

Entertainment-Related Search Volumes Down 13 Per Cent

Contributed by Greenlight
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The number of UK consumer online searches pertaining to entertainment in April - from Movies, Going Out, Gaming Consoles & games and Music, dropped 13 per cent on January's level, reveals Greenlight's latest entertainment-related search data.

The Gaming consoles & games subsector, saw the sharpest fall.

Greenlight's report, 'Entertainment Retail - Issue 9', profiles UK consumer online search behaviour in the entertainment retail sector. It reveals the most popular search terms used and the most visible brands, retailers and review sites online for the four subsectors.

Gaming consoles & games-related searches down 26 per cent on January

According to the report, there were over 4.6 million searches made for entertainment-related keywords on Google UK in April, down from January's 5.3 million.

Movie-related keywords, which accounted for the majority of these searches (1.8 million, a 41 per cent share), were 10 per cent down on January's level. Those pertaining to Going Out, which in April totalled 1.3 million, were down 9 per cent.

However, Gaming consoles & games-related search volumes saw the biggest drop - 26 per cent, from over 1.3 million in January to 991,323 in April.

'Watch movies online' the most popular search term

Overall, 'Watch movies online' was the most popular search term, accounting for 12 per cent (550,000) of all entertainment-related searches in April. 'Xbox', followed with 6 per cent (301,000).

'British Museum', 'Tate Modern', 'YouTube mp3' and 'Streaming movies' accounted for 135,000 searches a piece, each making up a 3 per cent share.

Most visible websites

Greenlight's report ranked the twenty most visible entertainment-related websites in natural search* and paid media**.

Overall, Alluc was the most visible entertainment-related website, achieving a 20 per cent share of visibility in natural search.

In the Gaming consoles & games subsector, Amazon UK was the most visible in the natural search listings with a 70 per cent share of voice.

Wikipedia meanwhile took the top spot for the going out subsector securing a 64 per cent share of visibility. Visit London ranked second.

Movies-wise, the two most visible websites in natural search were Alluc and Love Film. Both attained a sizeable share of voice - 49 per cent and 45 per cent, respectively.

For music related searches, YouTube-mp3 most was the visible website in organic results, attaining a 46 per cent of share of voice.

About Greenlight

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