

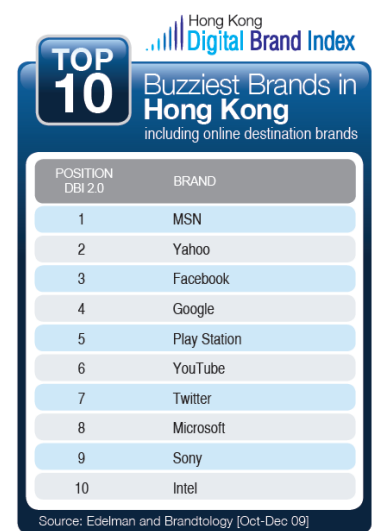
Hong Kong Digital Brand Index 2.0

The social media landscape in Hong Kong

Total household broadband penetration rates have reached over 78 per cent⁽¹⁾ according to OFTA Hong Kong, with more than 1.95 million households using broadband services. Popular internet portals and social networking sites such as Microsoft’s MSN, Facebook, Discuss.com.hk, Yahoo! and Google each reach between 1.5 million and 3 million unique visitors in a month⁽²⁾.

Developed by Edelman and derived from Brandtology data, the second quarterly DBI for Hong Kong found:

- Online conversations about technology brands in Hong Kong jumped 40 per cent. 225,009 posts about the 66 brands tracked in the study in the last quarter of 2009. This compares with 164,126 posts from the third quarter.
- Nine of the Top Ten “Buzziest” Channels capturing 70 per cent of the conversation about the brands researched were Chinese-language Hong Kong sites.
- Golden Forum was the number one destination for technology brand discussions, with 87,291 posts in a single discussion channel in three months. Twitter was a distant second with 27,236 posts, although the number of Twitter posts increased nearly four times compared to the previous quarter. The local Eyny Forum (8,683 posts) rounded out the top three, knocking Yahoo! HK Forum into fourth spot with 7,538 posts.
- Online destination brands dominated the attention of Hong Kong netizens with Microsoft’s MSN leading the charge, Yahoo! second and Facebook and Google in third and fourth places respectively. YouTube captured sixth place with Twitter entering the Top Ten for the first time in seventh place.
- When online destination brands are excluded, consumer electronic brands dominated the chart: PlayStation (1), Sony (3), HP (5), Nokia (6), Samsung (7) and LG (9). Microsoft (2) and Intel (4) stood out as the most discussed software and IT brands.



Digital Brand Index 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 on the DBI, please visit www.edelmanapac.com/index.jsp?series=36 and/or www.brandtology.com/index.php/press_release/dbi2.

About Edelman

Edelman is the world's largest independent PR firm, with 3,100 people in 51 offices around the world, including 15 offices in Asia Pacific. Recent industry recognition includes Global PR Agency of the Decade (*The Holmes Report*, 2010), Global PR Agency of the Year (*PRWeek*, 2009), Asia Pacific Agency of the Year (*The Holmes Report*, 2009), Large Agency of the Year (*PRWeek*, 2007-2009) and top-rated firm in Asia Pacific (*Media Magazine*, 2009). For more information, please visit www.edelmanapac.com

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.