

## blogcount

How many blogs and bloggers? How big the blogosphere?

June 23, 2003

### The Blogcount Estimate: 2.4 to 2.9 million weblogs

OAKLAND, CALIFORNIA:

#### The Blogcount.com Estimate.

Based on management reports of active weblogs centrally hosted.

	Registered	Active	As of
LiveJournal [1]	1,121,464	526,535	23 June 2003
Blogger [2]	1,500,000	705,000	9 June 2003
DiaryLand [3]	850,000	400,000	March 2003
		1,631,535	

So call it 1.5 to 1.8 million.

What isn't included?

- **Smaller hosts.** Hosts are springing up everywhere, especially to serve bloggers sharing cultures and languages. Poland, for example, has more than a 100k blogs hosted locally. Radio and Moveable Type users, early adopters, may account for another 100k users.
- **Intranet blogs.** The Firewall Of Invisibility.

So how should I create a fudge factor for everything else? I'm going to use the great data at blogcensus.net.

- They find 38,470 polish language bloggers, let's say 40% of the ones I know by looking at hosts.
- Out of 499k blogs identified, about 27k were created with Moveable Type like standalone tools, 5.4%.
- Of the 527k LiveJournal users, they crawled 5% of them (25k). (This is a new space for them and they are just now starting to spider it.)

Ideally, I would have similar information for 2 to 3 other larger crawlers like Technorati so we can compare overlaps.

For now, I'm going to say we need a fudge factor of 1.6 (using the 40% Polish number) although my gut says to go higher. So that means:

Date	Estimate (millions of active weblogs)	Source
2003-6	2.4 to 2.9	Phil Wolff, blogcount.com

Notes:

1. <http://www.livejournal.com/stats.bml>
2. Jason Shellen of Blogger/Google speaking at a June conference. [http://dijest.com/bc/old/2003\\_06\\_09\\_bc#200404998](http://dijest.com/bc/old/2003_06_09_bc#200404998) and a March 2003 Evan Williams email citing 1.2 million registered users. I'll use LiveJournal's 47% ratio
3. Diaryland. Site weblog provided an insider's guess of 850k diaries. <http://news.diaryland.com/6.html>. Absent other information, applying LiveJournal's 47% Active of Registered Accounts ratio produces 400k active diaries.