

Russia

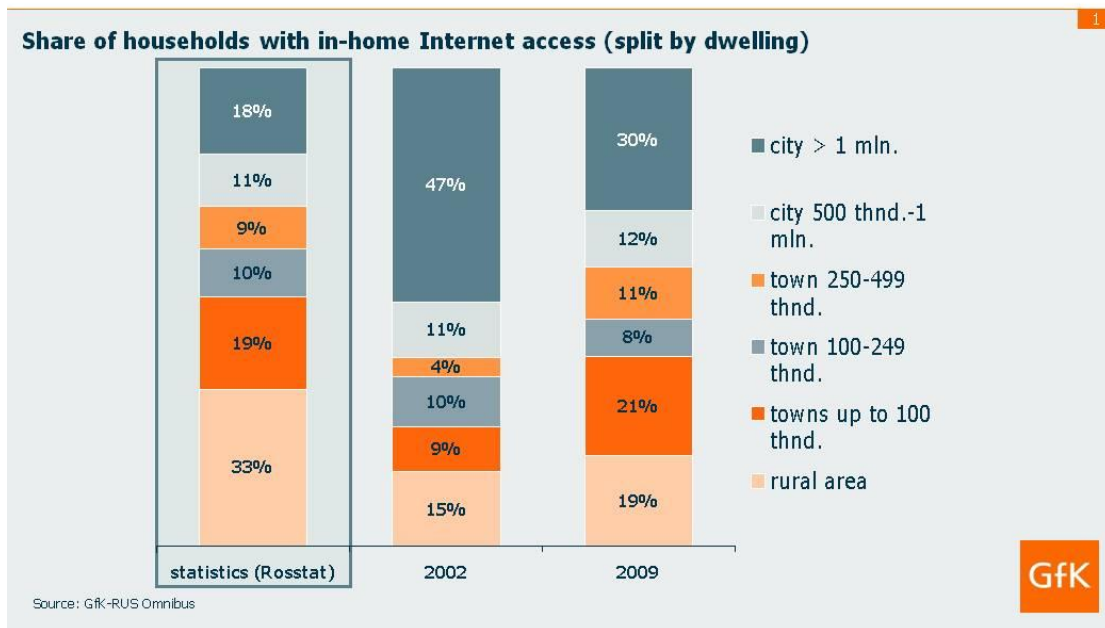
Russia online

Internet is one of the fastest growing industries in Russia

Over the last 10 years, the internet in Russia has been transformed from a technology for advanced trend-setters to an inevitable part of day-to-day life for the average Russian. We cannot imagine modern life without charts, social networks, e-mails, online shopping etc.

And this market shows an incredible growth rate: there has been a 30 times increase in in-home access to the internet in the period from 2000 to 2009 (from 1% to 30%). Its popularity has not only grown in large cities but also in small towns and even the rural areas: the share of households having in-home internet access in towns with a population of less than 100,000 has increased by a factor of 3 since 2002.

Internet strengthens its position in small towns & rural areas



In addition, the internet is one of the last things the Russians will sacrifice in the crisis: the majority of those who have used the internet in the past (72%) have not changed their habits in response to the crisis (they have neither decreased nor stopped their usage).



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