013. Tmall.com is a business within Alibaba Group.

- 20

[Yandex.ru](http://www.yandex.ru)

Поиск информации в интернете с учетом русской морфологии, возможность регионального уточнения.
...MoreПараллельный поиск по новостям, картинкам, товарам, блогам, адресам организаций.

- 21

[Blogspot.com](http://www.blogspot.com)

- 22

[Google.de](http://www.google.de)

Suche im gesamten Web, in deutschsprachigen sowie in deutschen Sites. Zusätzlich kann gezielt n...Moreach Bildern, Videos und News gesucht werden.

- 23

[Vk.com](http://www.vk.com)

Социальная сеть как средство для коммуникации и поиска людей. Международный сервис, созданный р...Moreоссийскими разработчиками.

- 24

[Hao123.com](http://www.hao123.com)

Baidu

- 25

[T.co](#)

[12345](#) ··· [20](#)

Results **1 - 25** of **500**



Founded in 1996, Alexa has a rich history of providing deep analytical insights to benchmark, compare and optimize businesses on the web.

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Exhibit K: Alexa Top 500 Global Sites

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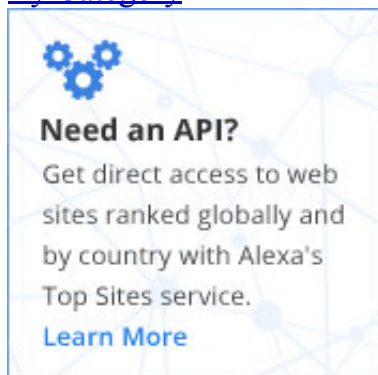
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- [By Country](#)
- [By Category](#)



- 1

[Google.com](http://www.google.com)

Enables users to search the world's information, including webpages, images, and videos. Offers...More unique features and search technology.

- 2

[Facebook.com](http://www.facebook.com)

A social utility that connects people, to keep up with friends, upload photos, share links and ...Morevideos.

- 3

[Youtube.com](http://www.youtube.com)

YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your...More videos worldwide!

- 4

[Yahoo.com](http://www.yahoo.com)

A major internet portal and service provider offering search results, customizable content, cha...More rooms, free e-mail, clubs, and pager.

- 5

[Baidu.com](http://www.baidu.com)

The leading Chinese language search engine, provides "simple and reliable" search exp...More experience, strong in Chinese language and multi-media content including MP3 music and movies, the first to offer WAP and PDA-based mobile search in China.

- 6

[Amazon.com](http://www.amazon.com)

Amazon.com seeks to be Earth's most customer-centric company, where customers can find and disc...Moreover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices. Site has numerous personalization features and services including one-click buying, extensive customer and editorial product reviews, gift registries, gift certificates, wish lists, restaurant and movie listings, travel, and photo processing.

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[Qq.com](#)

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[Google.co.in](#)

Indian version of this popular search engine. Search the whole web or only webpages from India....More Interfaces offered in English, Hindi, Bengali, Telugu, Marathi and Tamil.

- 12

[Live.com](#)

Search engine from Microsoft.

- 13

[Sina.com.cn](http://www.sina.com.cn)

China's famous IM provider.

- 14

[Weibo.com](http://www.weibo.com)

新浪微博是全中国最主流，最具人气，当前最火爆的微博产品。用一句话随意记录生活，用手机随时随地发微博，迅速获取最热最火最快最酷最新的资讯。

- 15

[Linkedin.com](http://www.linkedin.com)

A networking tool to find connections to recommended job candidates, industry experts and business partners. Allows registered users to maintain a list of contact details of people they know and trust in business.

- 16

[Yahoo.co.jp](http://www.yahoo.co.jp)

Japanese version of popular portal site.

- 17

[Ebay.com](http://www.ebay.com)

International person to person auction site, with products sorted into categories.

- 18

[Google.co.jp](http://www.google.co.jp)

多言語対応検索エンジンの日本版。ウェブ、イメージおよびニュース検索、Usenet掲示板。

- 19

[Tmall.com](http://www.tmall.com)

Launched in April 2008, Tmall.com (www.tmall.com) is dedicated to providing a premium shopping ... More experience for increasingly sophisticated Chinese consumers in search of top-quality branded merchandise. A large number of international and Chinese brands and retailers have established storefronts on Tmall.com. According to iResearch, Tmall.com was the largest brands and retail platform in China in terms of gross merchandise volume in 2013. Tmall.com is a business within Alibaba Group.

- 20

[Yandex.ru](http://www.yandex.ru)

Поиск информации в интернете с учетом русской морфологии, возможность регионального уточнения.
... More Параллельный поиск по новостям, картинкам, товарам, блогам, адресам организаций.

- 21

[Blogspot.com](http://www.blogspot.com)

- 22

[Google.de](http://www.google.de)

Suche im gesamten Web, in deutschsprachigen sowie in deutschen Sites. Zusätzlich kann gezielt n... More each Bildern, Videos und News gesucht werden.

- 23

[Vk.com](http://www.vk.com)

Социальная сеть как средство для коммуникации и поиска людей. Международный сервис, созданный р... More российскими разработчиками.

- 24

[Hao123.com](http://www.hao123.com)

Baidu

- 25

[T.co](#)

[12345](#) ··· [20](#)

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Founded in 1996, Alexa has a rich history of providing deep analytical insights to benchmark, compare and optimize businesses on the web.

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**Exhibit L: Website Traffic & Mobile App Analytics—
Similar Web**

Get insights for any website or app

 Websites |  Mobile apps

Enter any website to get started

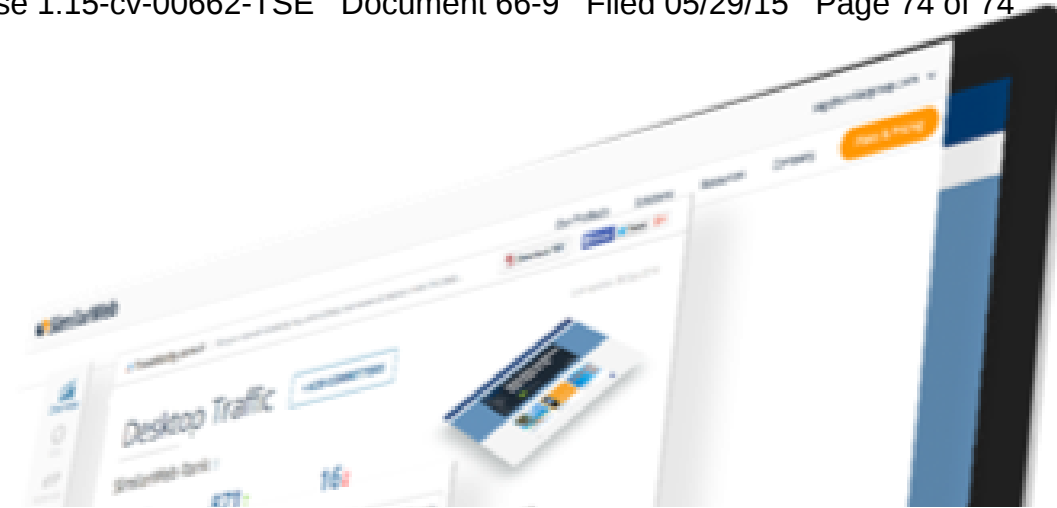
Search

Trending Website Searches:

airbnb.com

ebay.com

amazon.com



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