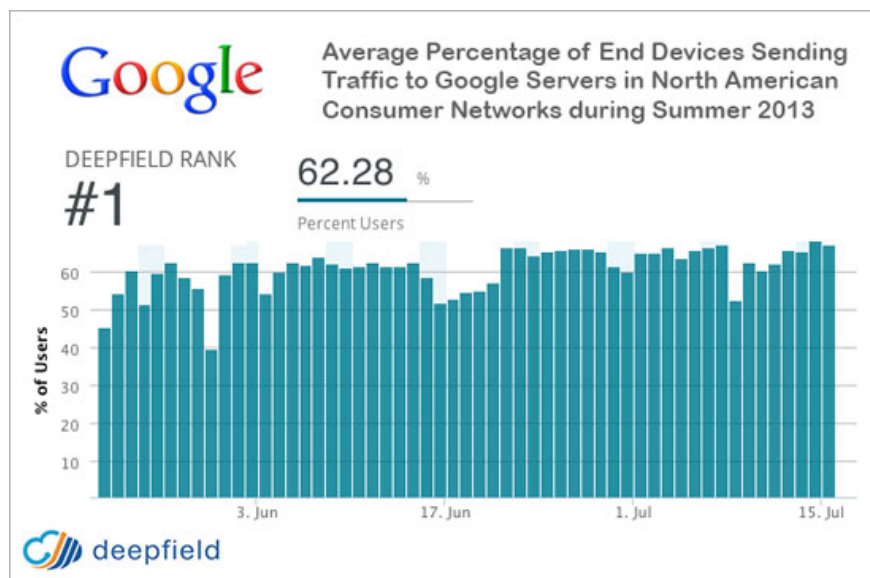


Google accounts for 25% of North American Internet traffic

The Cnet technology site is sourced from Internet monitoring company Deepfield, the giant searcher who set a new record when up to 25% of North American Internet traffic is run through Google's servers.

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"Based on terminal calculations and user usage, Google is now larger than Facebook, Netflix and Twitter," said Deepfield researcher Craig Labovitz. "On average, up to 60% of the Internet traffic of devices and users exchange with Google servers every day. This analysis includes computers and mobile devices as well as hundreds of gaming consoles, Indoor entertainment equipment and other integrated devices".



Google market in North America

In addition to Google's search engine and high-speed Internet infrastructure projects such as **Google Fiber**, the company also holds large traffic through advertising and hosting platforms. In addition, the **Google Global Cache server** also helps to capture large traffic because it is used by most Internet providers in the US as well as in more than 100 other countries.

In 2006, Deepfield's research showed that Google accounted for only 6% of Internet traffic at the time.

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