

## Asia Pacific Digital Brand Index – Australia Results

### The social media landscape in Australia

Australia has 17,033,826 internet users, representing 80.1 per cent of the population<sup>1</sup>, according to Internet World Stats. This is up by 158.1 per cent since 2000. In June 2009 more than 70 per cent of online Australians visited a social networking site, up from 29 per cent in 2008<sup>2</sup>. This demonstrates a 40 per cent increase in just one year.

Other than Twitter, forums are the most popular medium for Australians to engage online. Blogs are also becoming a popular outlet with 2.3 million Australians creating a blog and 7.3 million Australians reading one or more blogs<sup>3</sup>. Australians are also creating and consuming content online with 39 per cent creating online content in the form of uploading video and music and 83 per cent consuming Consumer Generated Media (CGM) content<sup>(3)</sup>.

### Developed by Edelman and derived from Brandtology data, the second quarterly DBI (DBI 2.0) for Australia found:

- 217,887 mentions of 65 major technology brands researched across 588 influential online channels in Australia between October and December 2009, equating to a technology brand mention every 36 seconds.
- Twitter continues to grow in popularity and significance with 57 per cent of online mentions occurring on the tool (123,696 mentions); nearly double the total number of brand mentions of all other top ten channels added together (Figure 1).
- Despite significant product releases from Microsoft (18,897) with Windows 7 and Windows Mobile 6.5, Google (29,941) continues to dominate in terms of online mentions (Figure 2), with 20,528 of those mentions being made by netizens through Twitter (Figure 3).
- Online technology mentions peaked mid-week with on average 500-1000 more posts per day than the average number of posts per day across the three months. Online technology brand mentions drop-off over the weekend by over 1,000 mentions per day when compared to the daily average.



Figure 1



Figure 2



Figure 3

<sup>1</sup> Internet World Statistics September 2009, [www.internetworldstats.com](http://www.internetworldstats.com)

<sup>2</sup> Source – Comscore 2009

<sup>3</sup> 2008 Nielsen Online Consumer Generated Media Report

Key Insights	Public Engagement Recommendations
1. There continues to be an opportunity for technology brands to take advantage of the popularity of Twitter by creating a presence and delivering exciting and engaging content.	<b>Listen with new intelligence</b> Listen to the discussions about your brand on Twitter and determine your opportunity to engage.
2. Forums continue to be popular with Australians, who prefer to take part in “conversations” online as opposed to reading one person’s opinions.	<b>Participate in the conversation: real time/every time</b> It is important to identify and monitor the forums where discussion about your brand and your competitors occurs. Depending on the forum, there may be an opportunity to engage directly with consumers, but be careful; some forums may not appreciate the approach.
3. Positive and negative discussions about technology brands occur in their thousands everyday online. Technology brands need to join these conversations to protect and promote their brand online.	<b>Champion open advocacy</b> It is important for technology brands to recognise existing online discussions and appreciate the need to address consumers’ concerns and issues as well as engage them with positive messages about their brand.

**Survey Methodology**

The DBI was conducted across eight key markets in the Asia Pacific region, namely, Australia, China, Hong Kong, India, Indonesia, Malaysia, Taiwan and Singapore. Delivering deep online insight on a quarterly basis, the Asia Pacific Digital Brand Index monitors key brands from the following broad categories: Internet and Software, Consumer Electronics, Mobile and Telecommunications, Business and Consulting and IT and Technology, across a list of popular online channels – including influential blogs, forums, and online news outlets. The channels were selected by identifying conversations based on both qualitative as well as quantitative research. For more information, please visit [www.edelmanapac.com/index.jsp?series=36](http://www.edelmanapac.com/index.jsp?series=36) and/or [www.brandtology.com/index.php/press\\_release/dbi2](http://www.brandtology.com/index.php/press_release/dbi2).

**About Edelman**

Edelman is the world’s leading independent public relations firm, with 3,200 employees in 51 offices worldwide. Edelman was named *PRWeek’s* “2009 Agency of the Year,” *PRWeek’s* “Large Agency of the Year” (for the third time in the last four years), and *Holmes Report’s* “2009 Best Large Agency to Work For” and was listed as a top-10 firm by *Advertising Age* in 2007 and 2008. For more information about Edelman visit [www.edelmanapac.com](http://www.edelmanapac.com).

Edelman represents technology brands around the world, many of which are included in the Digital Brand Index.

**About Brandtology**

Brandtology is one of the largest independent business and brand online intelligence service providers that combines technology, processes and trained professionals to deliver accurate and relevant intelligence to global organizations. Our proprietary opinion mining technologies aid organizations in listening to digital conversations across countries in multiple languages while our trained Social Media Professionals ensures high accuracy and relevancy of the intelligence provided to clients. Astute use of such intelligence has enabled Brandtology’s global clients to make timely and informed strategic decisions for public engagement, crisis management, media planning, campaign measurement, product development and strategic planning, amongst other uses. For more information, please visit [www.brandtology.com](http://www.brandtology.com).

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