

Brazil has 47.5 million active Internet users

February 27 2012



An internet user in a cybercafe in Brasilia in 2008. The number of active Internet users in Brazil rose two percent in January and more than 11 percent over the past 12 months to reach 47.5 million, IBOPE Nielsen Online reported.

The number of active Internet users in Brazil rose two percent in January and more than 11 percent over the past 12 months to reach 47.5 million, IBOPE Nielsen Online reported Monday.

"Most of the increase takes place in individual homes," where 39 million people go online in an active manner, up 14 percent from a year earlier, said the joint venture between IBOPE, a private company doing market research in [Latin America](#), and [Nielsen](#) Online, which analyzes online behavior.

Some 78.5 million out of Brazil's total population of 191 million had Internet access in the third quarter of 2011, either at home or in

locations such as school or the workplace, it added.

[Internet advertising](#) also shot up 39 percent between January 2011 and January 2012, IBOPE Nielsen Online said.

(c) 2012 AFP

Citation: Brazil has 47.5 million active Internet users (2012, February 27) retrieved 7 May 2024 from <https://phys.org/news/2012-02-brazil-million-internet-users.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--