

## Press release

### **busuu.com reaches over 10,000,000 users across its online and mobile platforms**

**Madrid, 21<sup>st</sup> of November 2011** - busuu.com, the most active online community for learning languages in the world, is growing quickly. In only three and a half years, over 5,000,000 users from over 200 countries have registered on busuu.com to improve their language skills with other native speakers of the community. Currently, more than 15,000 new users join this popular community each day.

However, the growth of busuu.com is not only happening through its online registrations. For those that want to learn languages on the go, busuu.com launched apps for iPhone/iPad in September 2010 and apps for Android and tablets followed in August 2011. These mobile applications are also continuing to be hugely successful, having been downloaded over 5,000,000 times.

In little more than one year, busuu.com has become as strong on the mobile market as it is on the online market. Downloads for the Android apps in particular have gone through the roof: in only 3 months almost 1,500,000 apps from this particular operating system have been downloaded. During peak times, more than 40,000 people download busuu.com's mobile apps every day.

The apps are available for all the nine languages offered on busuu.com and do not require an internet connection to access the content. The free version includes 20 learning units - full content with over 3,000 words and key phrases can be purchased from inside the app, from beginner to intermediate level. In June 2011, the company won the "Stiftung Warentest" for Best Mobile English Vocabulary Trainer.

"This immense growth in both the online and mobile markets shows the tremendous global need for innovative forms of language learning" says Bernhard Niesner, CEO and Co-Founder of busuu.com. The website looks forward to its future and will be adding new languages soon, to make busuu.com available for even more people around the globe.

## Contacts

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## Notes to editors

### **About busuu.com**

busuu.com (<http://www.busuu.com>) is the most active language learning community with more than 5 million users from all over the world. The site provides free access to audio-visual online courses for currently nine different languages, namely Spanish, German, French, Italian, Portuguese, Russian, Polish, Turkish and

English.

Language skills can also be directly improved together with other native speakers from the community via an integrated video-chat application and peer-to-peer text corrections. Consequently, each user of busuu.com is not only a 'student' of a foreign language, but also a 'tutor' of their own mother tongue.

The start-up was founded in Madrid in early 2008. It was an official project of UNESCO's International Year of Languages in 2008. The website has received several awards including AlwaysOn Global 250 Winner 2009, Language Label 2009 from the European Commission, CeBIT Innovation Award 2010, Red Herring European Winner 2010, and 'Best Education Startup' at The Europas TechCrunch Awards in 2011.

The name of the site comes from the Busuu language of Cameroon, which according to an ethnological study from the 80s is spoken by only 8 people.

More information: <http://www.busuu.com/press>