

"Independence Day" searched for Over 4 million times on the Web, says Communicate 2

Indians searched over 2.6 million times, followed by U.S at 0.9 million times and the U.K at almost 0.2 million times on August 15, 2007

Mumbai, Maharashtra, August 16, 2007 /[India PRwire](#)/ -- Communicate 2, a leader in contextual advertising in India, concluded today that 'Indian Independence Day' was on top of mind for more than 2.6 million times on August 15, 2007 of all the people surfing the Internet in India. This was followed by United States (over 0.9 million), the United Kingdom (almost 0.2 million) and Australia (more than 0.12 million).

Mr. Vivek Bhargava, Managing Director, Communicate 2 said, "In India 30 million people search one billion times a month across all ages and demographics. This study reveals how patriotic India is even while they are surfing the internet. The number of people searching for a term reveals what is going on in their mind at that instant of time. This study revealed how aware people surfing the Web were about the Indian Independence day not just in India but in other countries as well.

A pay-per-click campaign was specially designed to conclude these statistics covering eight regions (India, U.S., U.K., Australia, Canada, Pakistan, UAE and China) and the campaign was online for a period of 24 hours on Wednesday, August 15, 2007.

The number of times a person searched about Independence Day on August 15, 2007 in different region is as mentioned below:

Sr. No. Country Number of searches

1 India 2,627,85 0

2 United States of America 908,310

3 United Kingdom 192,960

4Australia 128,310

5Canada 78, 090

6Pakistan71,220

7U.A.E56,430

8 China47,460

Notes to Editor

About Communicate 2:

Communicate 2 is the leader in contextual advertising space in India. It endeavors to remove advertising as an expense from the Profit and Loss Accounts and replace the same with the term Cost of Sale. Communicate 2, started in late 1997, provides Cost of sale based advertising for companies like ICICI Bank, HDFC Bank, Standard Chartered Bank, Apnaloan, LIC Housing Finance, Reliance Money, Bajaj Allianz, ICICI Lombard General Insurance and Kingfisher Airlines among others.

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