

India Online 2008 Main Report

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Date: June 2009

Pages: 0

Price: US\$ 1,050.00 (Single User License)

ID: I79D6CE76A8EN

Abstracts

The India Online study helps in understanding the status and net usage behavior and preferences of online Indians. It not only provides the most recent estimates on the Internet user-ship, growth and penetration in India but also gives a highly 'insightful' understanding of the current net usage behavior and preferences of various types of online Indians.



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