

Which Countries and Languages Matter Most?

2007 Rank	Country	GDP in USD (billions)	% of 2007 GWP	% of GWP Cumulative	Internet Users (millions)	Dominant Language > 60%
1	United States	13,244.5	27.0	27.0	205.3	English
2	Japan	4,367.4	8.9	35.9	86.3	Japanese
3	Germany	2,897.0	5.9	41.8	50.6	German
4	China	2,630.1	5.4	47.1	123.0	Chinese ¹
5	United Kingdom	2,373.6	4.8	52.0	37.6	English
6	France	2,231.6	4.5	56.5	29.9	French
7	Italy	1,852.5	3.8	60.3	28.8	Italian
8	Canada	1,269.0	2.6	62.9	21.9	English/French ²
9	Spain	1,225.7	2.5	65.3	19.2	Spanish
10	Brazil	1,067.7	2.2	67.5	25.9	Portuguese
11	Russia	979.0	2.0	69.5	23.7	Russian
12	South Korea	888.2	1.8	71.3	33.9	Korean
13	India	886.8	1.8	73.1	60.0	English/Hindi ³
14	Mexico	840.0	1.7	74.8	18.6	Spanish
15	Australia	754.8	1.5	76.4	14.6	English
16	Netherlands	663.1	1.4	77.7	10.8	Dutch
17	Belgium	393.5	0.8	78.5	5.1	Dutch/French ⁴
18	Turkey	392.4	0.8	79.3	16.0	Turkish
19	Sweden	385.2	0.8	80.1	6.8	Swedish
20	Switzerland	377.2	0.8	80.9	5.0	German
21	Indonesia	364.2	0.7	81.6	16.0	Indonesian ⁵
22	Taiwan	355.7	0.7	82.3	13.2	Chinese
23	Saudi Arabia	348.6	0.7	83.1	3.2	Arabic
24	Poland	338.6	0.7	83.7	10.6	Polish
25	Norway	335.2	0.7	84.4	3.1	Norwegian

Figure 1: Top 25 Countries by GDP Yield 85% of World's Economic Activity

Sources: CIA World Factbook and Common Sense Advisory,

¹ Major dialects include Standard Chinese or Mandarin, Yue (Cantonese), Wu (Shanghainese), Minbei (Fuzhou), Minnan (Hokkien-Taiwanese), Xiang, Gan, and Hakka dialects.

² English accounts for 59.3 percent of residents, French for 23.2 percent.

³ English is used for national, political, and commercial communication. Hindi is the national language and primary tongue of 30% of the population; plus 14 other official languages.

⁴ Dutch accounts for 60%, French for the other 40%.

⁵ Bahasa Indonesia (official, modified form of Malay), English, Dutch, and local dialects (the most widely spoken is Javanese).

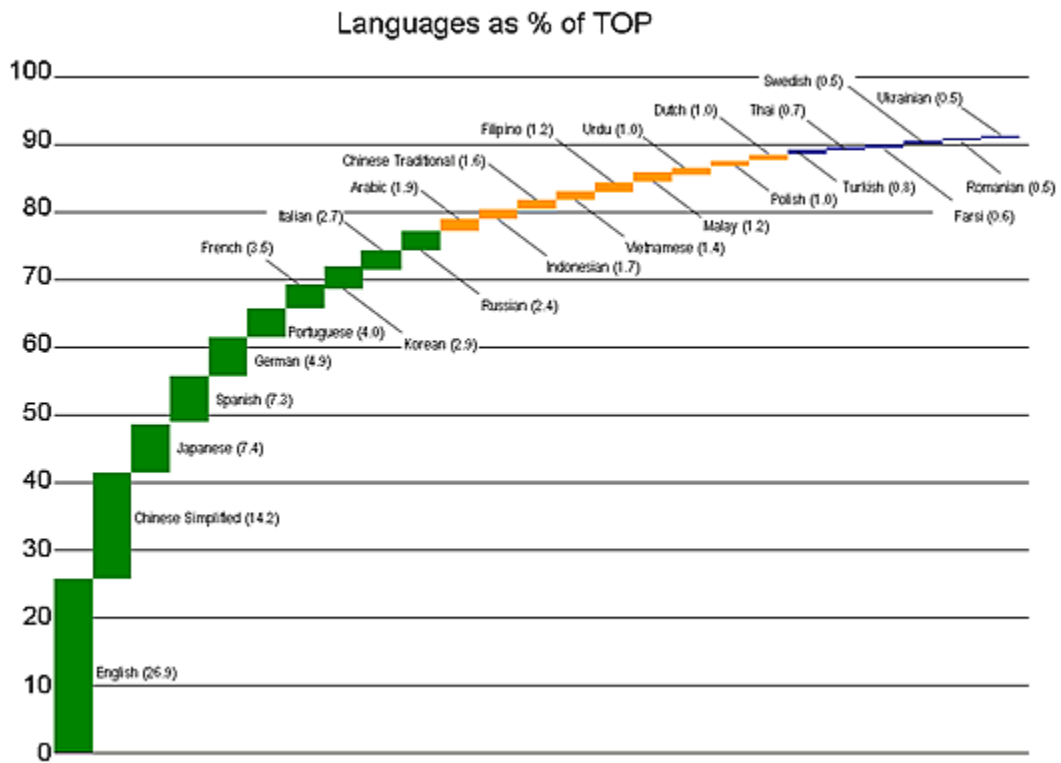


Figure 2: Ten Mega-Languages Account for 76% of Online Access

Source: Ethnologue, CIA World Factbook, and Common Sense Advisory, Inc.

These charts originally appeared in the Common Sense Advisory report, "On the Web, Some Countries Matter More than Others" (Sep07).