

News Release

StatCounter Launches Free Global Stats Tool

- New Service Helps Media, Analysts, Researchers, Bloggers and Members Monitor Internet Market Share Battles

New York and Dublin; Tuesday, 3rd March 2009: StatCounter, which provides free website traffic information, has launched a new online research tool for media, analysts, bloggers, researchers and members which will help them monitor Internet market share battles. [StatCounter Global Stats](#) is a free online service which records market share of Search Engines, Browsers and Operating Systems including mobile.

The analysis is currently based on four billion pageloads per month. “This is probably the most comprehensive global web analysis you can get and certainly for free,” commented former Gartner senior executive, Oisin Byrne who now heads independent tech research company, [iReach](#). “StatCounter is shaking up the web research market by being able to provide such comprehensive statistics at no cost to users.”

StatCounter Global Stats (<http://gs.statcounter.com>) will monitor issues such as how Google’s new browser Chrome is doing against Microsoft Internet Explorer or how the iPhone is succeeding against traditional market leader Nokia in the mobile browser market. (See: “iPhone Takes Global Lead in Mobile Browser Wars” press release at:

<http://gs.statcounter.com/press/iphone-takes-global-lead-in-mobile-browser-wars-statcounter-research/>)

The data is currently updated approximately five times per day. Users, who do not need to be one of StatCounter’s two million members, can sign on for alerts as well as customize and download charts.

“As we track billions of pageloads every month, we realised that we were sitting on a huge database of cumulative market information that we have decided to make available to all for free,” commented Aodhan Cullen, founder and CEO, StatCounter. “We have spent the last year developing the analysis tool and believe that it will be a valuable resource to a wide audience from media to analysts.”

While there is no charge for use of the data or charts, users must reference StatCounter as the source.

[StatCounter](#) is one of the largest website traffic monitoring companies in the world with over two million members globally. Over 40% are located in the US with 25% in Europe. The company was founded in 1999 by Aodhan Cullen who was named the Businessweek Young European Entrepreneur of the Year in 2007.

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About StatCounter

StatCounter, a free online visitor stats tool, was founded in 1999. It offers its members the chance to grow and improve their online businesses by allowing them to monitor the number of hits to their website; the geographical location of visitors; the various pages a visitor views; keywords used to find the site plus other features.

StatCounter currently has over two million members and tracks in excess of ten billion pageloads per month over its network of three million websites.

For information on this real-time, user-friendly, and free visitor stats tool, please visit www.statcounter.com

About iReach

iReach Market Research is a leading provider of Market Research and Intelligence services across all industry verticals and with specialist knowledge in the Technology, Media and Telecoms sector. See: www.ireach.ie